

North Shropshire Headline Metrics

- In Jul 2024, monthly retail sales in North Shropshire were £39.1m. Year-to-Date (YTD) sales were £267m.
- Compared to Jul 2023, monthly sales marginally increased by +0.9% while YTD sales increased by +2.6%.
- The marginal increase in monthly sales was due to an increase of +5.3% in average revenue per customer (ARPC) and a decrease of -4.2% in customer numbers.

Metric	Jul 24	Jul 24 vs Jul 23	YTD Jul 24	YTD Jul 24 vs YTD Jul 23
Sales	£39.1m	+0.9%	£267m	+2.6%
Transactions	1.70m	-0.2%	11.7m	+0.9%
Customers	258k	-4.2%	1.64m	-2.2%
ATV	£22.20	+0.7%	£22.73	+1.6%
ARPC	£152.82	+5.3%	£163.05	+4.9%

Key Retail Metrics for North Shropshire

North Shropshire vs Comparator Areas

- Monthly sales change between Jul 2023 and Jul 2024 in North Shropshire (+0.9%) is higher than Lincolnshire (-2.6%) and Chester (-11.4%).
- YTD sales change between Jul 2023 and Jul 2024 in North Shropshire (+2.6%) is higher than Lincolnshire (-0.5%) and similar to Chester (+2.1%).

Retail Area	Jul 24 vs Jul 23	YTD Jul 24 vs YTD Jul 23
North Shropshire	+0.9%	+2.6%
Chester	-11.4%	+2.1%
Lincolnshire	-2.6%	-0.5%
GB Benchmark	-9.3%	-4.5%

Sales Growth for North Shropshire and Comparators

North Shropshire Sector Sales

- The five sectors with the highest monthly sales are Grocery (£18.2m), Transport (£6.42m), Food & Drink (£5.29m), General Retail (£3.69m), and Health & Beauty (£1.74m).
- The five sectors with the highest YTD sales are Grocery (£123m), Transport (£44.7m), Food & Drink (£34.0m), General Retail (£26.3m), and Health & Beauty (£13.0m).
- The five sectors showing the largest change in sales between Jul 2023 and Jul 2024 are Grocery (+£417k), Health & Beauty (+£316k), Consumer Services (+£164k), Household (+£158k) and Fashion (-£138k).

Sector	Jul 24	Jul 24 vs Jul 23	YTD Jul 24	YTD Jul 24 vs YTD Jul 23
Grocery	£18.2m	+2.3%	£123m	+3.3%
Transport	£6.42m	+0.8%	£44.7m	+0.8%
Food & Drink	£5.29m	+0.4%	£34.0m	+3.4%
General Retail	£3.69m	+1.4%	£26.3m	+3.3%
Health & Beauty	£1.74m	-15.4%	£13.0m	+3.3%
Household	£1.60m	+10.8%	£11.4m	-2.3%
Tourism	£783k	-7.1%	£6.16m	+9.2%
Fashion	£643k	-20.0%	£3.70m	-8.9%
Consumer Services	£502k	+48.3%	£2.78m	+6.9%
Entertainment	£322k	+3.4%	£1.69m	+0.5%

North Shropshire Sector Sales

North Shropshire Customer Catchments

- Comparing the sales contribution of customer catchment areas between July 2023 and July 2024 reveals that only North Shropshire (+1.2ppt) has a change of 1 percentage point (ppt) or more.
- Comparing the YTD sales contribution of customer catchment areas between July 2023 and July 2024 reveals that only North Shropshire (+1.1ppt) has a change of 1 percentage point (ppt) or more.

Customer Catchment	Jul 24	Jul 24 vs Jul 23	YTD Jul 24	YTD Jul 24 vs YTD Jul 23
North Shropshire	71.0%	+1.2ppt	71.9%	+1.1ppt
90 Minute Drive	17.7%	+0.0ppt	17.5%	-0.3ppt
Shrewsbury	4.2%	+0.3ppt	4.1%	-0.1ppt
180 Minute Drive	3.7%	-0.7ppt	3.2%	-0.4ppt
Rest Of GB	1.8%	-0.7ppt	1.6%	-0.2ppt
15 Minutes Town	1.1%	-0.3ppt	1.2%	-0.2ppt
South Shropshire	0.0%	+0.1ppt	0.6%	0.0ppt

Contribution of Customer Catchments to North Shropshire Sales

North Shropshire 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.