

## UK Electricals

### Monthly report

#### UK Retail Sales

**1.8%**

Retail sales increased by 1.8% in January, year-on-year, according to Retail Economics.

#### Online Sales

**7.4%**

Total online sales rose by 7.4% in January, value and non-seasonally adjusted, according to ONS.

#### Shop Prices

**0.7%**

Shop price inflation rose by 0.7% in January, excluding fuel, according to ONS.

#### Electricals

**-0.5%**

Electricals retail sales fell 0.5% in January, year-on-year, value and non-seasonally adjusted, according to Retail Economics.

#### Average Weekly Sales

**£313m**

Average weekly sales for Electricals were £313m in January, according to Retail Economics.

SUBSCRIBE FOR THE LATEST DATA



## What you get from our UK Electricals reports

- ✓ **A grasp of current retail trends from the latest available data**
- ✓ **Unbiased analysis of sector-specific data**
- ✓ **A holistic view of the electricals sector in the UK**
- ✓ **A competitive edge by understanding key economic factors**
- ✓ **A better understanding of the market to take the right actions**
- ✓ **Weather data to identify behavioural trends**
- ✓ **COVID-19 related commentary and insights**



## COVID-19 Service

We conduct extensive research and analysis on the impact of coronavirus (COVID-19) on the UK retail and leisure industry. Our service consists of frequent, timely analysis and updates in a variety of formats so you can absorb the information quickly in a way that best suits you.

### What you get

#### 1. Impact assessment reports for UK retail and leisure

These reports provide an in-depth analysis of the COVID-19 impact on the UK retail and leisure industry including consumer panel surveys, economics analysis, forecasts and other insights.

#### 2. COVID-19 Quick Responses

Get the latest updates from retailers and the wider industry on the impact of COVID-19 as and when it happens - delivered directly to your inbox.

#### 3. Consumer panel research

For the critical duration, we conduct fortnightly surveys using a panel of over 2,000 households to measure: 1) Behavioural shifts 2) Confidence 3) Sentiment These extensive surveys have proved to be a very accurate indicator of future trading vulnerabilities for the industry.

#### 4. Weekly newsletter

Every week we produce a summary of all the 'need-to-know facts and stats' related to the impact of coronavirus on the retail and leisure industry broken down by sector (e.g. clothing & footwear, food, home and more) and by channel.

#### 5. Economic chartbook

Produced monthly, a summary of all the critical macroeconomic data and trends in an easily digestible chartbook format. Ideal for identifying trends.

[CLICK HERE TO EXPLORE SERVICE NOW](#)



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### Electricals sales fall in January

Sector Growth Rankings	Jan-20	3 month avg.	6 month avg.	12 month avg.
Food	2.8%	1.8%	2.2%	2.3%
Footwear	2.7%	0.9%	0.6%	0.3%
Health and Beauty	2.2%	0.2%	0.5%	0.8%
Clothing	2.1%	0.7%	0.6%	0.5%
Furn & Floor	1.8%	0.7%	-0.1%	0.4%
Electricals	-0.5%	-1.5%	-1.2%	-0.9%
Homewares	-0.9%	-0.8%	-1.0%	0.1%
DIY and Gardening	-1.8%	-2.3%	-2.1%	-0.5%

Source: Retail Economics

### Electricals sales fall

- Electricals sales fell in January, down 0.5% year-on-year against a 1.3% decline in the same month a year earlier.
- This was a slowdown on the 6.9% rise in December, but ahead of the three-month and 12-month averages of -1.5% and -0.9% respectively.

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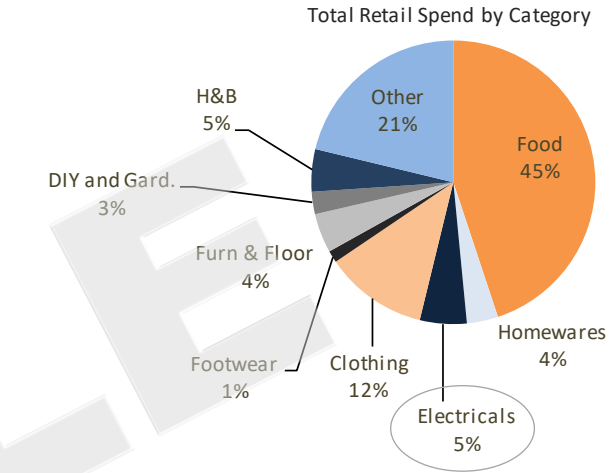
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### Overall sector view

- Electricals accounted for 5% of total retail sales in January.
- Overall Non-food sales rose 1.2% in January, slowing on the previous month as three categories reported a decline in sales.
- That said, there were a few bright spots with Footwear (+2.7%), Health & Beauty (2.2%), Clothing (+2.1%) and Furniture & Flooring (+1.8%) all rising on last year's levels, partially supported by improvement in consumer confidence.

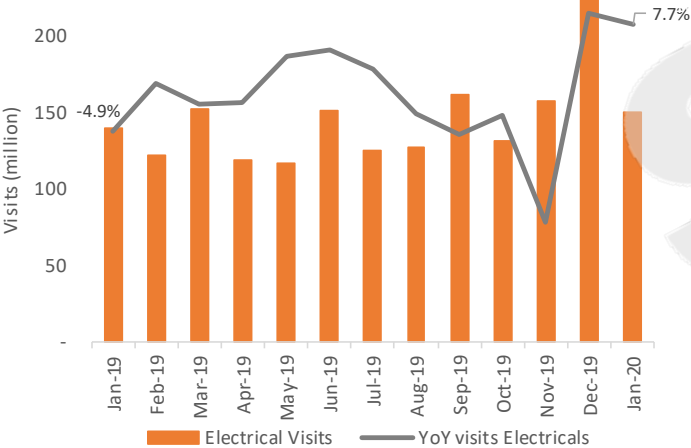
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### Electricals accounts for 5% of total retail spend in January



Source: Retail Economics

### Visits to Electrical retailer websites rise in January



Source: Hitwise, Retail Economics analysis

### Online activity

- Online traffic data from Hitwise, suggests that visits to Electricals retailer websites rose 7.7% in January, year-on-year. This was against a 4.9% decline in January 2019.
- There was appetite for computing and communication devices with popular searches including 'iphone 11', 'ipad' and 'laptops'. Other sort after items included white goods such as 'washing machine', 'fridge freezer' and 'tumble dryers'.

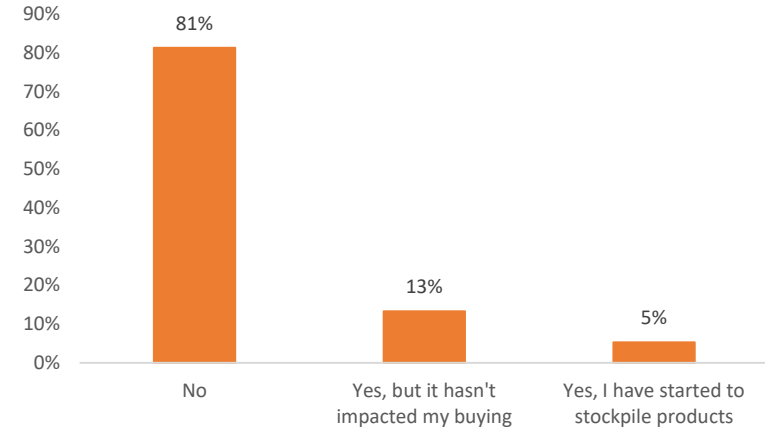
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### Coronavirus impact

- Persistence of the Coronavirus is potentially an upside risk to the production of electrical goods.
- Indeed, some Chinese factories have seen large pools of production frozen with many plants closed in order to reduce the spread of the virus.
- With production of many goods within the sector taking place in China, the next few weeks are likely to be critical in determining the magnitude of the impact on UK retail.

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### Are you worried about product shortages as a result of the coronavirus?



Source: Retail Economics Coronavirus survey, conducted 15 February, 2,000 respondents)



Electricals – Retail Economics Index: January 2020

Electricals sales fell in January, down 0.5% year-on-year against a 1.3% decline in the same month a year earlier.

This was a slowdown on the 6.9% rise in December, but ahead of the three-month and 12-month averages of -1.5% and -0.9% respectively.

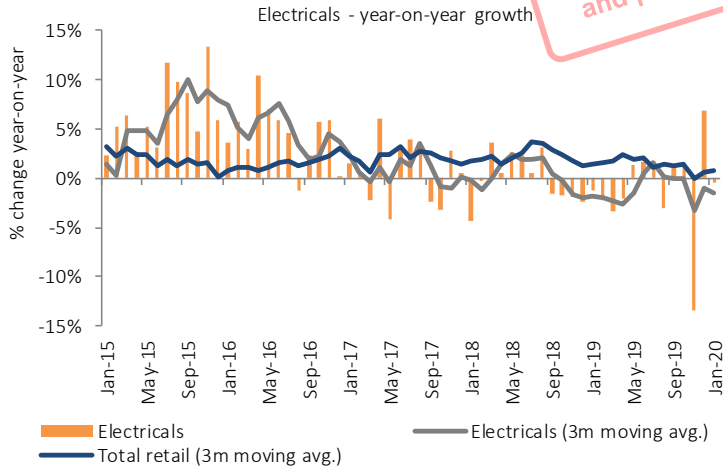
Data from Barclaycard followed a similar trend to our own data with consumer spending in electronics stores falling 1.4% year-on-year. Whilst it was noted that growth was stronger in other areas of retail, it was the leisure and entertainment sectors that excelled in January. Hospitality & Leisure (+5.7%), Eating & Drinking (+8.6%), Bars, Pubs & Clubs (+10.1%) and Takeaway & Fast food (+11.4%) all reported sizable rises.

The last piece of John Lewis insight before it scaled back weekly data reporting (4 weeks to 25 January) suggested that its Electricals category rose by 1.0% in January year-on-year, from a 0.5% rise a year earlier. Three out of four weeks of the month rose, with week one (+4.4%) the strongest performing. The end of support/updates for Windows 7 drove an increase in laptop sales as consumers looked to replace their existing models, while new product launches also supported laptop sales. Elsewhere, personal care, smart home products and hair items also proved popular.

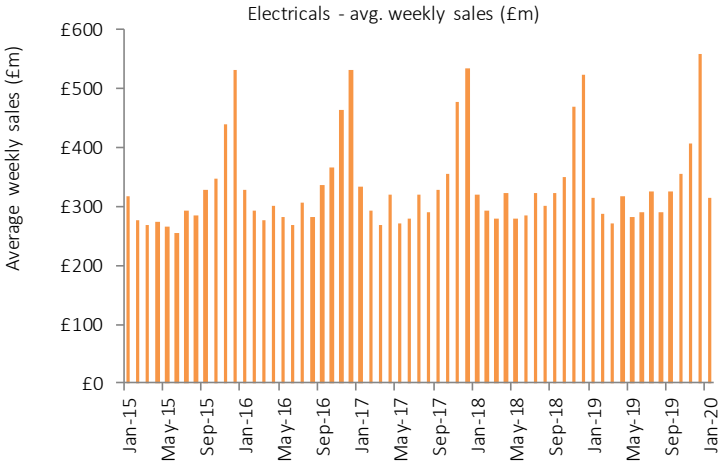
Data from the ONS was mixed in January with its Household Electricals category reporting a marginal rise of 0.8% year-on-year, slowing from a 22.1% jump in December. Computers and Telecommunications was far weaker, reporting a 8.3% decline in sales. This is at odds with commentary from John Lewis and BRC data. Indeed, Computing was the BRC’s strongest category in January with sales rising on a total and like-for-like basis.

Hitwise data confirms this appetite for computing and communication devices. Popular searches on Electrical retailer websites included ‘iphone 11’, ‘ipad’ and ‘laptops’. Other sort after items included white goods such as ‘washing machines’, ‘fridge freezers’ and ‘tumble dryers’. Overall visits to electrical retailer websites rose 7.7% in January year-on-year, against a weak comparison of -4.9% a year ago.

Our time series graphs help you quickly identify trends and put data into context



Source: Retail Economics: Retail Sales Series – value, non-seasonally adjusted  
\*Period aligned to ONS trading calendar 29 December 2019 – 1 February 2020



Source: Retail Economics

Electricals

-0.5%

Electricals sales fell by 0.5% in January, year-on-year.

Three-Month Basis

-1.5%

In the three months to January, Electricals sales fell 1.5% year-on-year.

This was a slowdown on the 6.9% rise in December, but ahead of the three-month and 12-month averages of -1.5% and -0.9% respectively.



Electricals – Retail Economics Index: January 2020

However, rising online visits only partially describes the online story. IMRG data indicated that electricals sales fell 17.7% year-on-year, suggesting that levels of browsing were high, but failed to translate to sales.

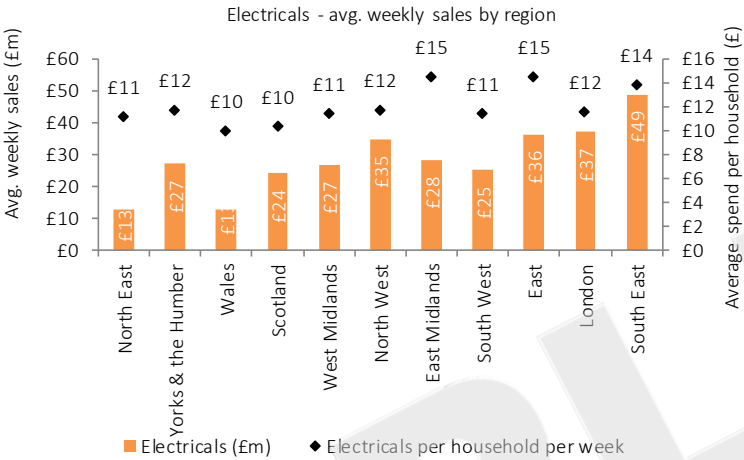
No ‘Boris Bounce’ for Electricals

Conditions within the Electricals category remain challenging following the joint-weakest festive period since 2013. In fact, whilst an improvement in consumer confidence is likely to have provided support to a number of categories in January, there was no such ‘Boris Bounce’ to Electricals sales. Granted, GfK’s headline confidence measure (which rose to its highest level since September 2018) masks a deterioration in the climate for the major purchases index which fell two points to +1 in January, indicating there is a reluctance to make major purchases.

Furthermore, the recent upshot in inflation coupled with a slowdown in average earnings resulted in real earnings growth slipping to 1.4%, reducing consumers propensity to spend. With categories such as TVs and Gaming witnessing weak demand, retailers will be pinning their hopes on sporting events and new product launches to entice shoppers. Similar to other tournaments, it’s hoped that Euro 2020 (June kicks-off) will provide a welcome boost to TV sales. For gaming, retailers will be holding out for hotly anticipated releases of the PS5 and Xbox One X, both rumoured to be launched towards the end of 2020.

Coronavirus

Persistence of the Coronavirus is potentially an upside risk to the production of electrical goods. In fact, some Chinese factories have seen large pools of production frozen with many plants closed in order to reduce the spread of the virus. With production of many goods within the sector taking place in China, the next few weeks are likely to be critical in determining the magnitude of the impact on UK retail. Apple warned in a recent update that the coronavirus would hit its sales forecasts in the coming quarter. If production from Chinese factories fails to ramp up as fast as expected, there could be supply constraints surfacing in the UK in spring. In our recent [Coronavirus survey](#), currently almost a fifth (18%) of consumers are in some way worried about product shortages as a result.



Source: Retail Economics; Retail Sales Series – value, non-seasonally adjusted  
\*Period aligned to ONS trading calendar 29 December 2019 – 1 February 2020  
\*Regional figures may not sum to total due to rounding

Analysis and commentary on current and future issues impacting the industry

Electricals	Annual % growth	Avg. weekly spend (£m)
Aug-19	-3.1%	£291
Sep-19	1.2%	£327
Oct-19	1.5%	£354
Nov-19	-13.4%	£406
Dec-19	6.9%	£559
Jan-20	-0.5%	£313

Source: Retail Economics

South East

£49m

The average weekly spend on Electricals in the South East.

Average Weekly Sales

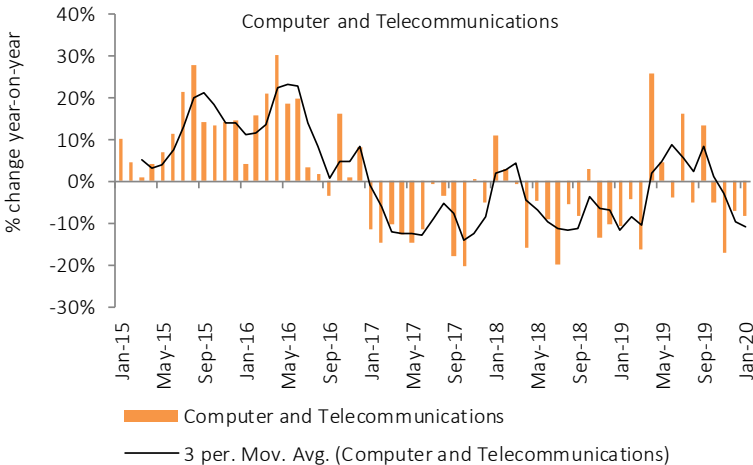
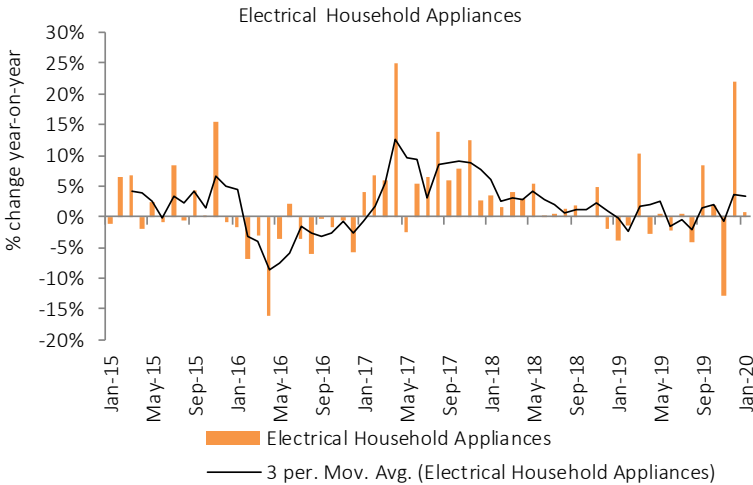
£313m

The average weekly spend on Electricals in the UK in January.

The recent upshot in inflation coupled with a slowdown in average earnings resulted in real earnings growth slipping to 1.4%, reducing consumers propensity to spend.



By Sub-Sector – Office for National Statistics: January 2020



Electrical Household Appliances	Annual % growth
Aug-19	-4.2%
Sep-19	8.4%
Oct-19	1.9%
Nov-19	-12.9%
Dec-19	22.1%
Jan-20	0.8%

Computer and Telecommunications	Annual % growth
Aug-19	-5.1%
Sep-19	13.5%
Oct-19	-4.9%
Nov-19	-17.1%
Dec-19	-6.9%
Jan-20	-8.3%

Source: ONS: Retail Sales – value, non-seasonally adjusted  
\*Period aligned to ONS trading calendar 29 December 2019 – 1 February 2020

Key call out stats for easy data intake

Electrical Household Appliances

0.8%

According to the ONS, Electrical Household Appliances rose by 0.8% in January, year-on-year.

Computers & Telecommunications

-8.3%

According to the ONS, Computers & Telecommunications fell by 8.3% in January, year-on-year.



## Macro Factors – Consumers

Consumer spending reached £331,372m in the fourth quarter of 2019, rising by 0.1% quarter-on-quarter. This marked a slowdown on the 0.4% quarterly rise in Q3.

On an annual basis, consumer spending rose by 1.3% in Q4 compared with the same quarter in 2019, unchanged from Q3.

Early indications suggest a modest 'Boris bounce' in consumer sentiment, with GfK's Consumer Confidence measure increasing by two points to -9 in January.

Four out of the five components in the measure improved in the month. Consumers feel more positive about 2020 when reflecting on 2019, on the back of strong employment, real wage growth and low inflation.

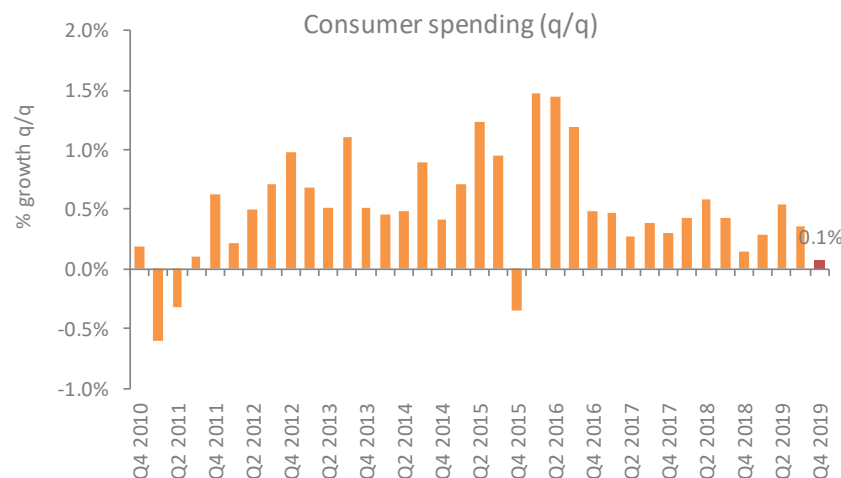
GfK's Major Purchase Index was the only measure to decline, partly indicating January blues after splashing out at Christmas. It also reflects subdued non-essential sales that retailers have been facing, against what remains a critical year ahead for Brexit as we enter the transition period. Indeed, GfK's index has been in negative territory for four years running.

Consumers' perceptions of the general economic situation over the last 12 months increased by a further three points to -28 in January – seven points ahead of last year. The forward-looking component saw a robust three-point uplift to -24, which is a staggering 15 points higher than in January 2019.

The backward-looking personal finances component increased by four points to +1 in January and is one point higher than a year ago. The forward-looking measure improved by three points to +6, which is five points higher than last year.

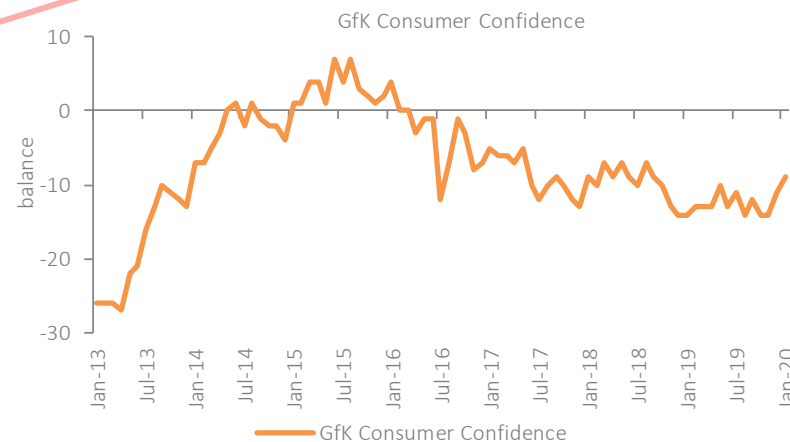
The major purchases index declined by two points to +1 in January – one point lower than a year ago.

The savings index was up by two points to +20 in January – six points ahead of last year.



Source: ONS

*We focus on consumers and interpret how changes in discretionary income affects demand*



Source: GfK

## Spending

**£331bn**

Consumer spending reached £331,372m in Q4 2019.

## Confidence

**-9**

Overall consumer confidence rose two points to -9 in January, five points higher than last year.

GfK's Major Purchase Index was the only measure to decline, partly indicating January blues after splashing out at Christmas.



## Macro Factors – Ipsos Retail Performance

Latest figures from Ipsos Retail Performance (which measures footfall in over 4,000 non-food stores across the country) showed that footfall fell just 0.5% in January year-on-year. This was an improvement on the 7.2% fall in the previous month and above the three-month average rate of -5.0%.

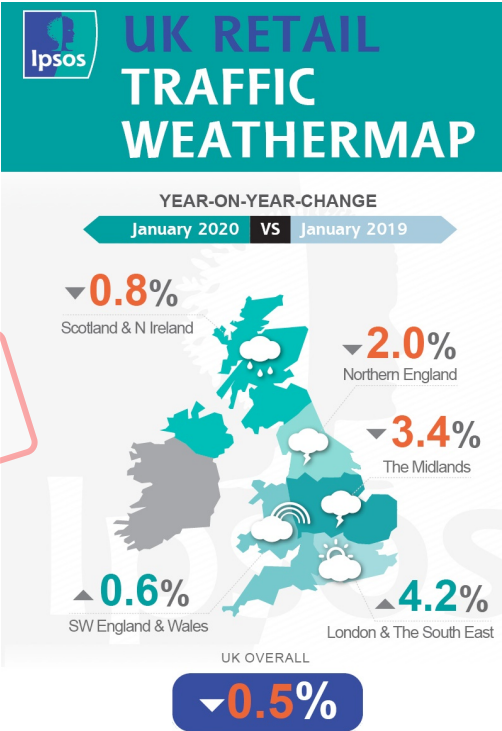
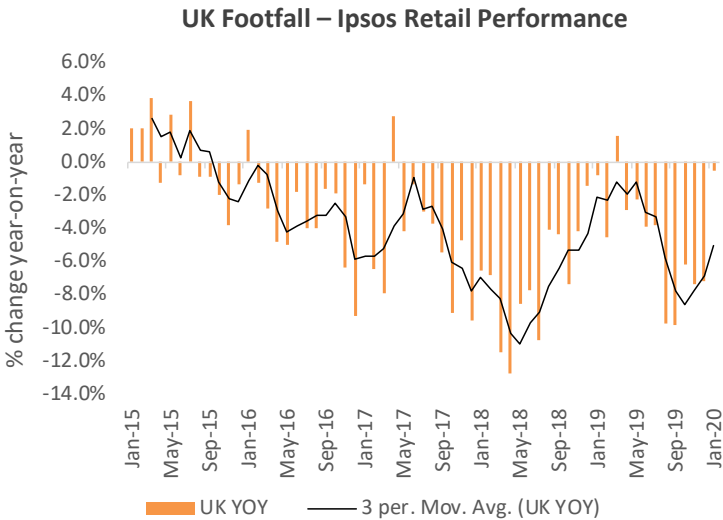
On a month-on-month basis, footfall fell 24.6%, slightly less than Ipsos' expectations of a 27.7% fall.

There was an improvement across the UK with two out of five areas reporting a rise in footfall growth. Indeed, London & The South East was the strongest performer with footfall growth increasing 3.4 percentage points to 4.2%, the best result in over eight years. Meanwhile South West England & Wales (+0.6%) reported its first rise in footfall growth since June 2016.

Elsewhere, despite reporting the sharpest decline in footfall, the Midlands demonstrated the strongest improvement overall with footfall growth improving 8.8 percentage points to -3.4%. Scotland & Northern Ireland also reported a marked improvement, with footfall declining just 0.8%.

Looking ahead to February, Ipsos expect footfall growth to remain in negative territory, albeit at a slightly improved rate than in the previous month, forecasting a 10.5% fall.

Apply footfall data to better inform your decision making processes



Source: Ipsos Retail Performance

## UK Footfall

-0.5%

According to Ipsos Retail Performance, footfall fell by 0.5% in January.

## Northern England

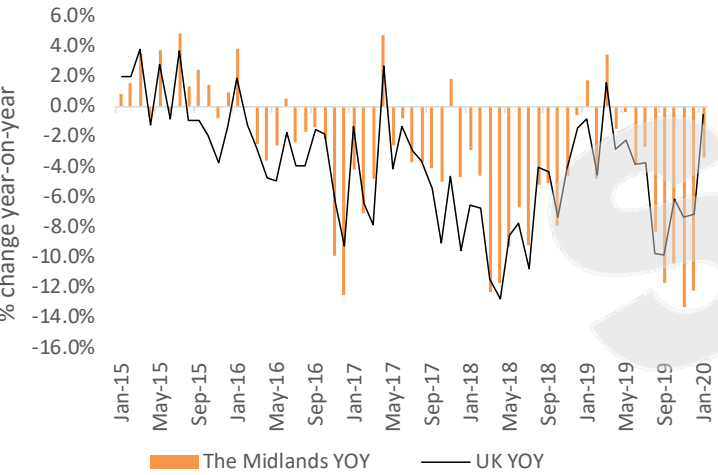
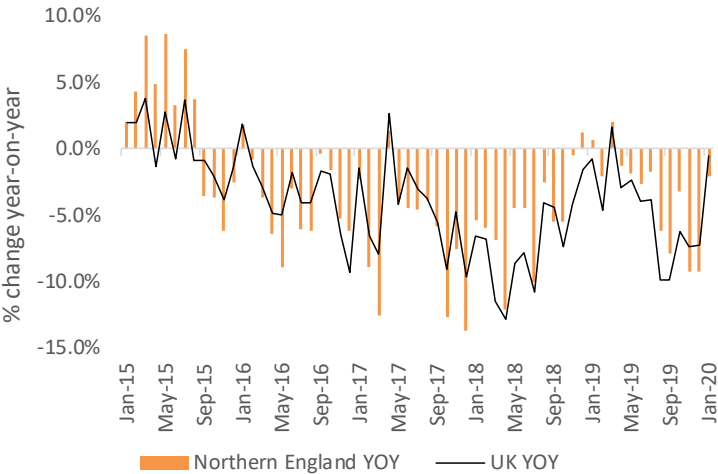
-2.0%

In Northern England, footfall fell by 2.0% compared with the previous year.

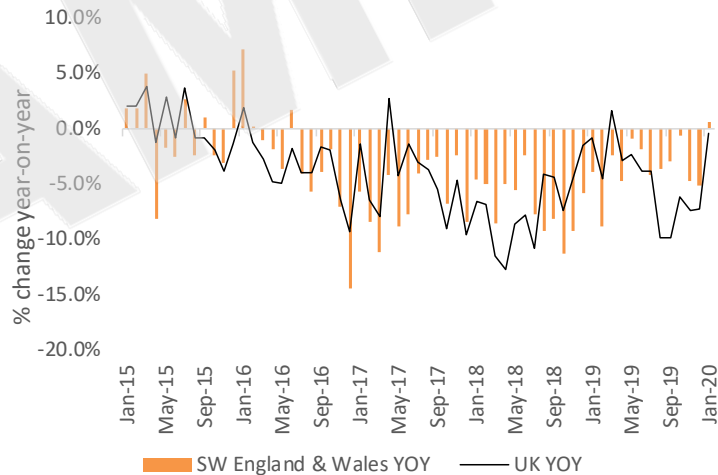
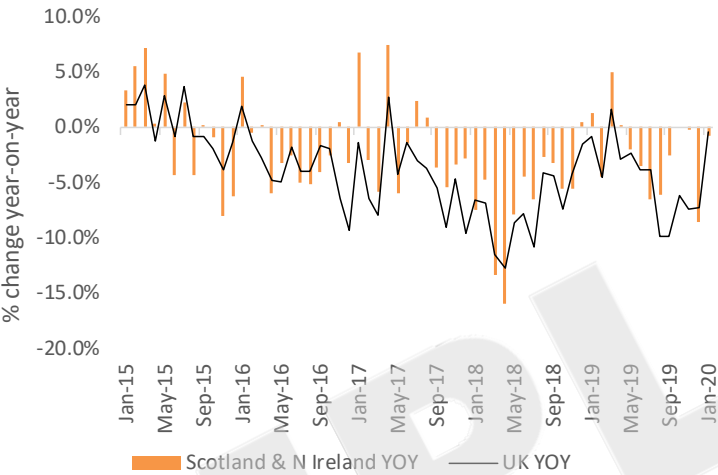
London & The South East was the strongest performer with footfall growth increasing 3.4 percentage points to 4.2%, the best result in over eight years.



Macro Factors – Ipsos Retail Performance



Source: Ipsos Retail Performance



Source: Ipsos Retail Performance

London & SE England

4.2%

According to Ipsos Retail Performance, footfall rose by 4.2% in London & SE England.

Scotland & Northern Ireland

-0.8%

Footfall growth fell 0.8% in Scotland & Northern Ireland compared with the previous year.

Footfall in South West England & Wales rose by 0.6% year-on-year in January.



## Macro Factors – Labour Market

The UK labour market hit another record in the final three months of 2019, with the proportion of 16 to 64 year olds in work reaching an all-time high according to ONS data. However, earnings growth slowed to its lowest rate in over a year.

The employment rate hit a record high of 76.5% in the period, edging up by 0.4% points on the previous quarter and up 0.6% points on last year. This came as the employment rate for women hit a record high of 72.4% (while the employment rate for men edged up to 80.6%), and the number of full-time workers hit a high of 24.42 million. Overall, the number of people in employment rose to 32.93 million in the three months to December, up by 336,000 on last year.

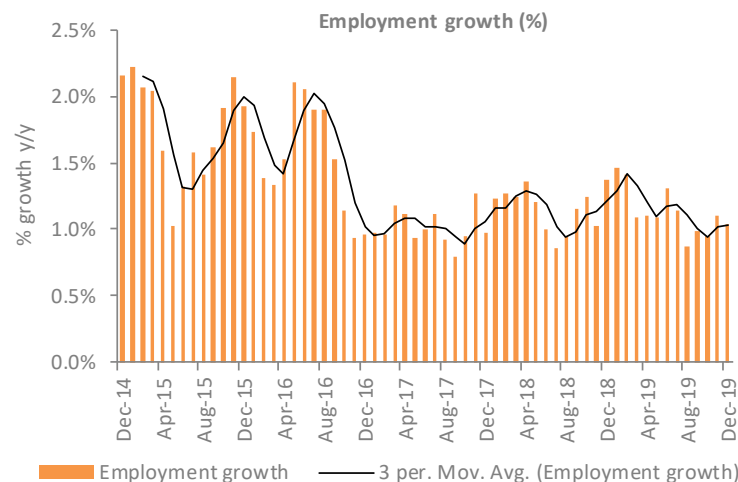
Meanwhile, the unemployment rate remained broadly unchanged in the quarter at 3.8%, but was down from 4.0% a year earlier. An estimated 1.29 million people were unemployed – 73,000 fewer than last year and 580,000 fewer than five years ago.

The number of people aged from 16 to 64 years old that are economically inactive (not working and not seeking or available to work) reached a record low of 20.5% – down 0.4% points compared to last year and down 0.3% on last quarter. This was mainly driven by record low activity among women at 24.8%.

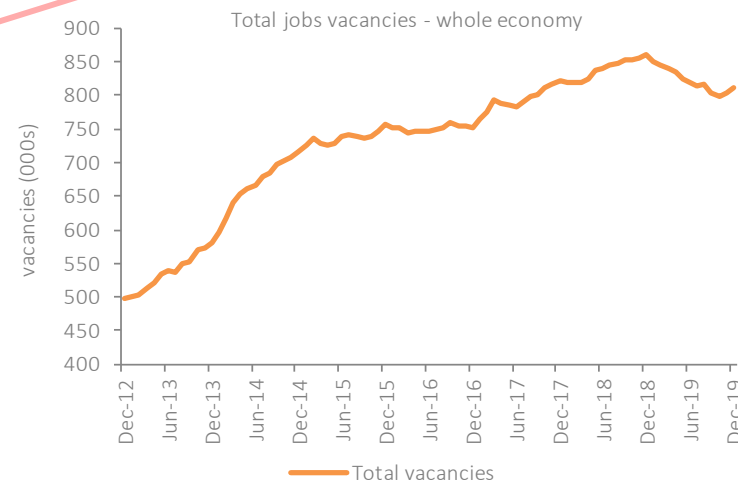
Vacancies ticked up in the latest quarter following 11 consecutive quarterly falls. There was an estimated 810,000 job vacancies between November 2019 and January 2020 – up by 7,000 on the previous quarter, but 50,000 fewer compared to the previous year. This represents 2.7 job vacancies per 100 employee jobs across the economy.

The retail sector accounted for around 10.6% of all vacancies in the UK in the three months to January.

Earnings slowed yet again in the quarter to December. Average weekly earnings for employees edged down 0.2% points to 3.2% for regular pay (excluding bonuses) compared to the previous month, while total pay (including bonuses) weakened to 2.9% from 3.2% last month. Total pay came up against a strong comparative with unusually high bonuses given in October 2018.



We assess the labour market and interpret how changes affects demand



Source: ONS

## Unemployment

3.8%

The unemployment rate stood at 3.8% in December, unchanged from the previous period.

## Employment levels

+180,000

Employment levels rose in the three months to December compared with the previous three month period.

The retail sector accounted for around 10.6% of all vacancies in the UK in the three months to January.



## Macro Factors – Earnings

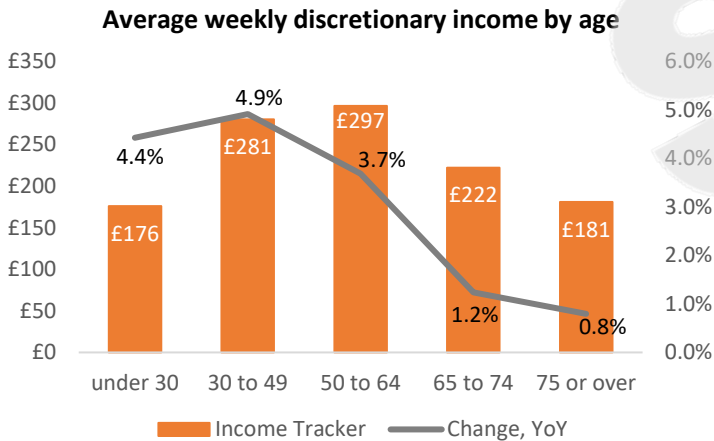
For December 2019, in nominal terms (i.e. not adjusted for price inflation):

- Average regular pay (excluding bonuses) for employees in Great Britain was £512 per week before tax and other deductions from pay, up from £496 per week for a year earlier
- Average total pay (including bonuses) for employees in Great Britain was £544 per week before tax and other deductions from pay, up from £529 per week for a year earlier

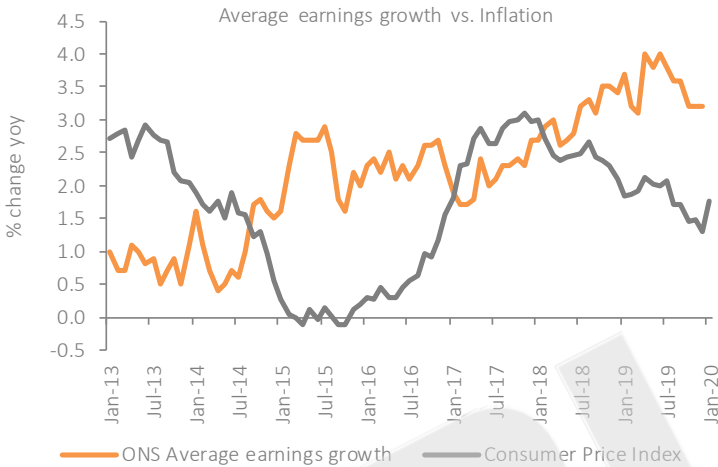
## Asda Income Tracker – January 2020

The Asda Income Tracker showed households had £221 of discretionary income available each week in January. This is a 4.0% rise on the same month last year, equating to £8.52 per week more.

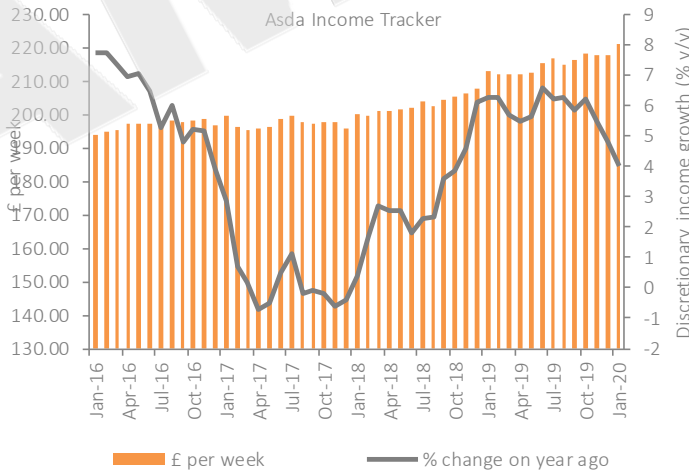
In terms age groups, it was the 30-49 year olds that saw the sharpest rise in average weekly discretionary incomes in January, rising 4.9% year-on-year. That said, this was the lowest rise for this age bracket since November 2018. Elsewhere the under 30s (+4.4%) and 50-64 years olds (+3.7%) also experienced a boost in average weekly discretionary incomes. It was those aged over 65 that experienced the lowest rise in discretionary incomes, with 65-74 year olds (+1.2%) and the over 75's (+0.8%), significantly underperforming all other age groups.



Source: Asda Income Tracker



Source: ONS



Source: Asda Income Tracker

## Earnings Growth

**+3.2%**

Average regular pay rose by 3.2% in December, year-on-year.

## Discretionary Income

**£221**

The average UK household had £221 per week of discretionary income in January.

The Asda Income Tracker showed households had £221 of discretionary income available each week in January. This is a 4.0% rise on the same month last year, equating to £8.52 per week more.



## Macro Factors – Costs, Prices and Margins

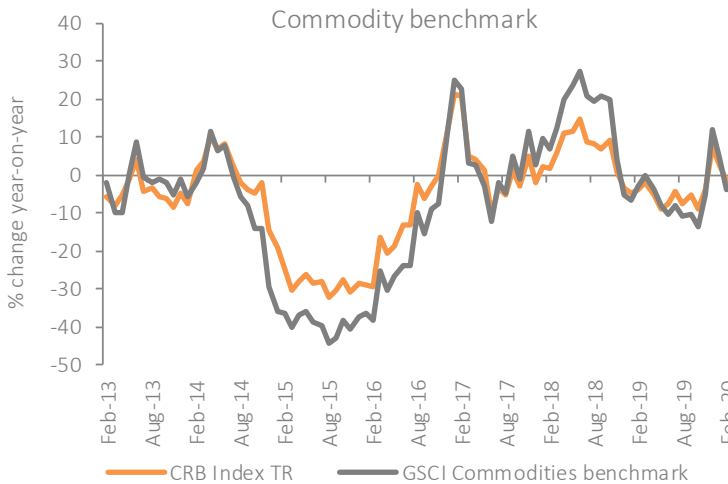
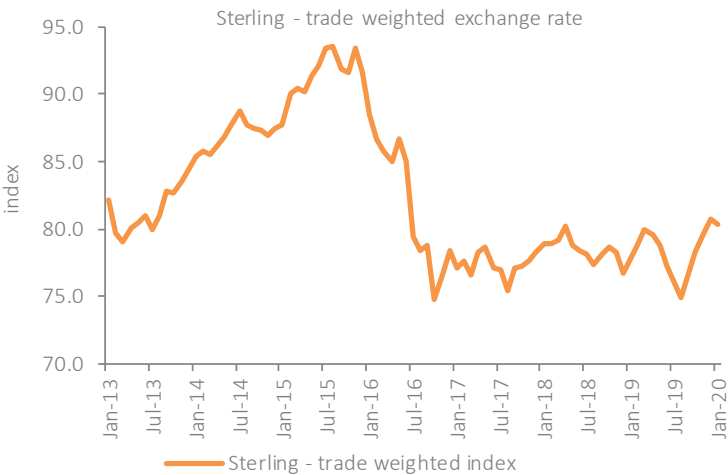
Sterling’s trade weighted index rose 3.3% year-on-year in January, but fell 0.3% on the month. The better than expected rise in inflation in January resulted in an uplift in sterling (against other currencies). That said, it remains vulnerable to ongoing EU-UK trade negotiations.

Both commodity benchmarks we follow fell back in February. Indeed, the Thomson Reuters CRB Index fell 1.8% year-on-year, compared with a 3.9% fall in the GSCI Commodities benchmark.

The Baltic Dry Index (indicative of shipping costs) continued to decline in February, down 38% on the previous month and 27% year-on-year (as of 27 February 2020). Falling rates of both capsized and panama segments exerted downward pressure on the index as demand continued to falter.

The average price of a barrel of oil stood at \$61 (as of 27 February), falling 5.9% on the month, and down 8.8% year-on-year. Concerns over the impact of the coronavirus outbreak on oil demand has weighed on prices in recent weeks.

	Nov-19	Dec-19	Jan-20	Feb-20
GSCI Commodities benchmark	-5.1	11.9	4.3	-3.9
Brent Oil (\$ per barrel)	63.0	71.6	64.4	60.6
CRB Index TR	-4.0	7.3	2.5	-1.8
Baltic Exchange Dry Index (BDI)	27.5	-16.5	-32.2	-26.8



Source: ONS, Bank of England

### Sterling

3.3%

Sterling’s trade weighted index rose 3.3%, year-on-year in January.

### Commodities

-1.8%

The CRB Index fell 1.8% in February compared with the previous year.

Sterling’s trade weighted index rose 3.3% year-on-year in January, but fell 0.3% on the month.



## Macro Factors – Costs, Prices and Margins

The Producer Price Index (output) rose 1.1% year-on-year in January, from the 0.9% rise in the previous month. This is the second consecutive month to report a rise.

On a monthly basis, output inflation rose 0.3% in January, the first positive monthly reading since July 2019.

Petroleum products provided the largest upward contribution of 0.37 percentage points (pp) to the annual output rate, with inflation rising 4.9% year-on-year.

Computer, electrical and optical products made the second-largest upward contribution to the change in the rate at 0.17 percentage points.

Chemicals and pharmaceuticals made the only negative contribution to the annual output PPI rate at -0.14 pp.

Meanwhile the PPI for inputs accelerated in January, rising 2.1% year-on-year from the 0.9% rise in the previous month. On a monthly basis, input PPI rose 0.9%, unchanged from the previous month.

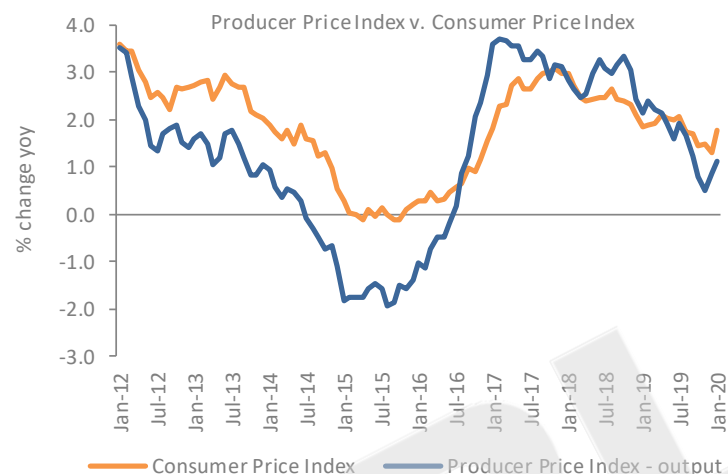
The largest upward contribution came from crude oil (+1.8 pp) with annual price growth of 11.3%.

Imported metals made the second-largest upward contribution of 1.32 pp, with annual price growth rising 15.8%. This was driven by imported precious metals (non-EU) which rose 53.6% year-on-year.

Imported chemicals provided a large downward contribution of 0.96pp and negative annual growth of -7.1%.

Inflation of imported materials and fuels (which represents around two-thirds of input prices) rose 1.9% in January, year-on-year, rising from the 0.1% fall in the previous month.

Sourcing costs specific to Electricals rose by 0.9% in January, year-on-year.



## PPI Output

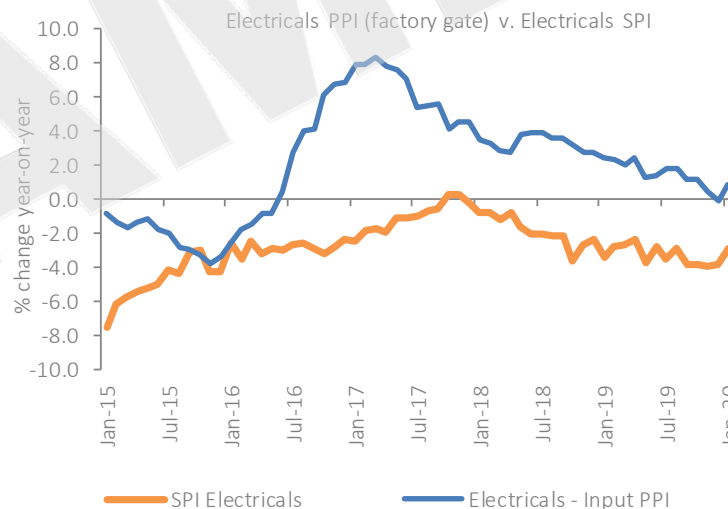
1.1%

The Producer Price Index (output) stood at 1.1% in January.

## PPI Input

2.1%

The Producer Price Index (input) stood at 2.1% in January.

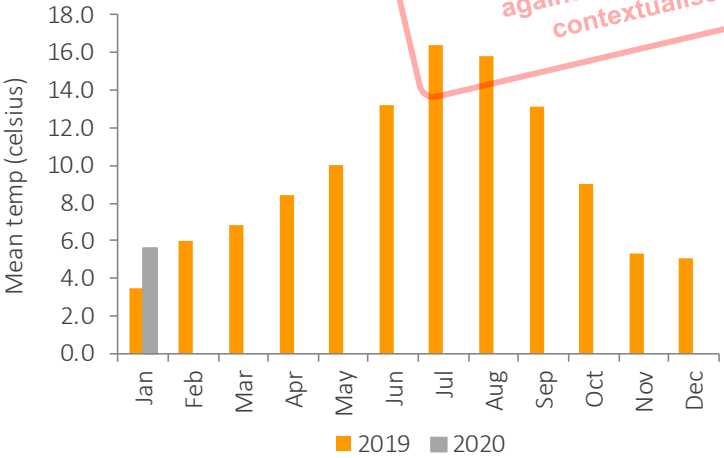


Sourcing costs specific to Electricals rose by 0.9% in January, year-on-year.



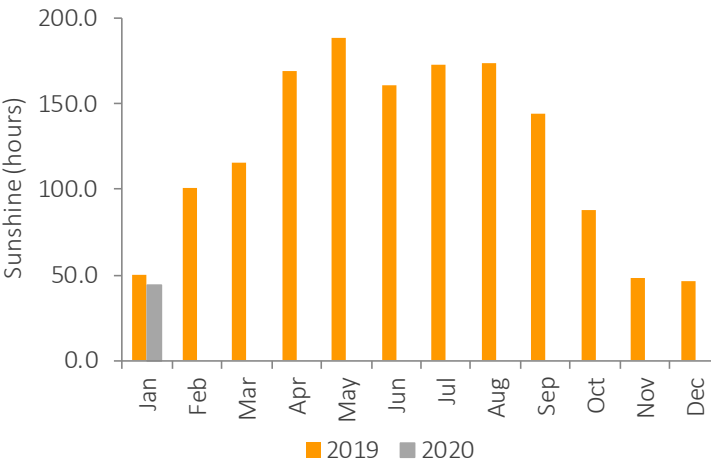
Weather Watch – Met Office

Weather can be a critical driver of short-term demand. A comparison against the previous year can help contextualise performance.



Mean Temp	2018	2019	2020
Jan	4.0	3.5	5.6
Feb	2.4	6.0	
Mar	3.8	6.8	
Apr	8.4	8.4	
May	12.1	10.0	
Jun	14.8	13.2	
Jul	17.3	16.4	
Aug	15.3	15.8	
Sep	12.4	13.1	
Oct	9.6	9.0	
Nov	7.3	5.3	
Dec	5.8	5.1	

Source: Met Office



Sunshine	2018	2019	2020
Jan	48.9	50.5	44.5
Feb	95.6	100.6	
Mar	85.0	115.6	
Apr	132.6	168.9	
May	246.0	188.5	
Jun	239.9	160.8	
Jul	237.6	173.2	
Aug	147.4	173.6	
Sep	134.1	144.0	
Oct	113.2	87.9	
Nov	63.0	48.1	
Dec	37.6	46.2	

Source: Met Office

Temperature

5.6°C

The mean temperature during January was 5.6°C, the warmest January since 2007.

Sunshine

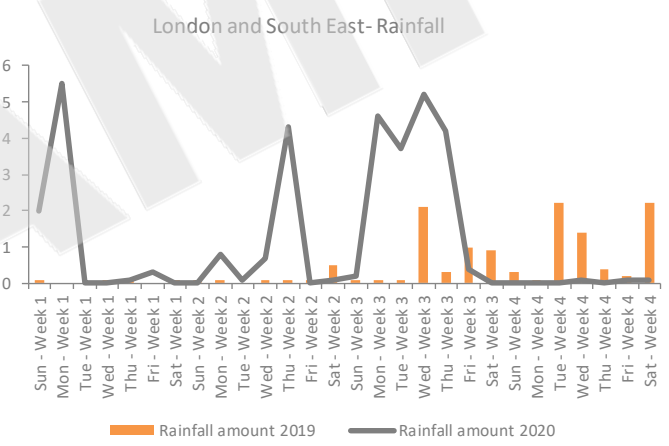
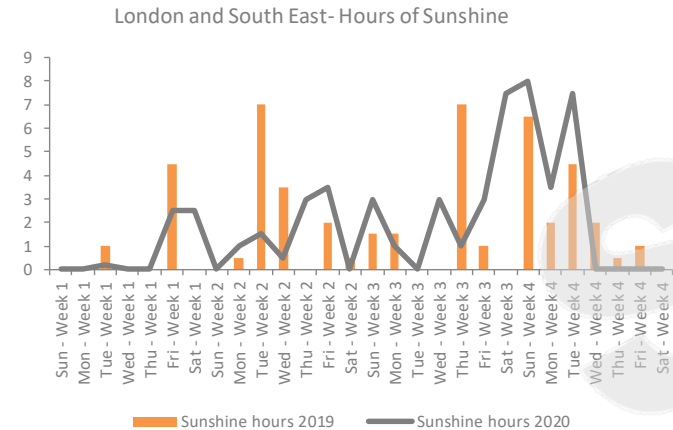
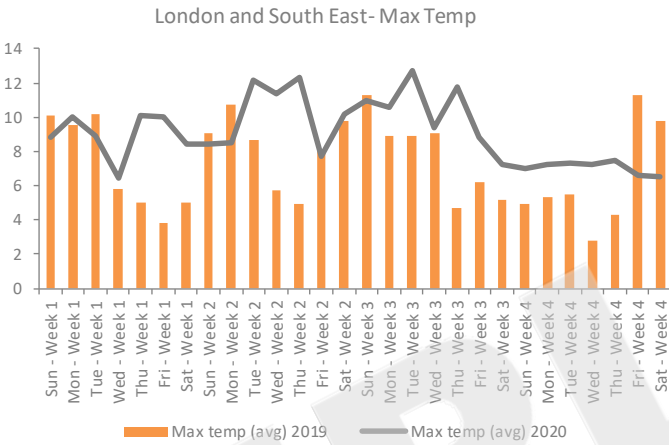
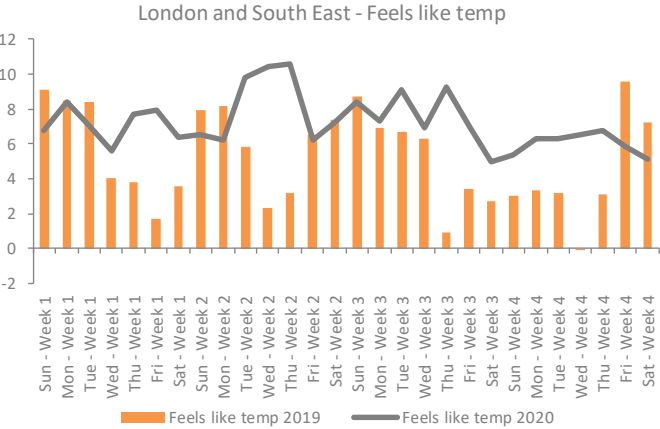
44.5

There were 44.5 hours of sunshine during January, the dullest January in four years.

It was the warmest January since 2007.



## UK Weather by Region and Metric



Our monthly report, *UK Monthly Weather by Region* provides the following data for January 2020: Feels like temperature; Max temperature; Hours of sunshine; Rainfall.

For the following UK regions: East Midlands; East of England; London and the South East; North East England; North West England; Northern Ireland; Scotland; South West England; Wales; West Midlands.

Click here to download the full UK Monthly Weather by Region report for January 2020

Met Office Commercial Weather Services have been developed with retailers to support commercial, supply chain and insight teams in managing the impacts of weather on their business and offers value beyond the scope of weather data covered in this report.

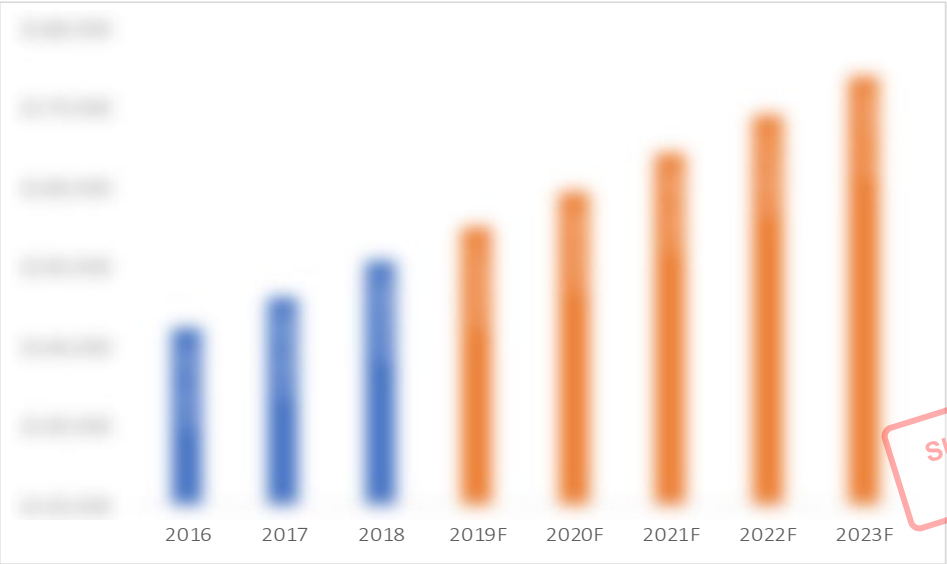
For further information, please contact [retail@metoffice.gov.uk](mailto:retail@metoffice.gov.uk). [www.metoffice.gov.uk/retail](http://www.metoffice.gov.uk/retail)

Source: Met Office

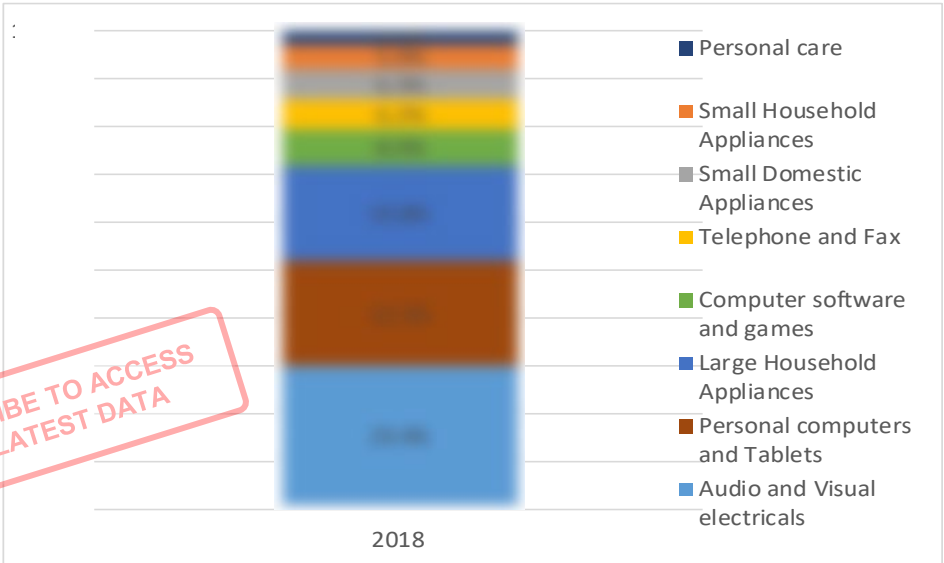
Source: Met Office



Forecasts



Market Size



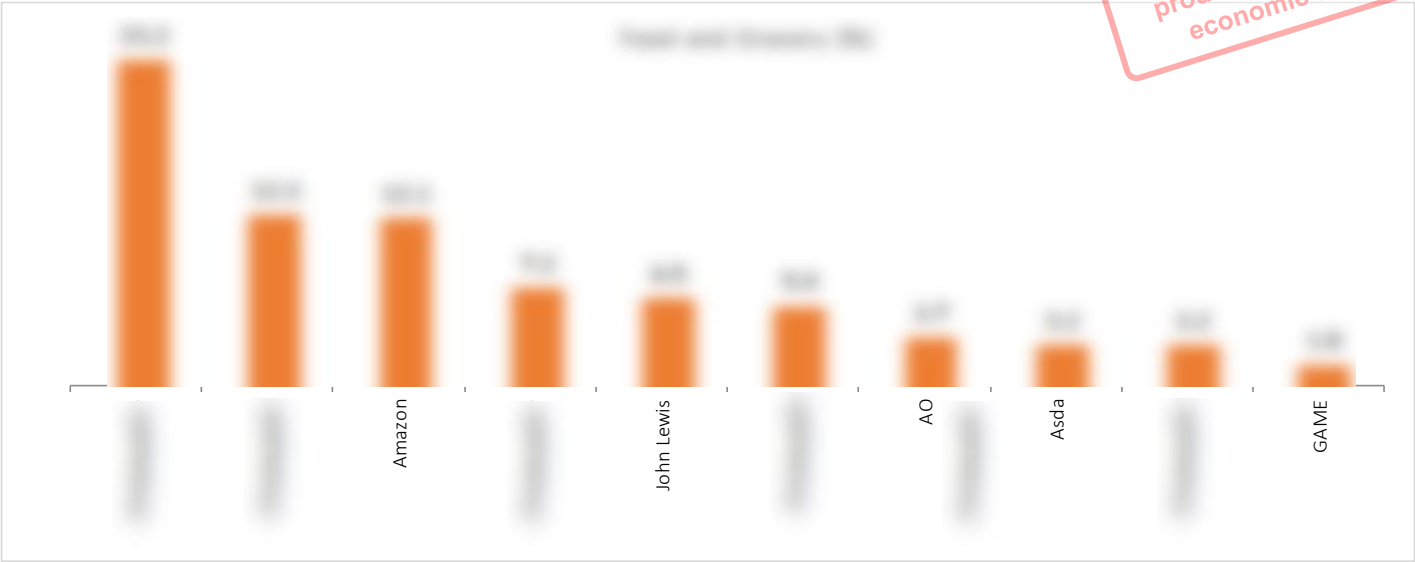
Total Market

2020 Forecast

Forecasts

Year	Total market (£m)	Annual growth (%)
2016	1000	5.0
2017	1100	10.0
2018	1200	9.1
2019F	1350	12.5
2020F	1450	7.4
2021F	1550	6.9
2022F	1650	6.5
2023F	1750	6.1

% of Market Share



Our forecasts are bold and produced using robust economic analysis

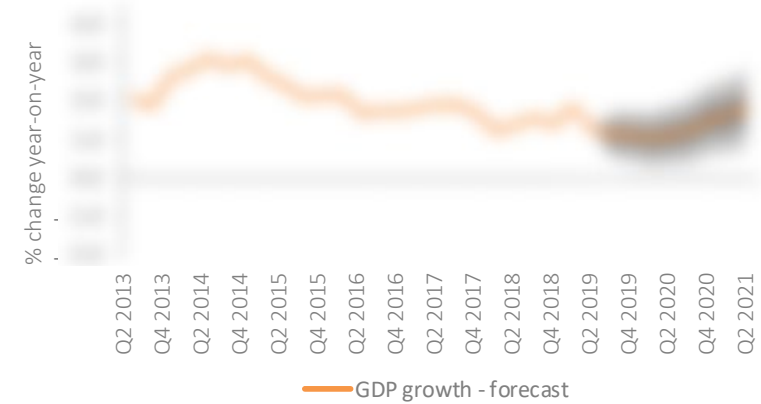


## Leading Electricals Retailers

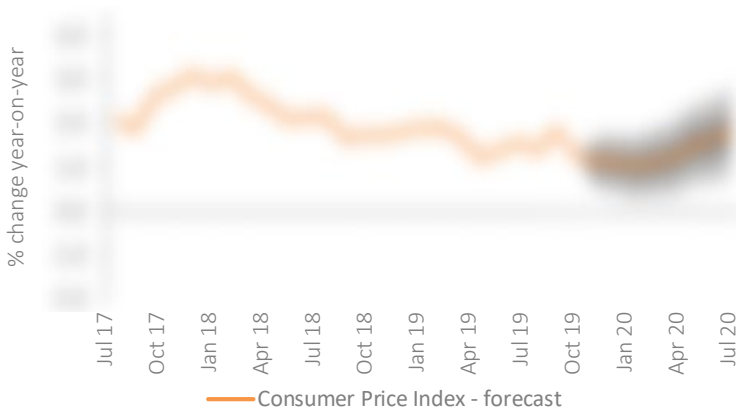
Retailer	Market Share (%)	Future trend		Summary
		Previous	Q4 2019	
		>	>	
		<	>	
		>	>	
Apple		>	>	Apple posted a 9.8% drop in income before tax to £9.5bn in the quarter to 29 June, as iPhone sales slumped 11.8% to £21.4bn. Although the flagship device accounts for more than half of its annual turnover, Apple reported a 1% uptick in total revenue to £44.2bn in the period, bolstered by Mac computer sales up by 10.7% to £4.76bn and iPad revenues advancing 7.9% to £4.1bn, while its wearables, home and accessories category spiked 48% to £4.5bn.
John Lewis		<	<	John Lewis & Partners is working to merge John Lewis and Waitrose operations under one single business rather than as two units from February 2020. This involves the departure of Waitrose boss Rob Collins and 75 job cuts across senior management. The revamped executive team will be led by incoming chair Sharon White and comprise seven new director roles, with remits across the whole of the partnership. The changes are said to allow a sharper focus on the customer, with 8 out of 10 of the most valued customers loyal across both John Lewis and Waitrose.
		>	>	
AO		>	>	Ao.com is trialling a white goods rental service, offering washing machines to customers for £2 a week for five years, which includes delivery, insurance, repairs and its eventual recycling. Founder John Roberts believes home-related rentals have broad appeal.
		>	>	
Shop Direct		>	>	Shop Direct has been introducing new brands to its portfolio to drive sales and reasons to visit its websites alongside its own-brand offer. This includes introducing furniture brand Swoon, as well as a host of others across the group's Very and Littlewoods including: Topshop, Calvin Klein, Tommy Hilfiger, Content by Terence Conran, Accessorize, Karen Millen and East End Prints.
		>	<	



GDP Forecast



Inflation Forecast

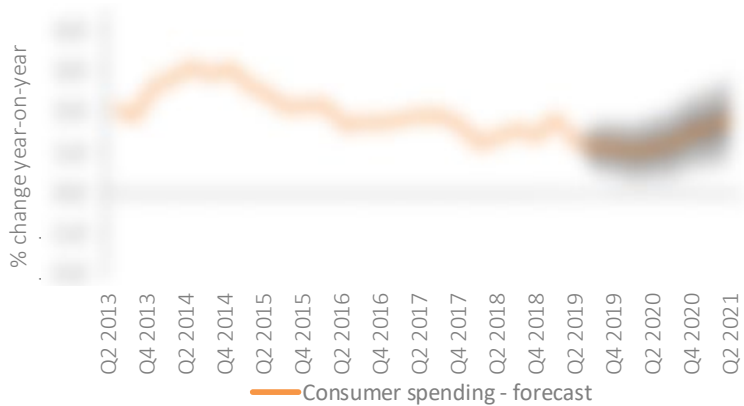


Inflation Forecast

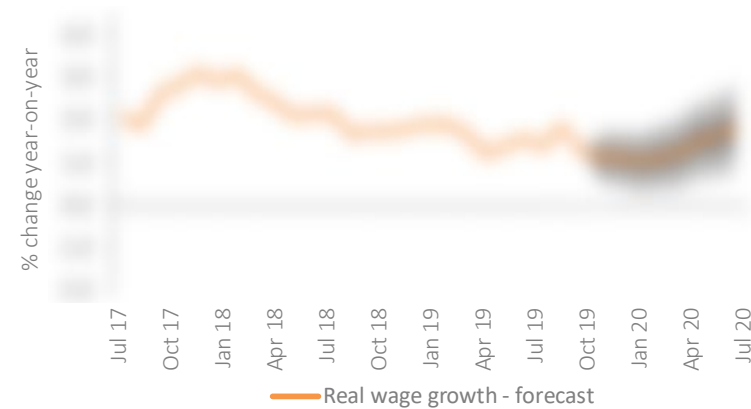
XX%

Inflation forecast for Q4 2019

Consumer Spending Forecast



Real Wages Forecast



Real Wages Forecast

XX%

Real wage growth forecast for Q4 2019

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Source: Retail Economics

Source: Retail Economics

# Other reports and Services

## Economic Retail Reports



**UK Retail Sales**  
Monthly: covers a range of retail sales indices and category breakdowns including online retail sales, clothing and footwear, household goods, food, DIY and gardening, consumer electricals and more. [More info >](#)



**UK Online Retail**  
Monthly: covers a range of online retail sales indices and category breakdowns including online retail sales, online growth rates by sector, online penetration rates, forecasts and market size estimates. [More info >](#)



**UK Retail Inflation**  
Monthly: covers a range of retail inflation indices and category breakdowns including food inflation, non-food inflation, clothing and footwear, household goods, food, DIY and gardening, consumer electricals, commodity prices, exchange rates and more. [More info >](#)



**UK Consumer\***  
Quarterly: analyses a range of UK consumer spending indicators including housing market data, consumer confidence, consumer credit, household inflation, labour market statistics, wage growth, retail sales and more. [More info >](#)



**UK Retail Economic Briefing**  
Monthly: analyses a range of macroeconomic indicators including GDP, consumer spending, inflation, labour market, commodity prices, exchange rates, monetary indicators, credit and lending market data, house prices, mortgage data, retail sales and more. [More info >](#)



**UK Retail Industry Outlook\***  
Quarterly: provides a forward-looking critical retail analysis. Predictive forecasts and insightful narrative draw upon our econometric models to help you identify the key risks and future opportunities to drive your strategic planning. [More info >](#)



**Executive Report**  
Monthly: provides a succinct one-page summary ideal for senior management and meeting notes; concise need-to-know retail data for the month which includes a mix of the major economic indicators and retail metrics. [More info >](#)

WE PUBLISH MANY OTHER  
RETAIL REPORTS

## Retail Sector Reports



**Food & Grocery**  
Food & Grocery retail sales index  
Bespoke sector specific economic analysis  
Food online sales and penetration rates  
Market share data  
Food inflation analysis and more. [More info >](#)



**Clothing & Footwear**  
Clothing & Footwear retail sales index  
Bespoke sector specific economic analysis  
Clothing online sales and penetration rates  
Consumer trends for online shopping  
Spend on clothing by region and more. [More info >](#)



**Homewares**  
Homewares retail sales index  
Bespoke sector specific economic analysis  
Homewares region spending data  
Analysis of key economic drivers such as house moves, personal finances etc.  
Weather data and more. [More info >](#)



**Furniture & Flooring**  
Furniture & Flooring retail sales index  
Bespoke sector specific economic analysis  
Consumer trends for online shopping  
Analysis of key economic drivers such as consumer confidence, credit and lending  
Regional footfall statistics and more. [More info >](#)



**DIY & Gardening**  
DIY & Gardening retail sales index  
Bespoke sector specific economic analysis  
DIY & Gardening region spending data  
Analysis of key economic drivers such as weather data, 'improve not move' trends  
Executive summary and more. [More info >](#)



**Electricals**  
Electricals retail sales index  
Bespoke sector specific economic analysis  
Consumer trends for online shopping  
Analysis of key economic drivers such as disposable income growth, product launches etc.  
Electricals inflation and more. [More info >](#)



**Health & Beauty**  
Health & Beauty retail sales index  
Bespoke sector specific economic analysis  
Health & Beauty shopper trends such as 'lipstick effect', own-brand cosmetics etc.  
Impact of digital and social media  
Household spend by region and more. [More info >](#)

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Hear our thought-provoking views and opinions at your conferences, seminars, company away-days or board meetings  
Get the personal touch from senior staff members — Richard Lim (CEO) & Stephen Robertson (Chairman) being in popular demand.



**Retail Cost Base Index**  
Essential for improving your financial planning strategy  
Gain a deeper understanding of your operating costs in order to manage risk. Learn how macroeconomic factors might affect your supply chain. Producer Price Index (inputs and outputs) data. Understand the impact of labour costs, business rates etc.



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Get the precise data your looking for and accurately answer key retail questions. It cuts through the noise and enables us to deliver bespoke reporting tools which are relied on by executive teams to identify the need-to-know economic indicators and to interpret what they mean for your business.



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“Retail Economics provides the business with the latest socio-economic data that enables us to understand the latest factors impacting customer behaviour.”

  
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Insight Director

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## CEO Presentations

Get the personal touch and interact face-to-face with the CEO Retail Economics (City AM Analyst of the Year 2019 nominee).

Secure an opportunity to hear our thought-provoking views and opinions at your conferences, seminars, company away-days or board meetings; both Richard Lim (CEO) and Stephen Robertson (Chairman) being in popular demand.



## Economic modelling

Better understand how your key industry variables affect your organisation: demography, socio-economic profiles, regional, sector, policy, industry and skills etc.

Our economic consultancy team use industry standard practices for: forecasting, scenario analysis, data analytics, socio-demographic projections and economic impact modelling. We also undertake highly bespoke modelling for forecasting.



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Maximise impact and media traction for your projects and campaigns using our extensive industry expertise and well-established networks.

Secure the attention your work deserves and achieve its intended impact. We assist and advise on: campaign creation and planning, media engagement, messaging, propositioning, events, trends, insight analysis, thought leadership and influencer targeting.



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

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## Get in touch



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