

H&M (STO: HM-B) Monthly Sales Update: Slight Sales Improvement in April



- H&M reported that total sales rose by 7% year over year in local currencies in April 2017. This compares to growth of 6% in March.
- The total number of stores grew by 10.9% year over year to 4,474, as of April 30.
- Sales growth lagged store growth by 388 basis points in April, contracting from the 473-bps difference in March.

Each month, H&M reports sales growth in local currencies, including VAT, as well as monthly store numbers. The company typically offers no commentary.

In April, sales growth lagged store growth by 388 bps, a contraction from the 473-bps difference in March.

H&M will publish sales developments for the month of May and 2Q17 results on June 15.

Figure 1. H&M Sales and Stores: YoY % Change, Six-Month View

	November	December	January	February	March	April
Sales (%)	9	6	8	3	6	7
Stores (%)	10.9	10.7	10.7	10.7	10.7	10.9
Difference (bps)	(188)	(466)	(266)	(766)	(473)	(388)

Source: Company reports/Fung Global Retail & Technology

Note on Sales Growth Versus Store Growth

Changes in the difference between sales growth and store growth suggest changes in the underlying sales growth rates, however, the measure should not be taken as indicative of comparable sales growth in absolute terms. The figures are calculated from rounded sales growth data and unrounded store growth data.



FLASH REPORT

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