

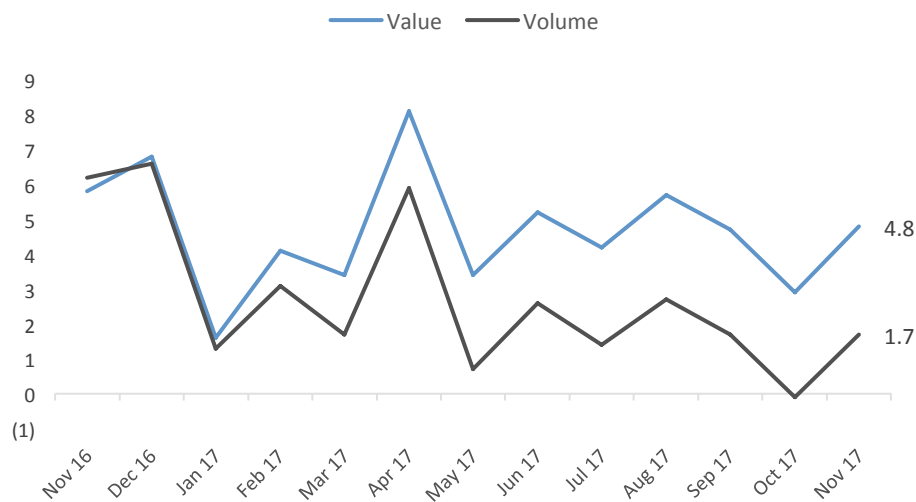


MONTHLY BRIEFING

## UK Monthly Retail Sales: November Bounce Back Signals Robust Holiday Trading

- Retail sales growth in the UK bounced back in November, following a soft October.
- Total year-over-year growth of 4.8% in November is in line with our holiday forecast calling for growth of around 5% across November and December.

Figure 1. Total UK Retail Sales (ex Automotive Fuel): YoY % Change



All data in this report are not seasonally adjusted.  
Source: Office for National Statistics (ONS)/FGRT

Figure 2. UK Retail Sales: Notable Rising and Falling Sectors in November



**Internet pure plays and mail-order retailers** enjoyed a 16.8% increase in sales.

**Grocery retailers** grew sales by 4.1%.

**Electrical goods specialists** recorded an 8.7% rise in sales.



**Large clothing specialists'** sales growth was very weak, at 0.2%.

**DIY and hardware stores'** sales fell 8.9%.

Source: ONS/FGRT

### RETAIL SALES GROWTH BY SECTOR

British consumers continued to grow their retail spending well ahead of inflation in November, yielding a total increase that is in line with our holiday forecast calling for around 5% year-over-year growth across November and December.

In the month that includes Black Friday, grocery retailers and electrical goods specialists enjoyed robust year-over-year growth. Leading electronics chain Currys PC World this week reported a "record Black Friday" and, on its most recent earnings call, CEO Sebastian James noted, "We did in fact have a record Black Friday itself, but we had a



MONTHLY BRIEFING

very strong Black Friday trading period [too]. ... We saw online penetration up to 41% on Black Friday itself, the highest it's ever been."

Growth at clothing specialists in November was sustained solely by an improbably large recorded increase at small clothing chains. The data for large retailers is indicative of 90% of the clothing specialists sector, and that segment saw just a 0.2% rise year over year.

**Figure 3. UK Retail Sales, by Sector: YoY % Change**

	September	October	November
<b>Total (ex Automotive Fuel)</b>	<b>4.7</b>	<b>2.9</b>	<b>4.8</b>
Grocery Retailers	1.6	2.7	4.1
Specialist Food Stores	12.3	(0.5)	(3.4)
Beverage and Tobacco Specialists*	(13.7)	(16.0)	(10.8)
Department Stores/Mixed-Goods Retailers	0.5	1.0	0.4
Clothing Specialists	10.3	0.6	6.1
<i>Large Clothing Specialists**</i>	5.9	(3.6)	0.2
<i>Small Clothing Specialists**</i>	47.4	46.6	78.5
Footwear Specialists	13.0	2.1	1.2
Furniture and Lighting Stores	5.7	6.1	9.1
Electrical Goods Specialists	6.2	8.5	8.7
DIY and Hardware Stores	3.0	(2.9)	(8.9)
Music and Video Specialists	(4.7)	3.7	3.4
Health and Beauty Specialists	10.5	9.1	11.3
Books and News Stores	0.2	9.1	5.3
Floor Coverings Specialists*	7.9	27.2	7.0
Computers and Telecoms Equipment*	(18.6)	(18.7)	3.6
Other Specialized Stores	0.2	0.9	3.1
Internet Pure Plays and Mail Order	24.5	15.8	16.8
Other Nonstore Retail*	(11.2)	(3.5)	(15.8)
<i>Automotive Fuel Retailers</i>	4.9	3.3	6.0

\*A relatively small or fragmented sector, where reported figures have traditionally proved volatile.

\*\*A small retailer is defined as one with fewer than 100 employees or with revenues of £60 million or less per year; all others are large retailers.

Source: ONS

**ONLINE RETAIL SALES GROWTH**

Total Internet retail sales were up 10.7% year over year in November, versus an increase of 9.8% in October.

- As shown in the table above, Internet pure plays and mail-order retailers grew sales by nearly 17% in November, well ahead of the Internet total, signaling further share gains in e-commerce.
- In November, online sales grew by 5.2% at food retailers and by just 1.1% at department stores/mixed-goods retailers. Online sales grew by 24.2% at clothing and footwear specialists and by 19.7% at household goods stores (such as furniture and DIY retailers).



MONTHLY BRIEFING

---

**Deborah Weinswig, CPA**

Managing Director  
FGRT  
New York: 917.655.6790  
Hong Kong: 852.6119.1779  
China: 86.186.1420.3016  
deborahweinswig@fung1937.com

**John Mercer**  
Senior Analyst

---

**Hong Kong:**

2nd Floor, Hong Kong Spinners Industrial Building Phase 1&2  
800 Cheung Sha Wan Road, Kowloon  
Hong Kong  
Tel: 852 2300 4406

**London:**

242-246 Marylebone Road  
London, NW1 6JQ  
United Kingdom

**New York:**

1359 Broadway, 18th Floor  
New York, NY 10018  
Tel: 646 839 7017

**[FungGlobalRetailTech.com](http://FungGlobalRetailTech.com)**