BEAUCLAIR

St Albans Headline Metrics

- In Jun 2025, monthly retail sales in St Albans were £10.4m. Year-to-Date (YTD) sales were £64.7m.
- Compared to Jun 2024, monthly sales decreased by -3.3% while YTD sales marginally increased by +0.4%.
- The decrease in monthly sales was due to a decrease of -7.7% in customer numbers and an increase of +4.8% in average revenue per customer (ARPC).

Metric	Jun 25	Jun 25 vs Jun 24	YTD Jun 25	YTD Jun 25 vs YTD Jun 24
Sales	£10.4m	-3.3%	£64.7m	+0.4%
Transactions	502k	-9.5%	3.17m	-2.9%
Customers	138k	-7.7%	874k	-1.5%
ATV	£20.74	+6.9%	£20.38	+3.4%
ARPC	£75.61	+4.8%	£74.04	+2.0%

Key Retail Metrics for St Albans

St Albans vs Comparator Areas

- Monthly sales change between Jun 2024 and Jun 2025 in St Albans (-3.3%) is higher than Winchester (-5.2%) and Guildford (-9.4%).
- YTD sales change between Jun 2024 and Jun 2025 in St Albans (+0.4%) is higher than Guildford (-7.1%) and lower than Winchester (+2.7%).

Retail Area	Jun 25 vs Jun 24	YTD Jun 25 vs YTD Jun 24
St Albans	-3.3%	+0.4%
Guildford	-9.4%	-7.1%
Winchester	-5.2%	+2.7%
GB Benchmark	-8.5%	-3.3%

Sales Growth for St Albans and Comparators

St Albans Sector Sales

- The five sectors with the highest monthly sales are Food & Drink (£2.75m), Health & Beauty (£2.29m), Grocery (£1.82m), Fashion (£1.59m), and Transport (£972k).
- The five sectors with the highest YTD sales are Food & Drink (£19.2m), Health & Beauty (£13.1m), Grocery (£11.1m), Fashion (£9.19m), and Transport (£5.66m).
- The five sectors showing the largest change in sales between Jun 2024 and Jun 2025 are Food & Drink (−£505k), Health & Beauty (+£235k), Transport (+£77.4k), Consumer Services (−£76.2k) and Fashion (−£75.5k).

Sector	Jun 25	Jun 25 vs Jun 24	YTD Jun 25	YTD Jun 25 vs YTD Jun 24
Food & Drink	£2.75m	-15.5%	£19.2m	-5.0%
Health & Beauty	£2.29m	+11.4%	£13.1m	+4.4%
Grocery	£1.82m	-1.8%	£11.1m	+1.9%
Fashion	£1.59m	-4.5%	£9.19m	-4.6%
Transport	£972k	+8.7%	£5.66m	+8.5%
Household	£385k	-2.8%	£2.25m	+13.2%
General Retail	£341k	-1.4%	£2.55m	+16.4%
Consumer Services	£102k	-42.9%	£719k	-11.5%
Tourism	£94.1k	+94.3%	£497k	+7.2%
Entertainment	£60.4k	-6.9%	£383k	-9.3%

St Albans Sector Sales

St Albans Customer Catchments

- Comparing the sales contribution of customer catchment areas between June 2024 and June 2025 reveals that St Albans 10mi (-1.7ppt) and Rest Of GB (+1.7ppt) have a change of 1 percentage point (ppt) or more.
- Comparing the YTD sales contribution of customer catchment areas between June 2024 and June 2025 reveals that St Albans 10mi (-1.7ppt) and Rest Of GB (+1.7ppt)have a change of 1 percentage point (ppt) or more.

Customer Catchment	Jun 25	Jun 25 vs Jun 24	YTD Jun 25	YTD Jun 25 vs YTD Jun 24
St Albans 10mi	75.6%	-1.7ppt	75.5%	-1.7ppt
Rest Of GB	24.4%	+1.7ppt	24.5%	+1.7ppt

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