BEAUCLAIR

St Albans Headline Metrics

- In May 2025, monthly retail sales in St Albans were £12.1m. Year-to-Date (YTD) sales were £54.8m.
- Compared to May 2024, monthly sales increased by +7.4% while YTD sales increased by +1.4%.
- The increase in monthly sales was due to an increase of +5.3% in average revenue per customer (ARPC) and an increase of +2.0% in customer numbers.

Metric	May 25	May 25 vs May 24	YTD May 25	YTD May 25 vs YTD May 24
Sales	£12.1m	+7.4%	£54.8m	+1.4%
Transactions	560k	-1.7%	2.67m	-1.7%
Customers	155k	+2.0%	740k	-0.3%
ATV	£21.53	+9.2%	£20.49	+3.2%
ARPC	£77.64	+5.3%	£74.03	+1.7%

Key Retail Metrics for St Albans

St Albans vs Comparator Areas

- Monthly sales change between May 2024 and May 2025 in St Albans (+7.4%) is higher than Winchester (+3.7%) and Guildford (-5.3%).
- YTD sales change between May 2024 and May 2025 in St Albans (+1.4%) is higher than Guildford (-6.6%) and lower than Winchester (+4.4%).

Retail Area	May 25 vs May 24	YTD May 25 vs YTD May 24
St Albans	+7.4%	+1.4%
Guildford	-5.3%	-6.6%
Winchester	+3.7%	+4.4%
GB Benchmark	-1.8%	-2.3%

Sales Growth for St Albans and Comparators

St Albans Sector Sales

- The five sectors with the highest monthly sales are Food & Drink (£3.25m), Health & Beauty (£2.37m), Fashion (£2.15m), Grocery (£1.96m), and Transport (£1.02m).
- The five sectors with the highest YTD sales are Food & Drink (£16.4m), Health & Beauty (£10.8m), Grocery (£9.29m), Fashion (£8.16m), and Transport (£4.69m).
- The five sectors showing the largest change in sales between May 2024 and May 2025 are Health & Beauty (+£287k), General Retail (+£266k), Transport (+£187k), Fashion (+£164k) and Food & Drink (−£130k).

Sector	May 25	May 25 vs May 24	YTD May 25	YTD May 25 vs YTD May 24
Food & Drink	£3.25m	-3.9%	£16.4m	-3.5%
Health & Beauty	£2.37m	+13.8%	£10.8m	+3.0%
Fashion	£2.15m	+8.2%	£8.16m	-1.3%
Grocery	£1.96m	+0.7%	£9.29m	+2.6%
Transport	£1.02m	+22.4%	£4.69m	+8.4%
General Retail	£587k	+82.9%	£2.21m	+19.8%
Household	£400k	-1.9%	£1.86m	+17.2%
Tourism	£133k	+53.4%	£403k	-3.0%
Consumer Services	£113k	-4.7%	£617k	-2.7%
Entertainment	£75.9k	+10.9%	£323k	-9.7%

St Albans Sector Sales

St Albans Customer Catchments

- Comparing the sales contribution of customer catchment areas between May 2024 and May 2025 reveals that Rest Of GB (+1.9ppt) and St Albans 10mi (-1.9ppt) have a change of 1 percentage point (ppt) or more.
- Comparing the YTD sales contribution of customer catchment areas between May 2024 and May 2025 reveals that St Albans 10mi (-1.8ppt) and Rest Of GB (+1.8ppt)have a change of 1 percentage point (ppt) or more.

Customer Catchment	May 25	May 25 vs May 24	YTD May 25	YTD May 25 vs YTD May 24
St Albans 10mi	75.1%	-1.9ppt	75.0%	-1.8ppt
Rest Of GB	24.9%	+1.9ppt	25.0%	+1.8ppt

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