RetailEconomics

UK Online Retail
Monthly

Online Sales
3.4%

Online Retail Sales rose by 3.4% year-on-year in March, value and non-seasonally adjusted, according to ONS

Retail Sales
6.0%

Retail sales rose by 6.0% in March, year-on-year, according to Retail Economics

Average Weekly Online Sales
£2,166m

Average weekly online sales were £2,166m in March, according to ONS

Online Sales % of Total
25.5%

Online accounted for 25.5% of total retail sales in March, according to ONS

Online Clothing & Footwear Sales
11.1%

Online Clothing & Footwear rose by 11.1% in March, year-on-year, according to ONS

Report at a glance

Report at a glance need-to-knows

RetailEconomics

Online Sales
3.4%
Total online retail sales in March YoY, value and non-seasonally adjusted (ONS)

Online Penetration
25.5%
Proportion of total retail sales in March

Online Clothing & Footwear
11.1%
Online Clothing & Footwear, March YoY

Consumer Confidence
-36
Overall consumer confidence index in March (GfK).

Online performance

- Online retail sales growth rose 3.4% YoY in March (value and non-seasonally adjusted), against a 19.2% decline a year ago – the first rise since October 2021.
- Performance was impacted by:
  - **A weak comparison a year ago**: when growth was distorted by Covid-19 disruptions with March 2022 performance pitted against double-digit rises in 2021 at the end of the third national lockdown.
  - **Unseasonably wet weather:** the sixth wettest March on record and the rainiest in 29 years saw sales shift to the online channel.
  - **Elevated levels of inflation**: continues to support top line value growth with volumes remaining depressed.
- Household budgets were kept under pressure in March, despite headline inflation easing to 10.1% from February's unexpected jump to 10.4%.
- Clothing and Footwear was the standout performer online in March, with sales surging 11.1% YoY, its best performance since October 2021.
- The category benefitted from a resurgence in weddings, events and a gradual return to offices among workers.
- The inclement weather also boosted the Non-Store Retailing category (a proxy for pure-play retailers) which recorded its best performance since December 2021 and outperformed multichannel retailers for the second consecutive month.
- Notably, the gap in footfall widened to -18.7% compared to pre-pandemic 2019 levels, in March according to Springboard, as consumers stayed away from shops during the downpours.

Channel shift

- This rebalancing of the composition of sales across channels is set to continue in 2023 with intense cost of living pressures accelerating store retrenchment as consumers seek the familiarity of traditional shopping habits.
- Granted, online penetration rates remain above pre-pandemic levels across categories, however, they are normalising as consumers shift spending back to stores.
- Store-based shopping allows consumers to manage their budgets more effectively while avoiding unnecessary costs associated with online deliveries and returns.
- Latest Retail Economics research suggests that the swing back to stores will be highest within the grocery sector with a net 10% share of consumers planning to shop more in-store for Food & Drink in 2023 (Figure 3).
- Read on for further analysis…

Fig.1
Online sales rise for first time since October 2021

Source: ONS, Retail Economics analysis

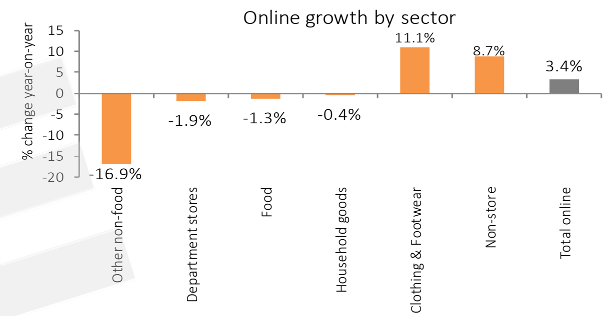


Fig.2
Online penetration edges higher

Source: ONS, Retail Economics analysis

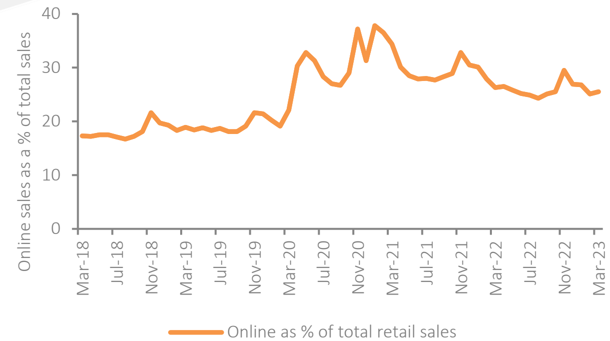
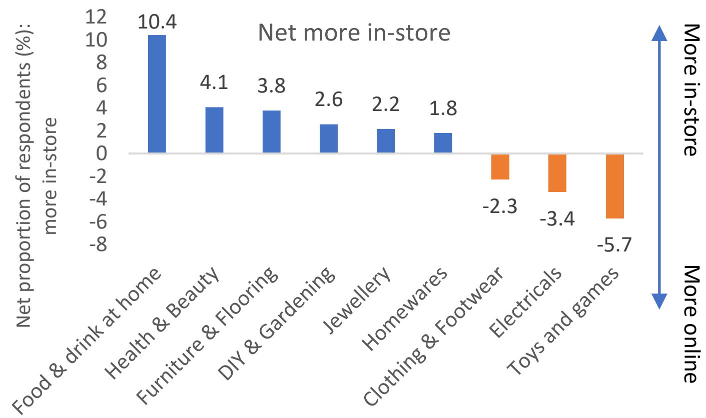


Fig.3
Consumers intend to shop more in-store

Q. Thinking about your shopping habits throughout 2023, do you think the proportion you will spend in-store or online will change?

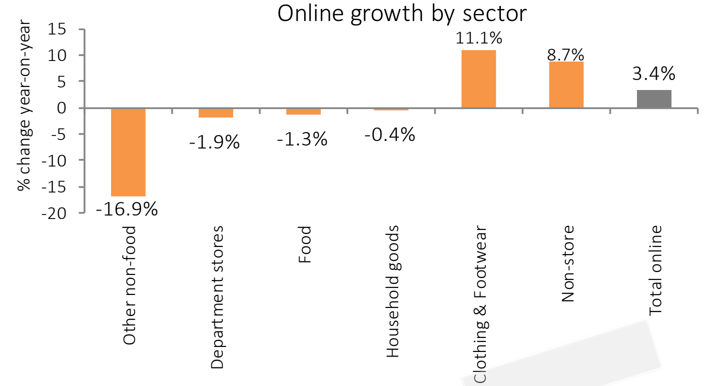
Source: Retail Economics



Contents

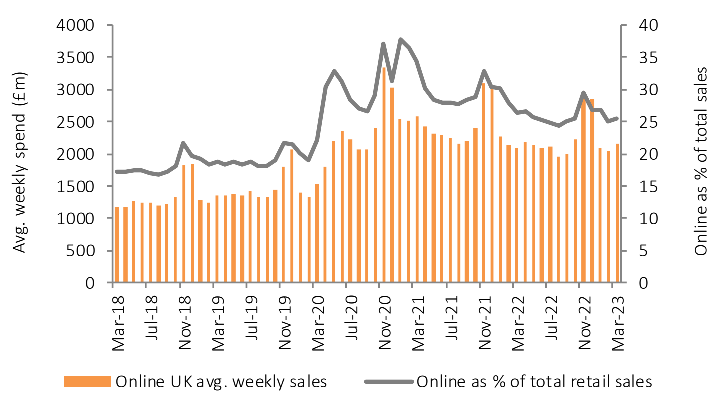
UK Online Retail Overview

- Online retail sales growth rose 3.4% YoY in March (value and non-seasonally adjusted), against a 19.2% decline a year ago – the first rise since October 2021.
- Performance was impacted by:
  - **A weak comparison a year ago**: when growth was distorted by Covid-19 disruptions with March 2022 performance pitted against double-digit rises in 2021 at the end of the third national lockdown.
  - **Unseasonably wet weather:** the sixth wettest March on record and the rainiest in 29 years saw sales shift to the online channel.
  - **Elevated levels of inflation:** continues to support top line value growth with volumes remaining depressed.
- Household budgets were kept under pressure in March, despite headline inflation easing to 10.1% from February's unexpected jump to 10.4%.
- Resultantly, consumers are currently contending with a real terms fall in pay growth, with spending remaining muted across online categories.
- However, inflation is forecast to drop significantly when April's data is released next month, as last year's sharp rise in energy prices drops out of annual comparisons.
- Optimism is building amongst consumers with the headline confidence measure edging up two points in March to -36, following a seven point rise in February.
- Clothing and Footwear was the standout performer online in March, with sales surging 11.1% YoY, its best performance since October 2021.
- The category benefitted from a resurgence in weddings, events and a gradual return to offices among workers.
- But the wettest March in 29 years (Met Office) halted the performance of seasonal lines which picked up during the warmest February in four years. Outerwear was said to be popular nonetheless with jumpers also being purchased amid cooler temperatures.
- The inclement weather also boosted the Non-Store Retailing category (a proxy for pure-play retailers) which recorded its best performance since December 2021 and outperformed multichannel retailers for the second consecutive month.
- Notably, the gap in footfall widened to -18.7% compared to pre-pandemic 2019 levels, in March according to Springboard, as consumers stayed away from shops during the downpours.



Source: ONS, Retail Economics analysis

UK Retail	Online Annual % growth	Online avg. weekly spend (£m)	Online as % of total retail sales
Oct-22	-8.0%	£2,215	25.5%
Nov-22	-7.1%	£2,884	29.5%
Dec-22	-7.0%	£2,852	26.9%
Jan-23	-7.7%	£2,096	26.8%
Feb-23	-3.7%	£2,048	25.1%
Mar-23	3.4%	£2,166	25.5%



Source: ONS, Retail Economics analysis *Retail Sales Val Non-Seasonally Adjusted *Period aligned to ONS trading calendar: 26 February -1 April 2023

Online Retail Sales

3.4%

Online Retail sales rose by 3.4% YoY in February, non-seasonally adjusted

Online Share of Total

25.5%

Online accounted for 25.5% of total retail sales in March

Clothing and Footwear was the standout performer online in March, with sales surging 11.1% YoY, its best performance since October 2021.

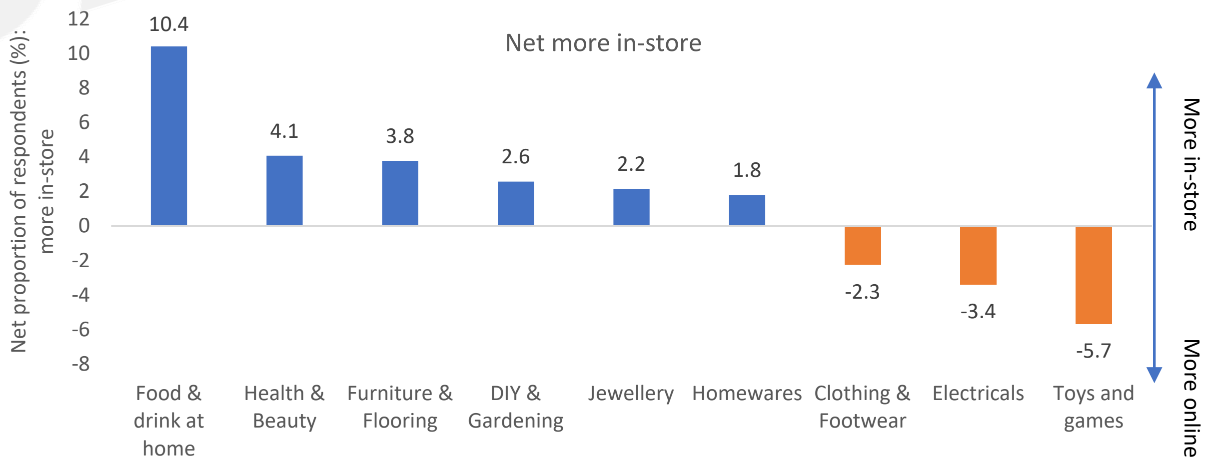
- Elsewhere, surging food inflation supported an improvement in the online food category which edged closer to positive territory in March.
- But shoppers continue to shop more in store, visiting at least three major grocers on average every month, according to Kantar.
- The discounters are reaping the benefits. Latest grocery data showed that Aldi's market share hit double-digits for the first time and now accounts for a tenth of the grocery market, while Lidl was the fastest growing retailer (Kantar).

Channel shift

- This rebalancing of the composition of sales across channels is set to continue in 2023 with intense cost of living pressures accelerating store retrenchment as consumers seek the familiarity of traditional shopping habits.
- Granted, online penetration rates remain above pre-pandemic levels across categories, however, they are normalising as consumers shift spending back to stores.
- Store-based shopping allows consumers to manage their budgets more effectively while avoiding unnecessary costs associated with online deliveries and returns.
- Tesco was the latest retailer to announce a rise in its minimum online basket value for home deliveries. This follows similar moves by retailers who increased delivery costs and introduced return fees as their operating costs rose.
- Latest Retail Economics research suggests that the swing back to stores will be highest within the grocery sector with a net 10% share of consumers planning to shop more in-store for Food & Drink in 2023 (Figure 3).
- Conversely, those sectors that have a high concentration of online sales will see less of an impact from a change in shopping habits with Electricals (-3.4%) and Clothing & Footwear (-2.3%) both seeing a net balance of consumers planning to shop more online.
- This sentiment was echoed by Lord Wolfson, CEO of Next, who expects to see apparel sales shift to the online channel in coming years.
- Online electricals specialist AO, recently raised its profit guidance for the fourth time in 10 months noting a resilience in consumer spending.
- Our research also shows affluence will play a significant role in motivating consumers to shift spending in-store this year.
- The least affluent are five times more likely to spend a greater proportion of their expenditure in-store.
- But despite this desire to spend more in-store this year, consumers now demand a seamless transition between in-store and online channels. They want to see the best aspects of online shopping in physical stores.
- These include having mobile payment options on the shop floor to speed up purchases and cut down on queue times. Access to product information (via QR codes tablet devices), which they can typically see online, is also desirable. One in six want the option to click and collect in store to save on delivery or returns fee.
- Notably, these top three in-store initiatives are consistent across retail categories, albeit with a difference in their ranking order.

Fig.3 Consumers intend to shop more in-store

Q. Thinking about your shopping habits throughout 2023, do you think the proportion you will spend in-store or online will change?



Source: Retail Economics

More in-store shopping

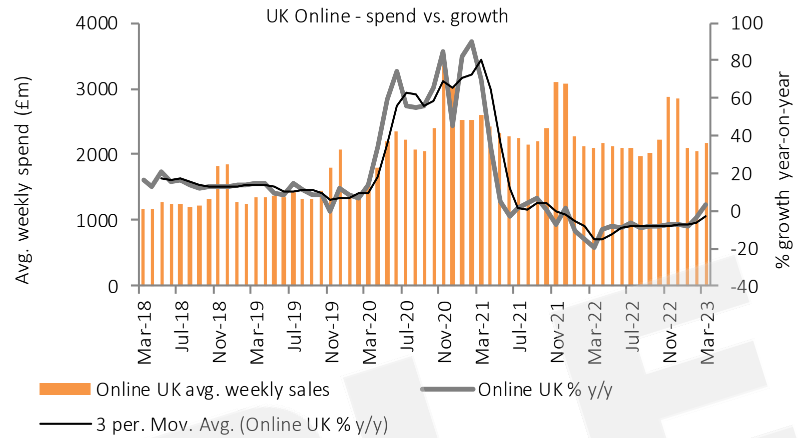
10.4%

A net 10% share of consumers plan to shop more in store for Food & Drink in 2023

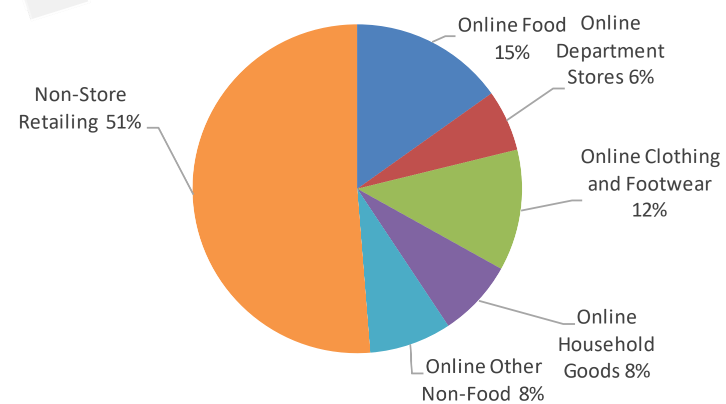
Retail Economics research suggests that the swing back to stores will be highest within the grocery sector with a net 10% share of consumers planning to shop more in-store for Food & Drink in 2023.

ONS Online Retail Sales – March 2023

- Online sales growth rose by 3.4% in March YoY (value, non-seasonally adjusted), against a sharp fall a year ago (-19.2%).
- This was the first rise since October 2021 against a weak comparison a year ago. Performance was boosted by rises in the Clothing and Footwear and Non-Store Retailing categories.
- The wettest March in 29 years (and sixth wettest on record) also provided a boost, with footfall data weakening on pre-pandemic levels in March.
- Online penetration edged higher as result, rising to 25.5% of overall retail sales in March, but is still lower than last year's 26.3% proportion.
- Clothing and Footwear (11.1%) was the only Non-Food category to rise in March, recording its joint best result since October 2021.
- Conversely, Other Non-Food (-16.9%) remained the weakest performer for the fifth consecutive month.
- Elsewhere, the Food category (-1.3%) edged closer to positive territory against weak comparisons last year and rising inflation.
- Non-Store Retailing (a good indicator of pure online retailers), rose 8.7% YoY, its best performance since December 2021, outperforming multi-channel retailers (-1.7%).
- Average weekly online sales were £2,166m in March, up from £2,048m last month, and £2,094m a year earlier.



Source: ONS, Retail Economics analysis



Source: ONS, Retail Economics analysis
*Period aligned to ONS trading calendar – 26 February -1 April 2023
Note – non-store retailing includes pure online sales from multiple categories such as clothing and footwear, electricals and food

Online Retail Sales

3.4%

Online Retail sales rose by 3.4% YoY in March

Three-month average

-2.7%

In the three months to March, online retail sales fell by 2.7%

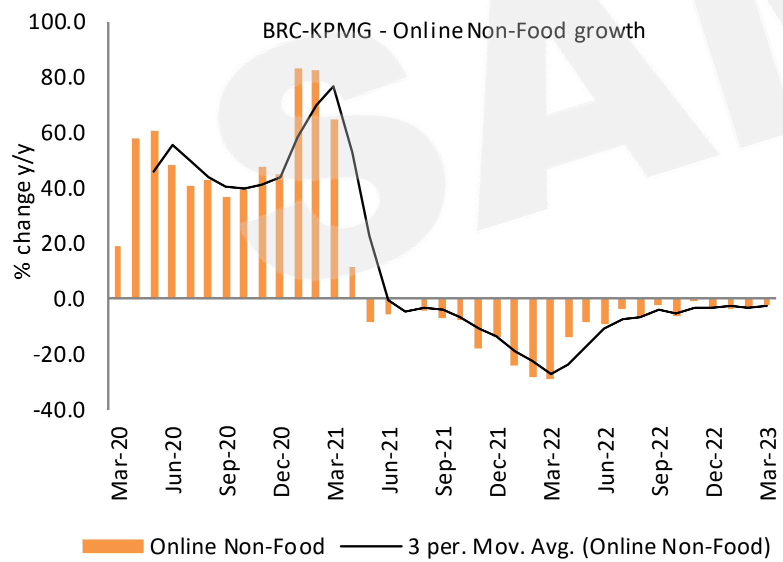
This was the first rise since October 2021 against a weak comparison a year ago. Performance was boosted by rises in the Clothing and Footwear and Non-Store categories.

BRC Online Retail Sales – March 2023

- Online non-food sales declined by 2.1% YoY in March, against a 29% fall a year ago. This was ahead of the three-month average of -3.0%.
- Total in-store non-food sales outperformed once again, rising by 5.2% YoY in the three months to March. However the gap between non-store and in-store sales growth is narrowing.
- The non-food online penetration rate softened to 38.4% in March, down from 40.7% a year earlier.
- Household Appliances, Furniture and Health and Beauty were the standout performers while Other Non-Food, Home Accessories and Clothing were the weakest.

Online Sector Performance	Mar-23	Rolling 3 month	Mar-22
Household Appliances	1	1	4
Furniture	2	2	7
Health and Beauty	3	4	3
House Textiles	4	6	9
Footwear	5	3	2
Toys and Baby Equipment	6	5	5
Computing	7	8	6
Clothing	8	7	1
Home Accessories	9	9	10
Other Non-Food	10	10	8

Source: BRC, Retail Economics analysis
*Period aligned to ONS trading calendar: 26 February – 1 April 2023



Source: ONS, Retail Economics analysis

BRC Online Non-Food	Annual % growth	Penetration (%)
Oct-22	-6.3%	39.9%
Nov-22	-0.4%	46.1%
Dec-22	-3.0%	42.3%
Jan-23	-3.6%	41.8%
Feb-23	-3.1%	38.5%
Mar-23	-2.1%	38.4%

Source: BRC, Retail Economics analysis

BRC Online Non-Food

-2.1%

According to the BRC, Online Non-Food sales fell by 2.1% in March YoY

Penetration Rate

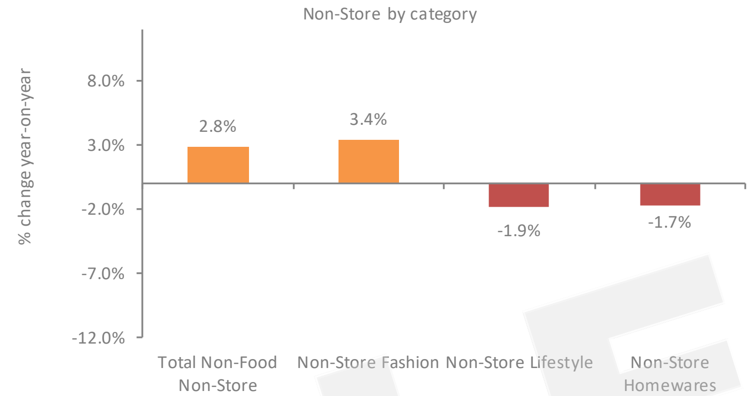
38.4%

According to the BRC, 38.4% of all Non-Food sales in March were made online

Online non-food sales declined by 2.1% YoY in March, against a 29% fall a year ago. This was ahead of the three-month average of -3.0%.

BDO Non-Store Retail Sales – March 2023

- Total non-store LFL sales rose by 2.8% YoY in March against a 10.8% decline a year ago.
- Non-store sales rose in the first half of the month, supported by rises across all categories. Week two (17.3%) recorded the strongest online performance supported by unseasonably wet weather which saw footfall levels drop off.
- Non-Store Fashion sales growth rose by 3.4% YoY in March, slowing on the previous month. Online sales rose in all but the last week of the month, with performance strongest in week 1.
- Non-Store Lifestyle sales growth fell by 1.9% YoY, despite rising in three out of four weeks of the month. Online sales fell sharply in the last week due strong comparisons a year ago.
- Sales growth within the Non-Store Homewares category fell by 1.7% YoY. The first half of the month outperformed the second with sales declining by double-digits in weeks three and four.



Source: BDO
Period covered: 27 February – 26 March 2023

Week ending:	Total Non-Food Non-Store	Non-Store Fashion	Non-Store Lifestyle	Non-Store Homewares
05 March	10.7	14.1	7.3	6.4
12 March	17.3	9.3	10.2	12.2
19 March	-0.3	2.8	0.7	-12.3
26 March	-17.7	-12.9	-25.6	-13.2
Total March	**2.8**	**3.4**	**-1.9**	**-1.7**

Source: BDO
Period covered: 27 February - 26 March 2023

Online Non-Food

2.8%

According to BDO, Online Non-Food sales rose by 2.8% in March YoY

Online Fashion

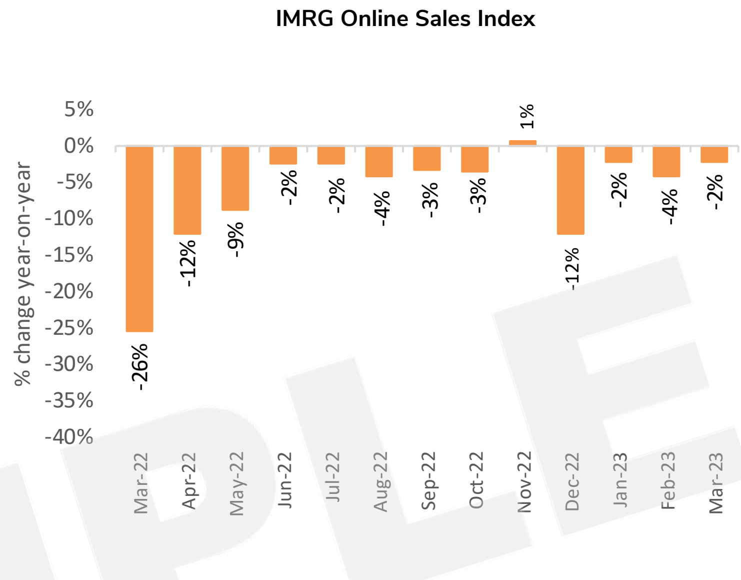
+3.4%

According to BDO, Online Fashion sales rose by 3.4% in March YoY

Week two (17.3%) recorded the strongest online performance supported by unseasonably cold weather which saw footfall drop off.

IMRG Online Sales Index – March 2023

- The IMRG Online Sales Index fell by 2.2% YoY against a 26% fall a year ago. This was the twenty-second consecutive month (excluding November 2022) of negative online sales performance.
- However, sales rose strongly on a MoM basis, up 9.4% from February, supported by a robust Mother's Day performance with weekly sales leading into the event rising 2.3% (w/c 12th March). However, they were some way behind the corresponding week a year ago with weekly sales rising 9.7% prior to 2022's event.
- In terms of category performance, Gifting was popular in the week leading up to Mother's Day (25.9%) recording its first rise into positive territory since March 2022. The remainder of the month disappointed due to strong comparisons a year ago.
- Elsewhere, Health and Beauty rose 3.0% YoY in March, its first rise in 23 months supported by increased demand for beauty, makeup, and fragrance products.



Source: IMRG

IMRG Online Sales Index

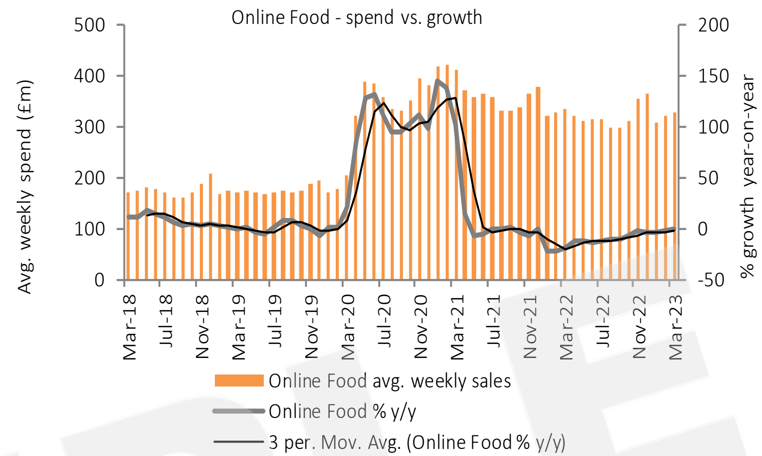
-2.2%

According to IMRG, online retail sales fell by 2.2% in March YoY

Sales rose strongly on a MoM basis, up 9.4% from February supported by a robust Mother's Day performance with weekly sales leading into the event rising 2.3% (w/c 12th March)

Online Food – Office for National Statistics – March 2023

- Online Food sales fell by 1.3% YoY in March, against a 19.3% decline a year ago.
- Sales growth remains supported by double-digit food inflation and a return to shopping in store with consumers visiting at least three major grocers every month on average.
- Resultantly, in-store visits rose by 7% in March, while spending increased 13% compared to a year ago (Nielsen).
- Notably, Tesco announced that the minimum online basket value for home delivery would increase from May which could deter consumers from shopping online.
- Online sales accounted for 8.7% of total Food sales March, unchanged on the previous month but down 1.1 percentage points from a year ago.
- Average weekly spending for Online Food was £328m in March, lower than the £332m per week spent a year ago.



Source: ONS, Retail Economics analysis

Online Food	Annual % growth	Avg. weekly spend (£m)
Oct-22	-7.3%	£312
Nov-22	-2.9%	£354
Dec-22	-3.6%	£365
Jan-23	-4.8%	£307
Feb-23	-1.6%	£320
Mar-23	-1.3%	£328

Source: ONS, Retail Economics analysis
*Period aligned to ONS trading calendar: 26 February -1 April 2023

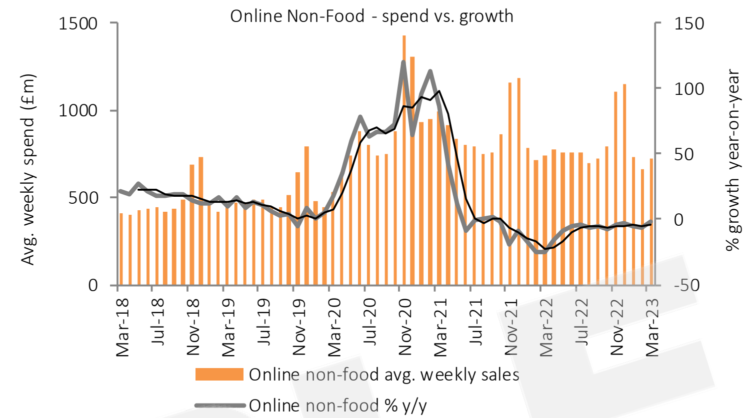
Online Food
-1.3%
Online Food sales fell by 1.3% in March, YoY

Average Weekly Spend
£328m
The average online weekly spend on Food was £328m in March

Sales growth remains supported by double-digit food inflation and a return to shopping in store with consumers visiting at least three major grocers every month on average.

Online Non-Food – Office for National Statistics – March 2023

- Online Non-Food fell by 1.7% YoY in March, against a sharp decline a year ago (-25.5%).
- Within the Non-Food category, Clothing and Footwear (11.1%) was the standout performer while all-other categories declined.
- Other Non-Food (-16.9%) was the weakest performer despite a sharp decline a year ago.
- Elsewhere, Household Goods (-0.4%) recorded its best performance this year, supported by energy-saving products and home improvement purchases ahead of the Easter holidays.
- Online sales accounted for 20.9% of total Non-Food sales in March, lower than the 21.8% proportion a year ago.
- Online Non-Food spending averaged £727m per week in March, down on the £740m per week spent in the same month a year earlier.



Source: ONS, Retail Economics analysis

Online Non-Food	Annual % growth	Avg. weekly spend (£m)
Oct-22	-7.8%	£794
Nov-22	-4.4%	£1,109
Dec-22	-2.7%	£1,154
Jan-23	-5.8%	£735
Feb-23	-6.5%	£666
Mar-23	-1.7%	£727

Source: ONS, Retail Economics analysis
*Period aligned to ONS trading calendar: 26 February -1 April 2023

Online Non-Food

-1.7%

Online Non-Food sales fell by 1.7% in March, YoY

Average Weekly Spend

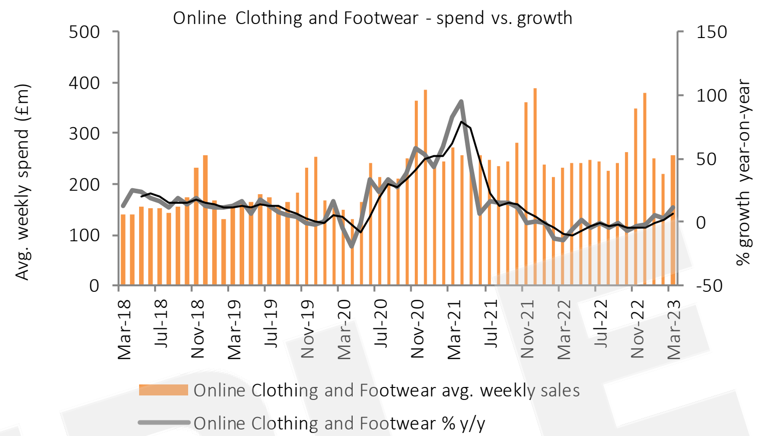
£727

The average online weekly spend on Non-Food in March was £727m

Elsewhere, Household Goods (-0.4%) recorded its best performance this year, supported by energy-saving products and home improvement purchases ahead of the Easter holidays.

Online Clothing & Footwear – Office for National Statistics – March 2023

- Online Clothing & Footwear sales growth rose by 11.1% YoY in March against a weak performance a year ago (-14.5%).
- This was the strongest performance since October 2021 when sales rose 11.7%.
- The category benefitted from a resurgence in weddings, events and a gradual return to offices among workers. Outerwear was also popular due to the unseasonably wet weather during the month which was said to have hampered the performance of seasonal lines.
- Within Footwear, formal shoes and sandals saw robust demand.
- Average weekly spend for Online Clothing & Footwear stood at £258m in March, up on the £232m spent in the same month a year earlier.
- Online sales accounted for 27.1% of total Clothing & Footwear retail sales in March, broadly in line with the 27.2% proportion a year ago.



Source: ONS, Retail Economics analysis

Online Clothing and Footwear	Annual % growth	Avg. weekly spend (£m)
Oct-22	-6.9%	£262
Nov-22	-3.3%	£349
Dec-22	-2.4%	£379
Jan-23	5.0%	£250
Feb-23	2.7%	£220
Mar-23	11.1%	£258

Source: ONS, Retail Economics analysis
*Period aligned to ONS trading calendar: 26 February -1 April 2023

Online Clothing & Footwear

11.1%

Online Clothing & Footwear sales rose by 11.1% in March YoY

Average Weekly Spend

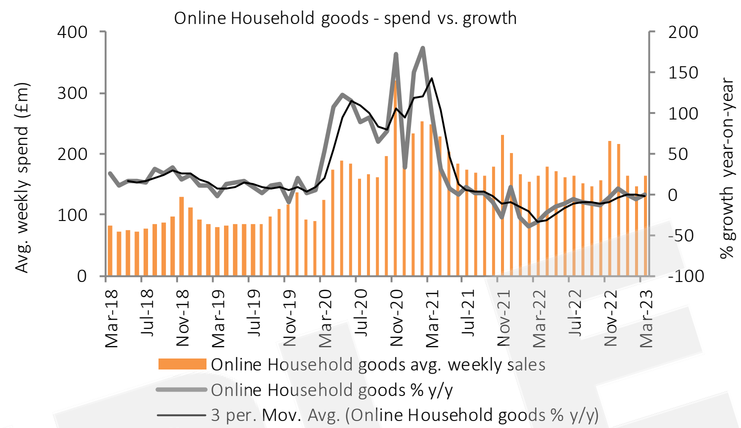
£258m

The average online weekly spend for Clothing & Footwear was £258m in March

The category benefitted from a resurgence in weddings, events and a gradual return to offices among workers. Outerwear was also popular due to the unseasonably wet weather.

Online Household Goods – Office for National Statistics – March 2023

- Online Household Goods sales growth fell by 0.4% YoY in March, against 33.4% fall a year ago – the best performance this year.
- Energy saving products saw strong demand as consumers remained concerned about future energy price rises.
- Elsewhere, home improvement purchases were said to have supported demand for white goods ahead of the Easter break.
- However, big-ticket items continue to be impacted by cost-of-living pressures with GfK's major purchases index remaining firmly in negative territory in March albeit improving on the previous month.
- Online sales accounted for 23.0% of overall Household Goods retail sales in March, improving on the previous month and in line with the 22.7% proportion a year ago.
- Average weekly spend was £164m in March, marginally down from the £165m average weekly spend in the same month a year earlier.



Source: ONS, Retail Economics analysis

Online Household Goods	Annual % growth	Avg. weekly spend (£m)
Oct-22	-12.4%	£157
Nov-22	-4.3%	£221
Dec-22	7.3%	£216
Jan-23	-0.5%	£165
Feb-23	-5.6%	£146
Mar-23	-0.4%	£164

Source: ONS, Retail Economics analysis
*Period aligned to ONS trading calendar: 26 February -1 April 2023

ONS Online Household Goods

-0.4%

According to ONS, Online Household Goods sales fell by 0.4% in March, YoY

Average Weekly Spend

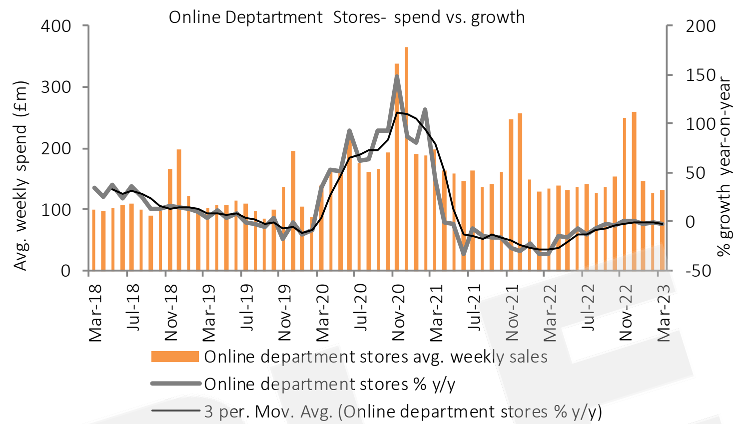
£164m

The average online weekly spend on Household Goods was £164 in March.

Energy saving products saw strong demand as consumers remained concerned about future energy price rises.

Online Department Stores – Office for National Statistics – March 2023

- Online Department Stores sales growth fell by 1.9% YoY in March, against a sharp decline a year ago (-32.9%).
- In-store shopping was again popular within the category, impacting the performance online. The wet weather had a fairly muted impact on the channel despite footfall numbers easing in physical locations.
- Online sales accounted for 20.6% of total Department Stores sales in March, lower than the 21.9% rate a year ago.
- Average weekly spend was £131m in March, down from £133m a year earlier.



Source: ONS, Retail Economics analysis

Department Stores	Annual % growth	Avg. weekly spend (£m)
Oct-22	-4.2%	£154
Nov-22	1.1%	£249
Dec-22	0.7%	£259
Jan-23	-2.5%	£146
Feb-23	-1.3%	£126
Mar-23	-1.9%	£131

Source: ONS, Retail Economics analysis
*Period aligned to ONS trading calendar: 26 February -1 April 2023

ONS Online Department Stores

-1.9%

According to the ONS, Online Department Stores sales fell by 1.9% in March YoY

Average Weekly Spend

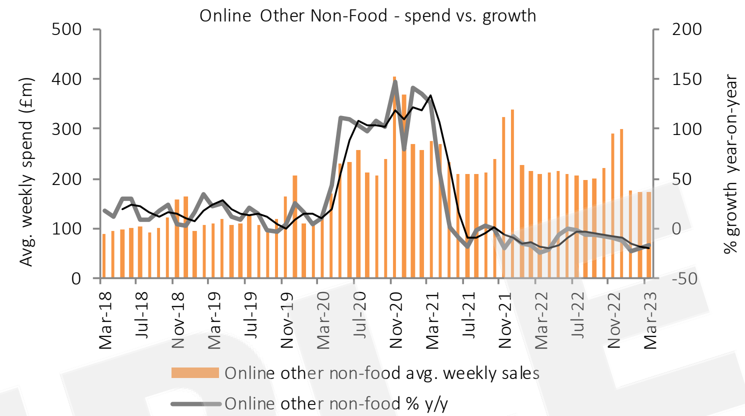
£131m

The average online weekly spend on Household Goods was £131m in March

In-store shopping was again popular within the category, impacting the performance online. The wet weather had a fairly muted impact despite footfall numbers easing in physical locations.

Online Other Non-Food – Office for National Statistics – March 2023

- Online sales growth in the Other Non-Food category (which includes Jewellery, Gardening, Health & Beauty and some Electricals) fell 16.9% year-on-year, against a 23.6% decline last year.
- This is the 17th consecutive month sales have been in decline in the category as demand remains muted across most sub-categories.
- Anecdotal commentary suggests the health and beauty category was boosted by Mother's Day purchases, particularly in the lead up to the event, but performance tailed off in the latter stages of the month due to strong comparisons a year ago.
- Online sales accounted for 14.7% of total other non-food retail sales in March, down on the 17.5% proportion a year earlier.
- Average weekly sales were £174m in March, down on the £210m spent in the same month a year earlier.



Source: ONS, Retail Economics analysis

Online Other Non-Food	Annual % growth	Avg. weekly spend (£m)
Oct-22	-7.9%	£220
Nov-22	-9.8%	£291
Dec-22	-11.5%	£300
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Source: ONS, Retail Economics analysis
*Period aligned to ONS trading calendar: 26 February -1 April 2023

ONS Online Other Non-Food

-16.9%

According to ONS, Online Other Non-Food sales fell by 16.9% in March YoY

Average Weekly Spend

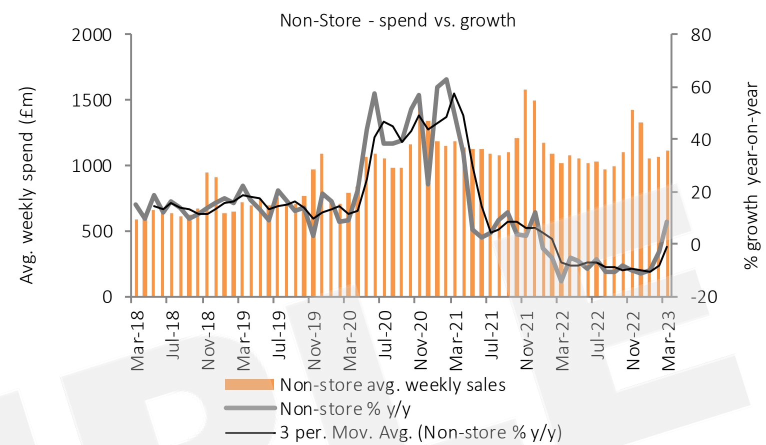
£174m

The average online weekly spend on Other Non-Food totalled £174m in March

This is the 17th consecutive month sales have been in decline in the category as demand remains muted across most sub-categories.

Online Non-Store Retailing – Office for National Statistics – March 2023

- Non-Store retailing (a good proxy for pure online retailers) sales rose 8.7% YoY in March, against a 13.9% fall a year ago – its first rise since December 2021.
- Weak comparisons a year ago and the sixth wettest March on record supported performance as consumers opted to shop online instead of visiting stores.
- Resultantly, pure online retailers outperformed their multi-channel counterparts which fell 1.3% YoY with declines across the majority of categories.
- The average weekly spend was £1,110m in March, up on the £1,022m average weekly spend a year earlier.



Source: ONS, Retail Economics analysis

Non-Store	Annual % growth	Avg. weekly spend (£m)
Oct-22	-8.3%	£1,109
Nov-22	-10.0%	£1,420
Dec-22	-11.2%	£1,334
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[illegible]	[illegible]	[illegible]

Source: ONS, Retail Economics analysis
*Period aligned to ONS trading calendar: 26 February -1 April 2023

Non-Store Retailing

8.7%

According to the ONS, Non-Store retailing sales rose by 8.7% in March YoY

Average Weekly Spend

£1,110m

The average online weekly spend on Non-Store retailing was £1,110m in March

Weak comparisons a year ago and the sixth wettest March on record supported performance as consumers opted to shop online instead of visiting stores.

Total Retail (£m)

Year	Total retail market (£m)	Annual growth (%)
2021	£ 408,523	7.9%
2022	£ 424,589	3.9%
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[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]

Source: Retail Economics

Online Retail (£m)

Year	Total online market	Annual growth (%)	Online Penetration rate
2021	£ 116,009	7.0%	28.4%
2022	£ 111,192	-4.2%	26.2%
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
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[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]

Source: Retail Economics

Why Retail Economics

We're trusted. We're independent. We're an authority within the industry

We're trusted by world class corporations…

…and we're frequently in the media

See what some of our **clients** think →

See us in the **media** →

UK Omnichannel Report

We surveyed 2,000+ UK households to better understand what shopping channels consumers are spending in, then distilled the key insights in this report. It will give you in-depth analysis of consumer channel behaviours and priorities to understand the fast-evolving omnichannel retail landscape.

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- Age
- Gender
- UK region
- Household Income
- Social Grade
- Employment Status
- Living arrangements
- Work environment
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- Sustainability credentials

Retail categories covered:

- Food & Grocery
- Clothing & Footwear
- Homewares
- Furniture & Flooring
- DIY & Gardening
- Electricals
- Health & Beauty

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Accelerate and grow your business with intelligent planning, forecasting and risk management using our business advisory service

About

Retail Economics is an independent economics consultancy focusing on the retail and consumer industry. Our membership service empowers you with a deeper understanding of the key economic drivers within the UK retail industry, giving you a competitive edge needed to make critical business and investment decisions.

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