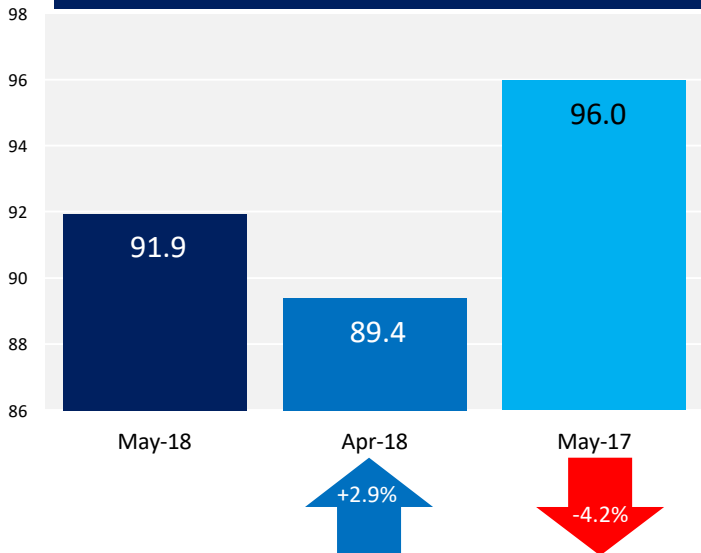
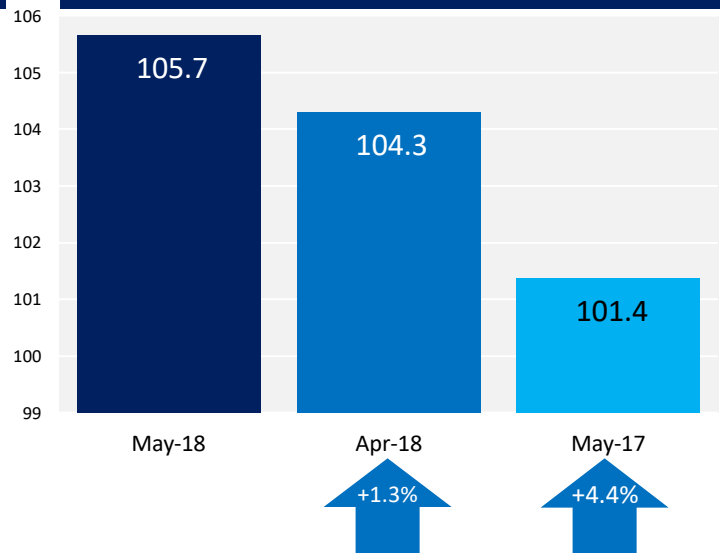


JUNE 2018

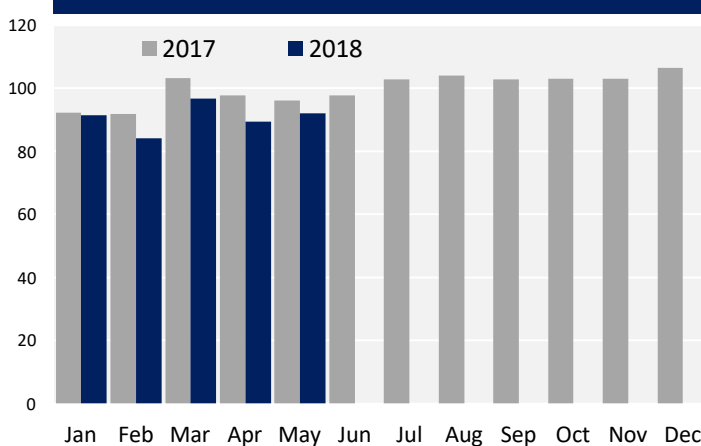
MARKETS FOOTFALL INDEX (MAY)



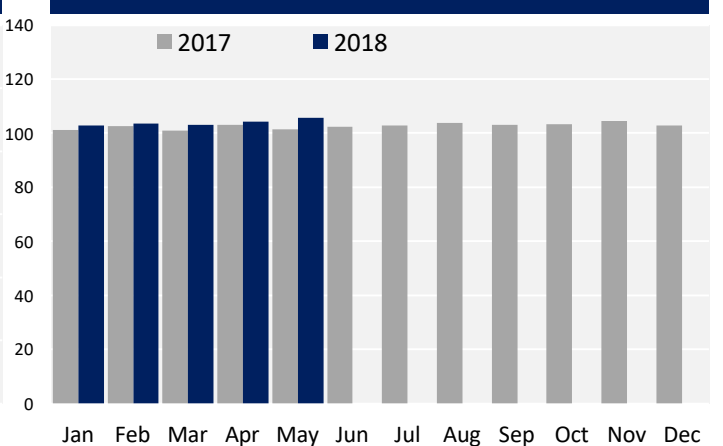
RETAIL SALES VOLUME INDEX (MAY)



MARKETS ANNUAL FOOTFALL TREND

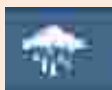


ANNUAL RETAIL VOLUME TREND



1st & 2ND May 2018

Cold and rainy



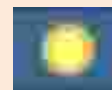
3rd to 7th May 2018

Very warm & sunny



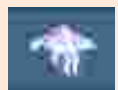
8th to 24th May 2018

Continuing warm with some sunshine



25th to 31st May 2018

Thunder storms with heavy rain & flooding



In spite of two warm and sunny Bank Holidays, May 2018 was another dismal month for High Streets and Markets. Ipsos Mori's Retail Traffic Index reports a YoY decline of 8.6% in footfall on the High Street. In fact the sunny Bank Holidays were very much part of the problem, with falls as high as 30% recorded in some regions. Shopping seems to be waning as the default leisure option, with customers preferring to do things rather than buy things for leisure therapy.

Retailers responded to the pressure, dropping overall prices by a further 1.1%, the 61st consecutive month of price deflation.

But for markets bargain prices on the High Street make it impossible for them to compete on price. Managers and traders need to develop other areas where markets are able to compete – for example ambience and product knowledge.