BEAUCLAIR

St Albans Headline Metrics

- In Jul 2025, monthly retail sales in St Albans were £10.8m. Year-to-Date (YTD) sales were £75.5m.
- Compared to Jul 2024, monthly sales decreased by -1.4% while YTD sales marginally increased by +0.4%.
- The decrease in monthly sales was due to a decrease of -7.6% in customer numbers and an increase of +6.7% in average revenue per customer (ARPC).

Metric	Jul 25	Jul 25 vs Jul 24	YTD Jul 25	YTD Jul 25 vs YTD Jul 24
Sales	£10.8m	-1.4%	£75.5m	+0.4%
Transactions	528k	-6.0%	3.70m	-3.2%
Customers	140k	-7.6%	1.01m	-2.5%
ATV	£20.47	+4.9%	£20.41	+3.7%
ARPC	£77.23	+6.7%	£74.66	+3.0%

Key Retail Metrics for St Albans

St Albans vs Comparator Areas

- Monthly sales change between Jul 2024 and Jul 2025 in St Albans (-1.4%) is higher than Guildford (-6.4%) and lower than Winchester (+8.6%).
- YTD sales change between Jul 2024 and Jul 2025 in St Albans (+0.4%) is higher than Guildford (-6.8%) and lower than Winchester (+4.4%).

Retail Area	Jul 25 vs Jul 24	YTD Jul 25 vs YTD Jul 24
St Albans	-1.4%	+0.4%
Guildford	-6.4%	-6.8%
Winchester	+8.6%	+4.4%
GB Benchmark	-1.4%	-3.0%

Sales Growth for St Albans and Comparators

St Albans Sector Sales

- The five sectors with the highest monthly sales are Food & Drink (£3.08m), Health & Beauty (£2.30m), Grocery (£1.82m), Fashion (£1.78m), and Transport (£830k).
- The five sectors with the highest YTD sales are Food & Drink (£22.4m), Health & Beauty (£15.3m), Grocery (£12.9m), Fashion (£11.0m), and Transport (£6.48m).
- The five sectors showing the largest change in sales between Jul 2024 and Jul 2025 are Food & Drink (−£154k), Health & Beauty (+£150k), Transport (−£99.6k), Fashion (+£79.9k) and Household (−£61.7k).

Sector	Jul 25	Jul 25 vs Jul 24	YTD Jul 25	YTD Jul 25 vs YTD Jul 24
Food & Drink	£3.08m	-4.7%	£22.4m	-4.2%
Health & Beauty	£2.30m	+7.0%	£15.3m	+5.1%
Grocery	£1.82m	+0.1%	£12.9m	+1.5%
Fashion	£1.78m	+4.7%	£11.0m	-3.2%
Transport	£830k	-10.7%	£6.48m	+5.5%
General Retail	£389k	+16.1%	£2.93m	+16.6%
Household	£362k	-14.6%	£2.60m	+8.3%
Consumer Services	£80.3k	-42.4%	£799k	-15.8%
Tourism	£77.2k	-43.5%	£574k	-4.4%
Entertainment	£74.8k	-9.4%	£458k	-9.1%

St Albans Sector Sales

St Albans Customer Catchments

- Comparing the sales contribution of customer catchment areas between July 2024 and July 2025 identifies no catchments with a change of 1 percentage point (ppt) or more.
- Comparing the YTD sales contribution of customer catchment areas between July 2024 and July 2025 reveals that St Albans 10mi (-1.3ppt) and Rest Of GB (+1.3ppt)have a change of 1 percentage point (ppt) or more.

Customer Catchment	Jul 25	Jul 25 vs Jul 24	YTD Jul 25	YTD Jul 25 vs YTD Jul 24
St Albans 10mi	76.3%	+0.8ppt	75.7%	-1.3ppt
Rest Of GB	23.7%	-0.8ppt	24.3%	+1.3ppt

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