

# BRC INDUSTRY BRIEFINGS

## WHAT ARE THEY

The BRC publishes two reports summarising both retail performance and the underlying economic factors that influence it. We also host a series of quarterly webinars covering recently observed trends in British retail.

## MONTHLY ECONOMIC BRIEFING REPORT

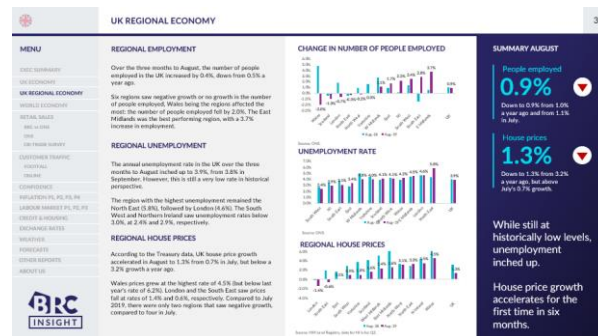
Released on the last day of each month, the Economic Briefing is a comprehensive review of both retail performance. The report analyses both the UK and global economies through a retail lens, highlighting trends across a variety of measures. Some of the topics it covers:

- UK Economic Outlook
- Inflation
- UK Regional Economic Outlook
- Labour Market
- World Economic Outlook
- Credit & Housing
- Retail Sales
- Exchange Rates
- Footfall & Online traffic
- Weather
- Consumer Confidence
- Forecasts



The Economic Briefing Report is intended to be:

- **Concise** – every page contains a summary trend & short summary. Our Executive Summary pulls out key findings.
- **Economic clarity** – get a hold on the underlying drivers for consumer purchasing power, such as inflation, wage growth, credit growth, house prices & consumer confidence.
- **Time saving** – we draw on dozens of data sources so you don't have to, get the latest market data without having to lift a finger.



## QUARTERLY TREND ANALYSIS

As the name suggests, the Quarterly Trends Analysis report provides a quarterly view of both key retail indicators and underlying economic performance. Covering:

- Retail Sales
- Prices
- Online Browsing & Footfall
- Underlying Economic Conditions
- UK Retail summary (multiple measures)
- Retail in devolved nations (multiple measures)

The Quarterly Trend Analysis Report is intended to:

- **Inform** – The QTA gives a summary of the structure of UK retail, including figures such as contribution to GVA, number of CVAs and productivity.
- **Offer a devolved view** – it highlights trends in Scotland, Wales, Northern Ireland and England.

