

BRC-KPMG RETAIL SALES MONITOR MONTHLY REPORT

WHAT IS IT

The BRC - KPMG Retail Sales Monitor (RSM) is the leading source of weekly sales data for retailers. Collated across more than 30 categories (including Groceries, Clothing & Footwear, Health & Beauty, Furniture and Computing) covering all areas of retail, the RSM allows retailers to benchmark their sales against the rest of the industry on a weekly basis. With time series data going back to 1995, the RSM is also a key indicator of consumer demand and the health of the wider economy. Participating retailers represent over 50% 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.

ADVANTAGES

SIGNIFICANT MARKET COVERAGE

The BRC KPMG Retail sales monitor is one of the UK's most timely, and accurate performance indicators for UK sales.

The BRC represents 120 retail members, representing a cross section of categories and concepts, including Grocery, Electronics, Fashion, Pureplay Online and Multi-channel. The brands that we work with are the most recognisable in retail, from Amazon to Aldi.

The Retail sales monitor covers 50% of the UK market by turnover, tracking both online and offline. We cover 5 of the 7 largest online retailers, 50,000 physical stores – or 32 million square feet of shop floor.

TIMELY

The BRC KPMG Sales Monitor is generally released on the first Thursday of the following month. Significantly before other measures on the market.

GRANULAR

Retail Sales Monitor contributors feed into 34 child categories that are aggregated into 20 'visible' categories.

MEASURES PUBLISHED MONTHLY

Headline Figures

- Like for Like Retail Sales
- Total Retail Sales
- Non-Food Like for Like Growth
- Total Food
- Total Non-Food
- Non-Food Online Growth

Category comparison data (obfuscated)

- Performance & rankings by category
- Contribution to total sales growth by category

Category breakdown (obfuscated)

For the below we share trend YoY % change for UK Total Sales, Online Sales Store Sales & Online penetration.

Clothing
Footwear
Health & Beauty
Furniture
Home Accessories

House Textiles
Toys & Baby Equipment
Household Appliances
Computing
Other Non-Food