BEAUCLAIR

## St Albans Headline Metrics

- In Mar 2025, monthly retail sales in St Albans were £11.4m. Year-to-Date (YTD) sales were £31.2m.
- Compared to Mar 2024, monthly sales decreased by -2.5% while YTD sales decreased by -2.1%.
- The decrease in monthly sales was due to a decrease of -2.2% in average revenue per customer (ARPC) and a marginal decrease of -0.3% in customer numbers.

| Metric | Mar 25 | Mar 25 vs Mar 24 | YTD Mar 25 | YTD Mar 25 vs YTD Mar 24 |
|---|---|---|---|---|
| Sales | £11.4m | -2.5% | £31.2m | -2.1% |
| Transactions | 561k | -2.2% | 1.59m | -1.2% |
| Customers | 149k | -0.3% | 433k | -2.0% |
| ATV | £20.42 | -0.3% | £19.65 | -0.8% |
| ARPC | £76.86 | -2.2% | £72.15 | 0.0% |

Key Retail Metrics for St Albans

## St Albans vs Comparator Areas

- Monthly sales change between Mar 2024 and Mar 2025 in St Albans (-2.5%) is higher than Guilford (-8.5%) and lower than Winchester (+4.6%).
- YTD sales change between Mar 2024 and Mar 2025 in St Albans (-2.1%) is higher than Guilford (-10.1%) and lower than Winchester (+2.0%).

| Retail Area | Mar 25 vs Mar 24 | YTD Mar 25 vs YTD Mar 24 |
|---|---|---|
| St Albans | -2.5% | -2.1% |
| Guilford | -8.5% | -10.1% |
| Winchester | +4.6% | +2.0% |
| GB Benchmark | -4.6% | -4.2% |

Sales Growth for St Albans and Comparators

## St Albans Sector Sales

- The five sectors with the highest monthly sales are Food & Drink (£3.59m), Health & Beauty (£2.18m), Grocery (£2.00m), Fashion (£1.59m), and Transport (£1.02m).
- The five sectors with the highest YTD sales are Food & Drink (£9.74m), Health & Beauty (£6.31m), Grocery (£5.48m), Fashion (£4.03m), and Transport (£2.67m).
- The five sectors showing the largest change in sales between Mar 2024 and Mar 2025 are Food & Drink (−£465k), Transport (+£169k), Health & Beauty (−£135k), Fashion (+£125k) and Tourism (−£117k).

| Sector | Mar 25 | Mar 25 vs Mar 24 | YTD Mar 25 | YTD Mar 25 vs YTD Mar 24 |
|---|---|---|---|---|
| Food & Drink | £3.59m | -11.5% | £9.74m | -6.7% |
| Health & Beauty | £2.18m | -5.9% | £6.31m | -2.8% |
| Grocery | £2.00m | +0.2% | £5.48m | +1.3% |
| Fashion | £1.59m | +8.6% | £4.03m | -1.3% |
| Transport | £1.02m | +19.9% | £2.67m | -0.4% |
| General Retail | £446k | +5.5% | £1.19m | +2.3% |
| Household | £375k | +37.8% | £1.08m | +47.0% |
| Consumer Services | £157k | +13.4% | £399k | -1.2% |
| Entertainment | £66.2k | -22.8% | £177k | -22.7% |
| Tourism | £36.3k | -76.3% | £147k | -40.9% |

St Albans Sector Sales

## St Albans Customer Catchments

- Comparing the sales contribution of customer catchment areas between March 2024 and March 2025 reveals that Rest Of GB (+1.1ppt) and St Albans 10mi (-1.1ppt) have a change of 1 percentage point (ppt) or more.
- Comparing the YTD sales contribution of customer catchment areas between March 2024 and March 2025 reveals that Rest Of GB (+1.0ppt) and St Albans 10mi (-1.0ppt)have a change of 1 percentage point (ppt) or more.

| Customer Catchment | Mar 25 | Mar 25 vs Mar 24 | YTD Mar 25 | YTD Mar 25 vs YTD Mar 24 |
|---|---|---|---|---|
| St Albans 10mi | 77.0% | -1.1ppt | 75.8% | -1.0ppt |
| Rest Of GB | 23.0% | +1.1ppt | 24.2% | +1.0ppt |

Contribution of Customer Catchments to St Albans Sales

## St Albans Data Download & FAQ

To download the data for all months click on the Historical button. To download metrics for the last month click on the Latest button. To download FAQ & Glossary click on the FAQ button.

Historical | Latest | FAQ