BEAUCLAIR

St Albans Headline Metrics

- In Apr 2025, monthly retail sales in St Albans were £11.4m. Year-to-Date (YTD) sales were £43.3m.
- Compared to Apr 2024, monthly sales increased by +4.6% while YTD sales marginally increased by +0.7%.
- The increase in monthly sales was due to an increase of +4.9% in customer numbers and a marginal decrease of -0.3% in average revenue per customer (ARPC).

Metric	Apr 25	Apr 25 vs Apr 24	YTD Apr 25	YTD Apr 25 vs YTD Apr 24
Sales	£11.4m	+4.6%	£43.3m	+0.7%
Transactions	538k	-1.1%	2.16m	+0.2%
Customers	155k	+4.9%	601k	+1.3%
ATV	£21.26	+5.8%	£20.00	+0.5%
ARPC	£73.87	-0.3%	£72.03	-0.6%

Key Retail Metrics for St Albans

St Albans vs Comparator Areas

- Monthly sales change between Apr 2024 and Apr 2025 in St Albans (+4.6%) is higher than Guildford (+1.6%) and lower than Winchester (+11.2%).
- YTD sales change between Apr 2024 and Apr 2025 in St Albans (+0.7%) is higher than Guildford (-6.9%) and lower than Winchester (+4.3%).

Retail Area	Apr 25 vs Apr 24	YTD Apr 25 vs YTD Apr 24
St Albans	+4.6%	+0.7%
Guildford	+1.6%	-6.9%
Winchester	+11.2%	+4.3%
GB Benchmark	-0.1%	-3.1%

Sales Growth for St Albans and Comparators

St Albans Sector Sales

- The five sectors with the highest monthly sales are Food & Drink (£3.55m), Health & Beauty (£2.17m), Grocery (£1.89m), Fashion (£1.73m), and Transport (£1.01m).
- The five sectors with the highest YTD sales are Food & Drink (£13.6m), Health & Beauty (£8.49m), Grocery (£7.37m), Fashion (£6.02m), and Transport (£3.70m).
- The five sectors showing the largest change in sales between Apr 2024 and Apr 2025 are Food & Drink (+£343k), Fashion (−£337k), Transport (+£182k), Health & Beauty (+£161k) and Grocery (+£125k).

Sector	Apr 25	Apr 25 vs Apr 24	YTD Apr 25	YTD Apr 25 vs YTD Apr 24
Food & Drink	£3.55m	+10.7%	£13.6m	-0.6%
Health & Beauty	£2.17m	+8.0%	£8.49m	+0.1%
Grocery	£1.89m	+7.1%	£7.37m	+2.7%
Fashion	£1.73m	-16.3%	£6.02m	-4.0%
Transport	£1.01m	+22.0%	£3.70m	+4.8%
General Retail	£436k	+16.4%	£1.63m	+5.6%
Household	£381k	-14.5%	£1.46m	+23.8%
Tourism	£113k	+41.4%	£270k	-17.7%
Consumer Services	£105k	-8.0%	£504k	-2.3%
Entertainment	£69.4k	+13.6%	£247k	-14.9%

St Albans Sector Sales

St Albans Customer Catchments

- Comparing the sales contribution of customer catchment areas between April 2024 and April 2025 reveals that Rest Of GB (+4.3ppt) and St Albans 10mi (-4.3ppt) have a change of 1 percentage point (ppt) or more.
- Comparing the YTD sales contribution of customer catchment areas between April 2024 and April 2025 reveals that St Albans 10mi (-2.2ppt) and Rest Of GB (+2.2ppt)have a change of 1 percentage point (ppt) or more.

Customer Catchment	Apr 25	Apr 25 vs Apr 24	YTD Apr 25	YTD Apr 25 vs YTD Apr 24
St Albans 10mi	73.2%	-4.3ppt	74.5%	-2.2ppt
Rest Of GB	26.8%	+4.3ppt	25.5%	+2.2ppt

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