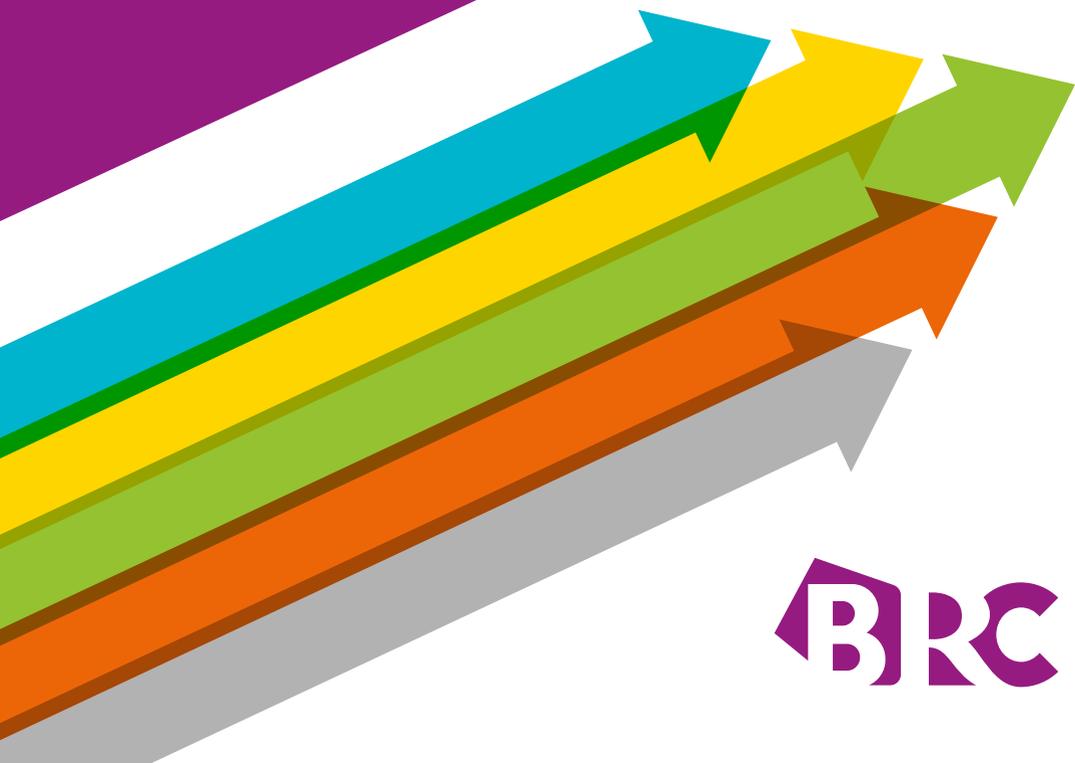


THE DATA DRIVING UK RETAIL PERFORMANCE



INSIGHT

OUR DATA FOLLOWS ALL STAGES OF THE CUSTOMER JOURNEY

DISCOVERY

BRC/Google
Online Retail Monitor

Insights into how customers use searches to find retailers, and metrics on the devices they use.



ONLINE CONSUMER BEHAVIOUR

BRC/Hitwise Digital
Retail Insights Monitor



Measuring traffic to UK retail websites unlocks knowledge on how digital is changing the customer journey.

PRICES

BRC/Nielsen Shop Price Index

Providing an accurate picture of price changes across the most popular locations across the UK.



SALES

BRC/KPMG
Retail Sales Monitor
BRC/KPMG
Online Retail Sales Monitor
BRC/KPMG
Scottish Retail Monitor

Detailed retail sales data – online and offline – with powerful analytics to develop reliable insights.

DESTINATION

BRC/Springboard
Footfall and Vacancies Monitor

A rich source of knowledge with insights into the retail hotspots, and vacancy rates, across the UK.



EMPLOYMENT

BRC/Bond Dickinson
Retail Employment Monitor

Tracking the trends from the retail labour market based on data taken from 1.3 million retail employees.



THE WHAT & WHY OF DATA

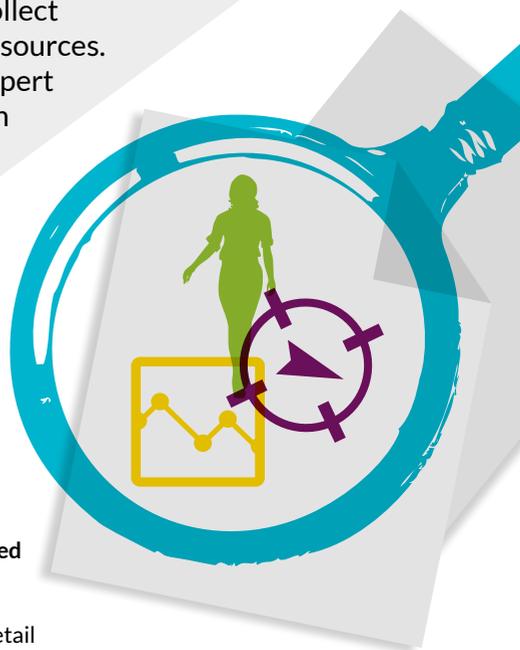
Data is the new oil. It's not only important for understanding the state of retail, but also for fuelling the decisions both individual retailers and the industry as a whole are taking. At the BRC, we collect and collate a range of data from myriad sources. Yet, this is not enough. Data requires expert analysis to refine it into insights that can be acted upon, to deliver intelligence that benefits our members.

FREE TO BRC MEMBERS

That's where our Retail Insights and Analytics data comes in. They are your primary source of retail intelligence, compiled by economic, legal and industry experts, as well as City analysts. Each influential report provides a comprehensive view of what's happening in the retail industry – and through our members we also have access to the view from the shop floor.

As a retail insights subscriber, you'll gain access to this exclusive wealth of data, and the insights and intelligence generated from our analysis of it.

Our members consider the BRC Retail Insights and Analytics data vital for informing their business decisions. **We think you will, too.**



Subscribe today at
www.brc.org.uk/bis

UP-TO-DATE RETAIL REPORTS

With over 90 retail reports published each year, **your subscription gives you access to exclusive knowledge and information that adds valuable insights unavailable elsewhere.**

These are drawn from the wealth of data collected and collated from our members, partners and experts from across the retail sector.

THE LEADING INDICATOR OF SALES PERFORMANCE



The BRC/KPMG Retail Sales Monitor (RSM), considered the premier indicator of UK retail sales performance available to the industry, is well respected and the most widely quoted.

RELEASED
WEEKLY FOR
PARTICIPANTS
ONLY

Participating retailers represent 60% of the sector by turnover, and are a cross-section of high street brands, small businesses and online retailers, ranging from pure plays to major brands.

RELEASED
MONTHLY
FOR ALL OTHER
MEMBERS

With time series data going back to 1995, the RSM plays a significant role in helping to interpret consumer spending trends and assessing the retail sector's overall health. The RSM includes category analysis across grocery and non-food categories, including Clothing & Footwear, Health & Beauty, and Furniture. We also produce a monthly Retail Sales Monitor for Scotland and the UK.

Please note: Only participants receive weekly data, all other members receive monthly data.

A BENCHMARK FOR ONLINE SALES PERFORMANCE

Gain a greater understanding of how online is changing the way people shop with the BRC/KPMG Online Retail Sales Monitor (ORSM).

Launched in 2012, the report acts as both a benchmark for participating retailers and as an economic indicator.

With online being the power behind the retail revolution, having the ability to quantify and analyse underlying trends will prove critical in understanding what is an increasingly complex and constantly shifting customer journey.

The report provides data on the growth of non-food sales by all non-store channels (internet, mail order, TV and phone) across retail categories, including Clothing, Footwear, Furniture, and Health & Beauty.

Please note: Only participants receive weekly data, all other members receive monthly data.



RELEASED
WEEKLY FOR
PARTICIPANTS
ONLY

RELEASED
MONTHLY
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MEMBERS

MONITORING WHERE CUSTOMERS ARE ACTIVE



The BRC/Springboard Footfall and Vacancies Monitor (FVM) reports customer activity data from major regional centres, and a representative sample of secondary or smaller town centres, across the UK.

This equates to approximately 120 million footfall counts per week at over 400 different shopping locations. Each quarter, it also includes national vacancy rates to the same level of detail.

Analysing the data within this rich resource helps influence vital business decisions, and the insights are used by analysts to explain regional disparities, as well as seasonal patterns or weather-related changes.

RELEASED MONTHLY

The customer activity data collected for the BRC/Springboard Footfall and Vacancies Monitor equates to approximately

120^M

footfall counts per week at over 400 different shopping locations.

UNCOVER TRENDS IN RETAIL EMPLOYMENT

We measure changes in retail sector employment, publishing the trends that are coming through, and what they mean for our industry, in our BRC/Bond Dickinson Retail Employment Monitor (REM).

Representative of retailers large and small, covering both food and non-food, it samples over 1.3 million retail employees.

Gain access to data on the growth of full-time employment, store numbers, employment intentions and redundancies. Supplementing this is economic analysis of the wider UK labour market and how this compares to retail, the largest private sector employer in the UK.

RELEASED QUARTERLY

Representative of retailers large and small, covering both food and non-food, it samples over

1.3^M

retail employees.

Bond Dickinson



Data is collected across 11 retail categories, including Food, Electronics, Furniture, Clothing and Footwear from over

7,500

data points.

RELEASED MONTHLY

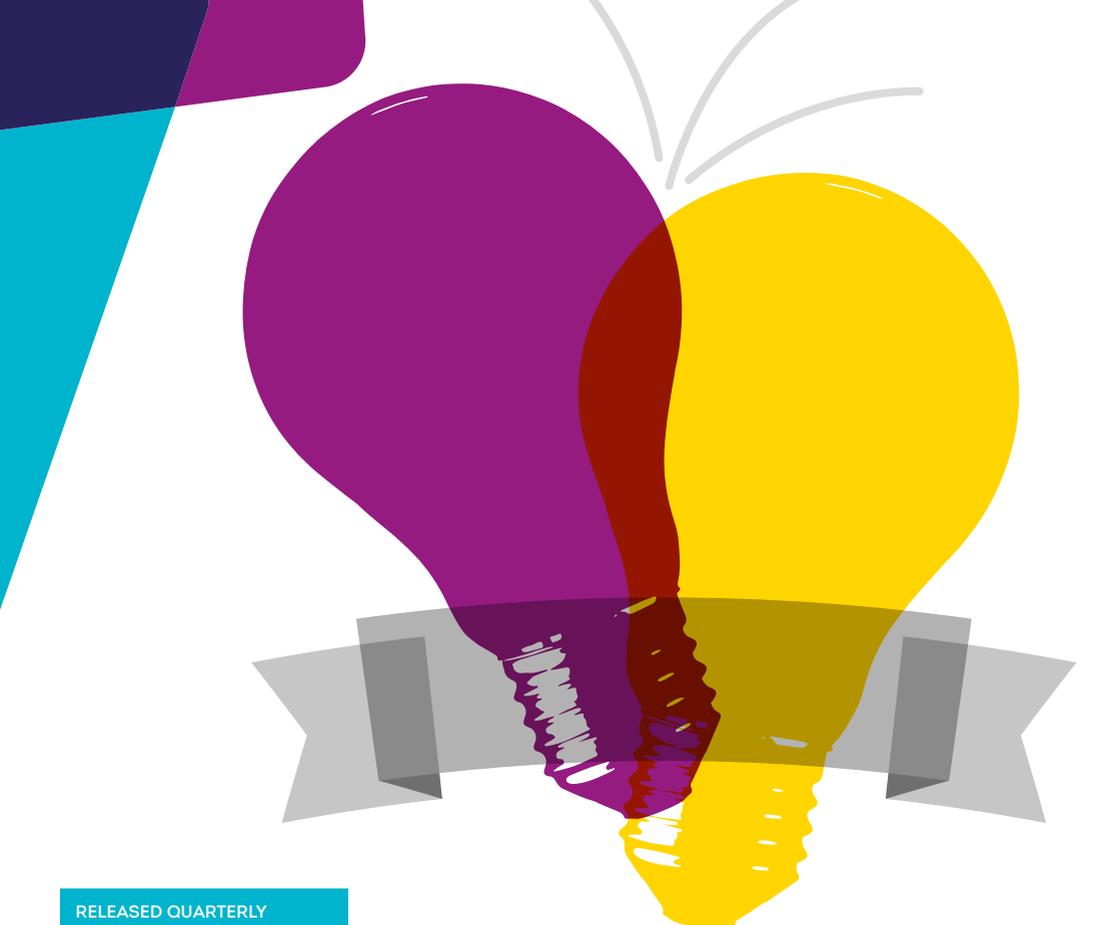
THE EFFECT OF **PRICE CHANGES**

The BRC/Nielsen Shop Price Index (SPI) provides an **accurate picture of price changes in the most common shopping locations across the UK, helping indicate where competition is low or where demand is high.**

Data is collected across 11 retail categories, including Food, Electronics, Furniture, Clothing and Footwear from over 7,500 data points. **By subscribing, you'll have access to time series data stretching back to 2005 across all categories – and you can either download data into an Excel spreadsheet, or conduct analysis using a range of online tools.**

The SPI report is used by City analysts, hedge fund managers, retailers, and the media, and acts as a useful comparison to the official inflationary data published by the Office of National Statistics.

nielsen
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RELEASED QUARTERLY

INSIGHTS ON THE INDUSTRY

Our Quarterly Trend Analysis report (QTA) is a rich resource providing an overview of the trends and variables influencing the retail industry from the previous three months, alongside independent insights from a leading economist and an industry analyst.

If you're keen to keep your finger on the pulse of UK retail economics, our Quarterly Trend Analysis offers a **perceptive overview of the current trends within retail**, alongside observations from influential industry commentators.



DOCUMENTING RETAIL AND ECONOMIC TRENDS

RELEASED MONTHLY

The comprehensive Economic Briefing Report is one of our most widely read reports and delivers **insights into the economic factors influencing consumers and the broader retail sector, as well as examining how the retail industry's performance affects the wider economy.**

Tailored for retail sector analysts, economists and consultants, the report specifies detailed references for all relevant data published within the past month. This includes:

- GDP
- Labour market statistics
- Inflation and exchange rates
- Consumer spending and debt
- Footfall and more



DIGITAL, MOBILE & RETAIL TRENDS

RELEASED
MONTHLY

As online retail grows exponentially, the BRC/Hitwise Digital Retail Insights Monitor plays an important role in understanding the effects of technology on the industry.

A monthly measure of traffic to UK online retail websites, it provides invaluable insights into the latest trends, along with category analysis across Food & Drink and eight non-food sub-categories.

The report will also give you **access to retail sector breakdowns based on visits, views, and data around device usage.** Alongside this, duration data across regions, ages, socio-demographic backgrounds and more is provided, which unlocks knowledge on the role mobile and digital technology is playing in the customer journey.

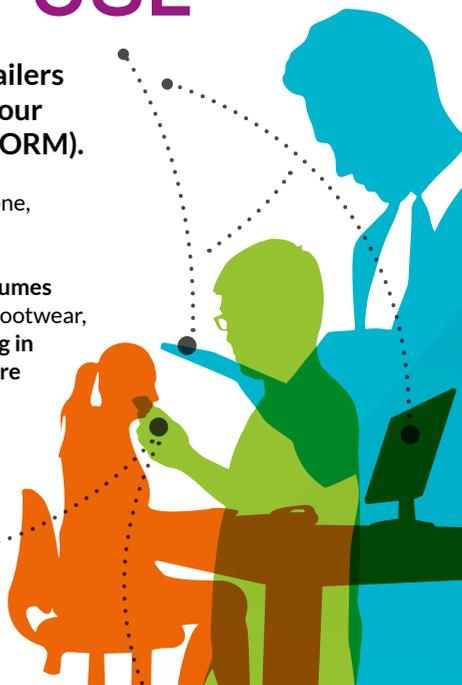
CONSUMER SEARCHES AND THE DEVICES THEY USE

RELEASED
MONTHLY

Understanding how customers are finding retailers online, and spotting trends, is made easy with our quarterly BRC/Google Online Retail Monitor (ORM).

The report also details other useful metrics around smartphone, tablet or desktop device usage.

Through the ORM, you'll find detailed analysis of search volumes across nine retail categories, including Grocery, Clothing & Footwear, Health & Beauty, and more. **With international retail growing in importance, our Online Retail Monitor has evolved to capture search data for the UK's key export destinations globally.**



GET REAL RETAIL INSIGHTS TODAY



MEMBERSHIP

All BRC members have **free, unlimited** user access to this service.

SIGN-UP TODAY

Start your annual subscription to our Retail Insights and Analytics data service today. For further information contact our team.

020 7854 8900 | www.brc.org.uk/bis



The performance of the BRC and the insight gained from the KPMG portal has become an integral part of our trading and insight process and informs our collective decision making.



Clarks International

TALK TO US FURTHER

As the go-to trade association for the retail industry, our mission is to make a positive difference by advancing vibrant and consumer-focused retail. We aim to achieve this by listening to our members, responding to their needs and those of the sector as a whole, shaping debates and influencing outcomes.

Providing access to our Retail Insights and Analytics data services is one way in which we are supporting the retail industry. Further information can be requested by contacting us:

BRITISH RETAIL CONSORTIUM

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