APRIL UPDATE

Last month we reported on a reassignment of historical sales from the Fashion sector to the Grocery sector. This change was caused by a portion of the Fashion sales from a major high-street retailer being reassigned to Grocery from September 2022 onwards. We have spent significant time investigating this reassignment and we have determined that this reassignment represents an increase in accuracy in the division of sales into the ten retail sectors. We will continue to monitor the sector assignments to ensure that they continue to provide the most accurate information for your retail areas.

THE ANTICIPATED BOOST IN SALES FROM EASTER IN TOWNS AND CITIES DURING APRIL 2025, DID NOT MATERIALISE, WITH SHOPPERS REMAINING CAUTIOUS ABOUT SPENDING PARTICULARLY ON FASHION. HOWEVER, A NOTE OF OPTIMISM WAS PROVIDED BY INCREASES IN SALES IN THE KEY SECTORS OF FOOD & DRINK, GENERAL RETAIL AND GROCERY FOR THE FIRST MONTH SINCE 2024.

According to **Diane Wehrle, of Rendle Intelligence and Insights, and Beauclair's Brand Ambassador commenting on Beauclair's April Data.**