



Christmas Sales

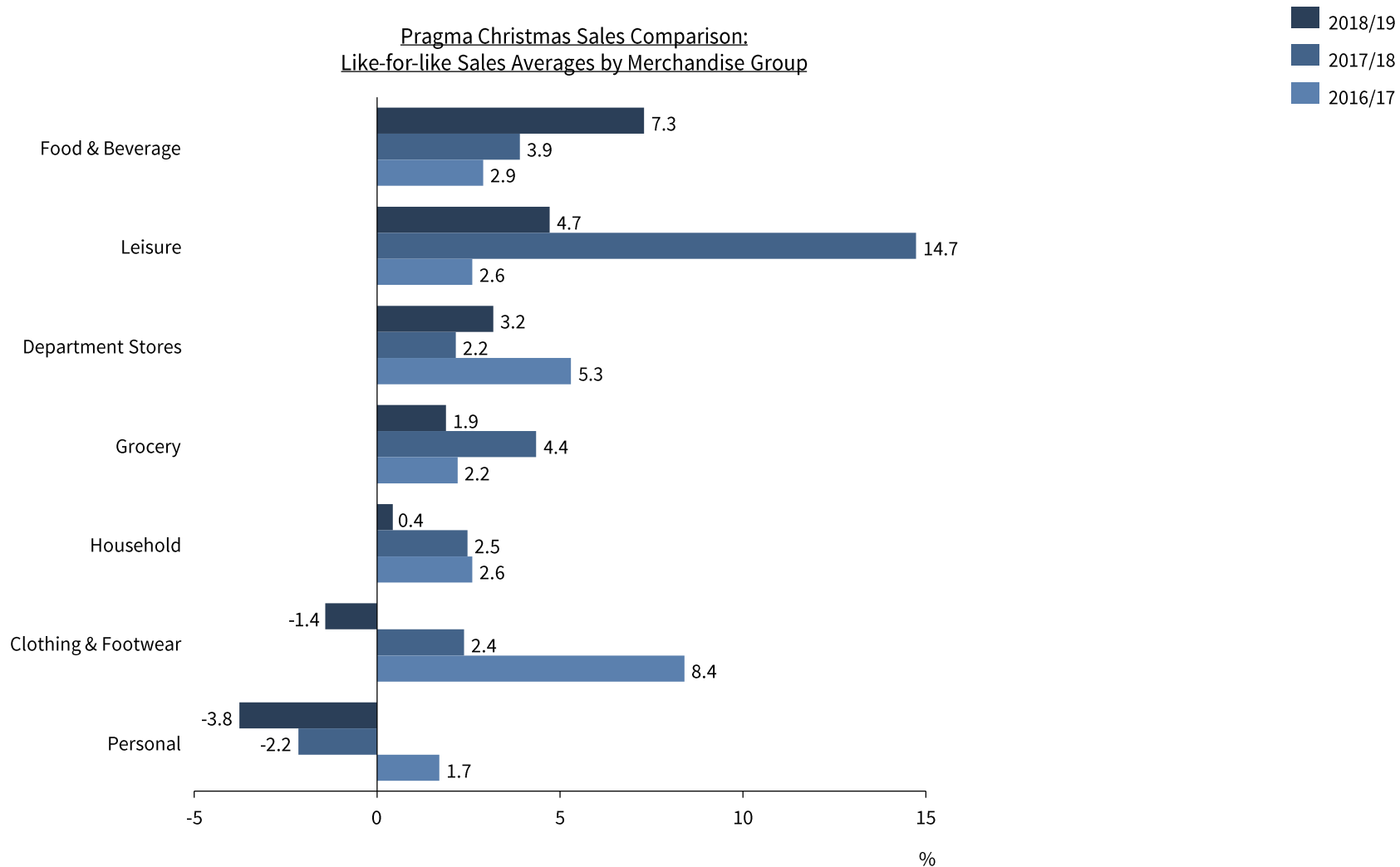
The story so far...

01 February 2019



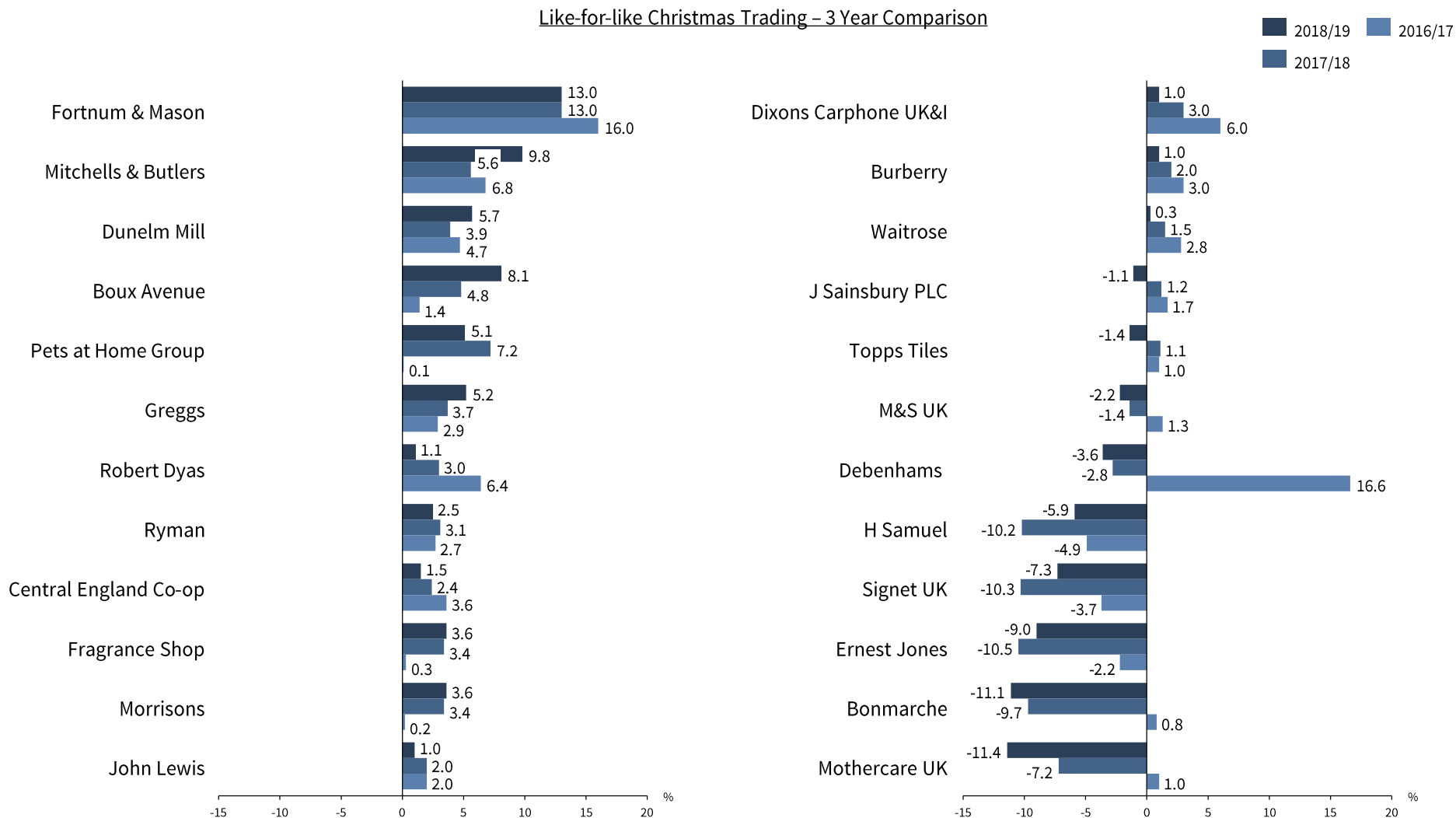
Across all merchandise groups on average Food & Beverage saw the largest increase in sales. Clothing & Footwear and Personal Goods retailers both experienced a decline in sales

LIKE-FOR-LIKE SALES AVERAGES BY MERCHANDISE GROUP



Mitchells & Butlers, Dunelm Mill, Boux Avenue, Greggs, Fragrance Shop and Morrison all reported stronger sales than 2 years ago. Mothercare, Bonmarche, Ernest Jones and Debenhams experienced significant declines in sales over the same period

LIKE-FOR-LIKE CHRISTMAS TRADING – 3 YEAR COMPARISON

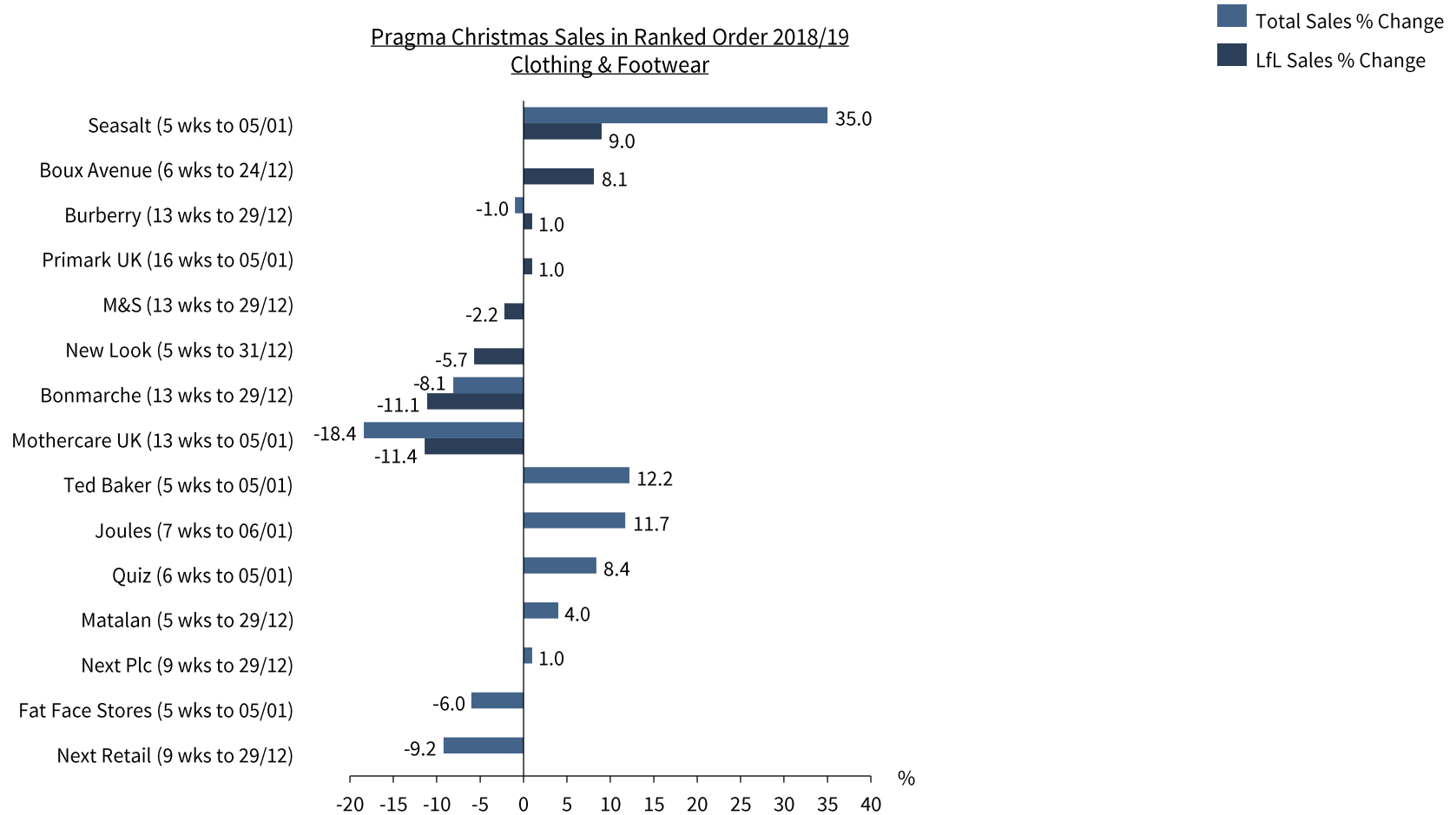


Source: Pragma



Seasalt was the major success story in terms of Clothing & Footwear sales, whilst high street staples M&S and New Look continued to struggle

CLOTHING & FOOTWEAR

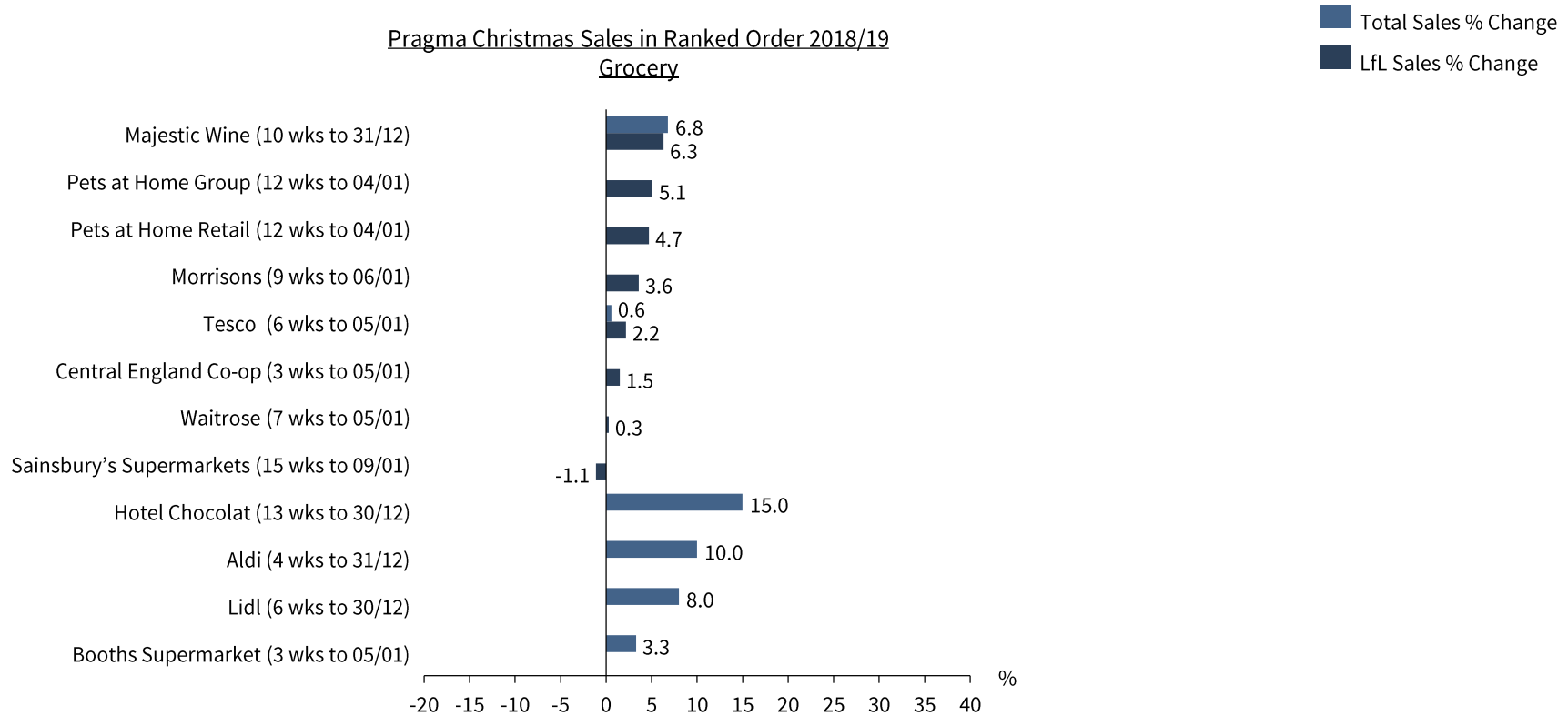


CLOTHING & FOOTWEAR

- Seasalt has reported record Christmas sales, up 35% on last year, for the five weeks to 5 January. Brick-and-mortar stores saw sales rise by 31%, with 9% like-for-like growth, just marginally behind online which was up by 39%
- Boux Avenue recorded an 8.1% uplift in like for likes during the six weeks to 24 December. The retailer announced that online transactions accounted for 42.8% of its sales
- Retail revenues at Burberry edged down 1% to £711m for the 13 weeks to 29 December 2018, but its like-for-like store sales rose 1%
- UK sales at Primark sales were up 1% on 2018. Globally sales for the 16 weeks to 5 January were up 4% year on year, driven by new store openings.
- Like-for-like sales in the UK at M&S were down by 2.2% during the 13 weeks to 29 December. Revenue from its clothing and home business dropped by 2.4%. Food sales also declined, by 2.1%
- New Look said its total UK like-for-like sales improved from -4.2% in the first quarter to -2.3% in the second quarter of its financial year. However, a decline in footfall over the Christmas trading period led to a 5.7% decline in UK like-for-like sales in December
- Total sales at Bonmarché for the 13 weeks to 29 December fell 8.1% year on year. Like-for-like in store sales struggled, and dropped 11.1% on 2017 figures. However, online-only sales were up 22.2%
- Mothercare's UK like-for-like sales fell by 11.4% year on year for the 13-week period to 5 January 2019. Online sales were down 16.3% compared with the same period last year and total UK sales fell by 18.4%
- Christmas retail sales increased by 12.2% at Ted Baker for the five-week period from 2 December 2018 to 5 January 2019. Ecommerce sales increased by 18.7% and represented 25.7% of total retail sales
- Retail sales at Joules were up 11.7% across the peak festive trading period compared to the previous year. Joules said it has experienced growth across all its product categories and delivered a particularly strong performance online. Ecommerce made up almost half of total retail sales over the Christmas trading period and was driven by Joules' own digital channels, as well as through concession partners' websites
- Quiz said that Christmas trading - between 25 November 2018 and 5 January - saw revenues rise 8.4%. The group's online revenue jumped by 34.1% during the period
- Matalan has said that its promotions and digital sales helped boost Christmas revenue and draw in shoppers during the busy trading period. In the five weeks to December 29, Matalan said total revenue increased 4% to £148 million. Its in-store sales climbed by 1.6%, while digital sales went up by 33.3%
- Retail sales at Next were down -9.2% on last year; and online sales were up +15.2%
- Fat Face said sales across its UK bricks-and-mortar business fell 6% year on year during the five weeks to January 5. Ecommerce sales were up 16% during the period and international sales jumped 32%

Morrison's reported the largest like-for-like sales growth out of the big 4 supermarkets, whilst Sainsbury's revenue declined. Discounters (Aldi, Lidl) continue their strong growth, although reported figures include new openings

GROCERY



GROCERY

- Majestic Wine's Christmas sales accelerated 6.3% year-on-year on an underlying basis for the 10-week period ending on December 31. On a total basis, sales increased 6.8% year-on-year
- Pets at Home reported a 5.1% rise in quarterly like-for-like revenue for the 12 week period ending January 4. Retail like-for-like sales rose by 4.7% while Pets at Home's veterinary business reported a like-for-like increase of 9.1%
- Morrisons has reported a 3.6% rise in sales in the nine weeks to 6 January, driven by a 3% rise in the wholesale division. In the stores, sales rose 0.6%
- Tesco has reported a 2.2% rise in like-for-like grocery sales in the UK over Christmas, compared to the same period last year. Results for the six-week period to 5 January 2019 also show growth of 0.6% at constant exchange rates and actual exchange rates, bringing overall like-for-like growth to 1.2% against the same period last year
- Central England Co-op has announced a 4.1% rise in like-for-like sales across its convenience stores in the three-week Christmas period ending 5 January. The Society revealed a 1.5% rise in like-for-like sales throughout the Society over the festive period, with Christmas Eve generating its highest ever turnover day of 2018 (£3.8m)
- At Waitrose, like-for-like sales increased by 0.3% to £1bn during the seven weeks to 5 January
- Sainsbury's like-for-like retail sales fell by 1.1% across the Christmas period. General merchandise sales, including at Sainsbury's-owned Argos, fell by 2.3% and overall clothing sales by 0.2%
- Hotel Chocolat revealed a 15% rise in sales in the 13 weeks to December 30, boosted by a 5% uptick in sales from its new stores
- Aldi UK said its sales increased around 10% to almost £1bn in December, driven by increased demand for its premium ranges. Aldi also said its sales increased 10% in the Christmas week beginning 17 December 2018
- Lidl experienced a year-on-year sales increase of 8% during the six week period ending 30 December, fuelled by a 33% boost in sales from the Deluxe range
- For the three-week period ending January 5, Booths recorded a 3.3% sales increase and a 4.5% rise in profits

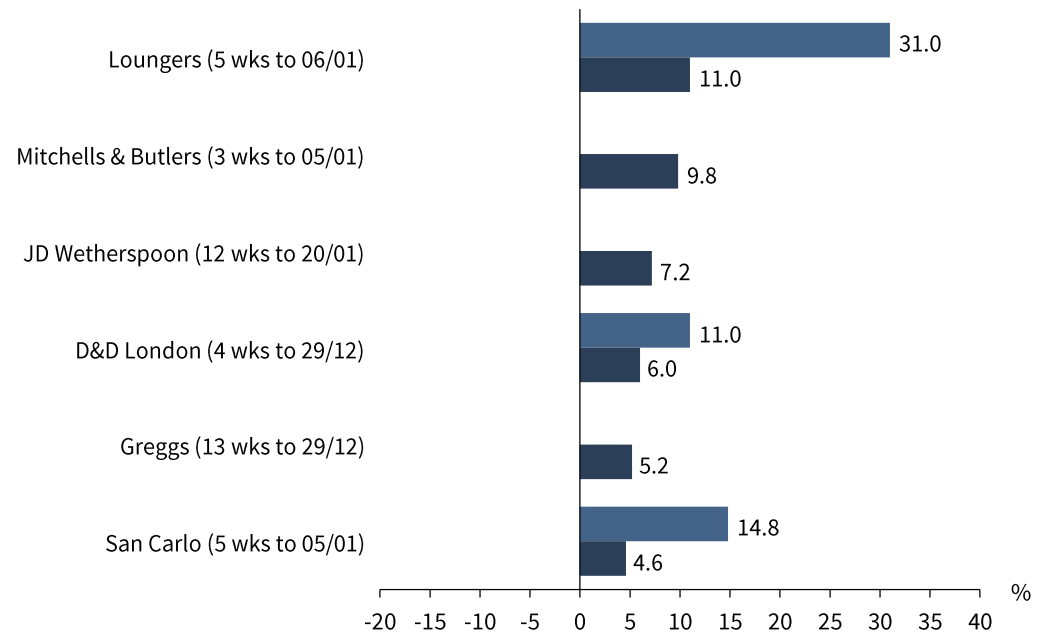
All 6 operators who reported sales in the Food & Beverage sector experienced an increase in sales over the festive period

FOOD & BEVERAGE

- Loungers has reported a successful Christmas period with record like-for-like sales growth of 11%. The 139-site strong group said the five weeks to 6 January saw total sales of £18.3m, 31% higher than the previous year
- Mitchells & Butlers has reported a strong Christmas performance with like-for-like sales over the three week festive period up by 9.8%
- Like-for-like sales at JD Wetherspoon rose 7.2% in the 12 weeks to 20 January
- D&D London has reported robust trading during December with like-for-like revenue up 6%. Overall revenue during December increased by 11% year on year with turnover on Christmas Day up 20%. The strongest increase in revenue came from London restaurants Orrery (up 22%) and Aster (up 19%)
- Like-for-like sales in Greggs' company-managed shops were up 5.2% in the last quarter for the 13 weeks ended 29 December 2018
- San Carlo has enjoyed its strongest Christmas in its 17 year history. The independent Italian restaurant group said like-for-like sales rose 4.6% as over 250,000 people flocked to its restaurants during December. Total sales over the five-week period to 5th January increased 14.8%

■ Total Sales % Change
■ LfL Sales % Change

Pragma Christmas Sales in Ranked Order 2018/19
Food & Beverage



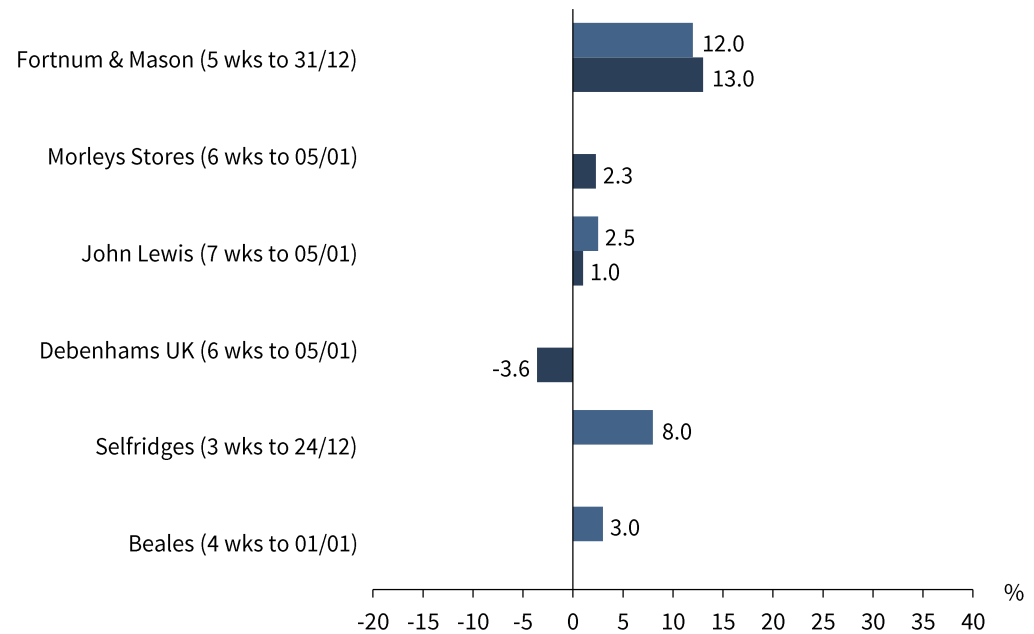
Of the Department Stores that reported performance, only Debenhams experienced a decline in sales

DEPARTMENT STORES

- Fortnum & Mason saw like-for-like sales rise by 13.0% during the five-week period ended 31 December. This record sales figure was underpinned by online sales, which were up 23% on the same period last year
- Morleys recorded a 2.3% increase in like-for-like sales during the six weeks to 5 January, equating to a £400,000 increase in revenues. Across the shorter three-week period, like-for-like sales jumped 5.1% year on year
- At John Lewis & Partners, gross sales grew by 2.5% to £1.2bn and were up 1% on a like-for-like basis in the seven weeks to 5 January
- Debenhams reported a 3.4% decrease in group like-for-like sales during the six weeks to 5 January. UK sales decreased by 3.6%, with "weak store footfall offset by growth in digital"
- Sales at Selfridges rose 8% across stores and online in the 24 days to Christmas. Revenues were up by the same percentage in the final week. At Selfridges' flagship Oxford Street store, revenues climbed 10% over the 24 days
- Beales has recorded a 3% rise in sales during its Christmas trading period, which covered the four-weeks ending New Year's Day

■ Total Sales % Change
 ■ LfL Sales % Change

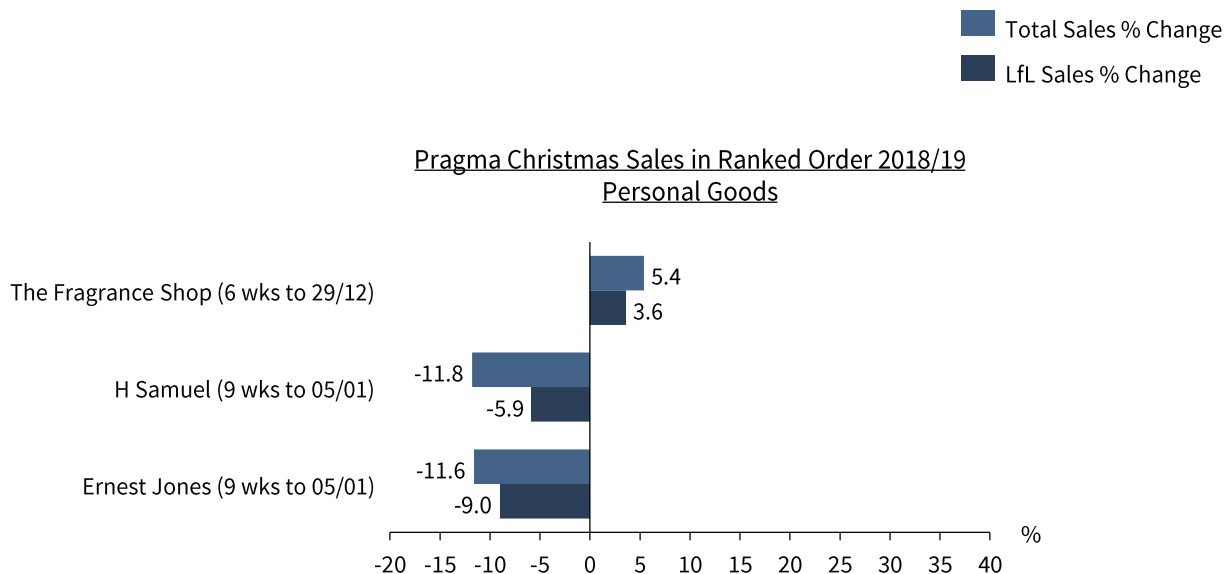
Pragma Christmas Sales in Ranked Order 2018/19
Department Stores



The limited number of reported sales in the Personal Goods market does not make good reading for high street jewellers

PERSONAL GOODS

- The Fragrance Shop has seen like-for-like Christmas sales up 3.6% year-on-year thanks to a surge in online sales for the six-week period ending December 29. Online sales experienced growth of 19.3%, which was underpinned by a 28.7% rise in Black Friday sales
- H Samuel reported a like-for-like sales decline of 5.9% in the nine weeks to 5 January. Total sales fell by 11.8%
- Ernest Jones saw total sales fall by 11.6% in the nine weeks to 5 January, as like-for-like sales declined by 9%



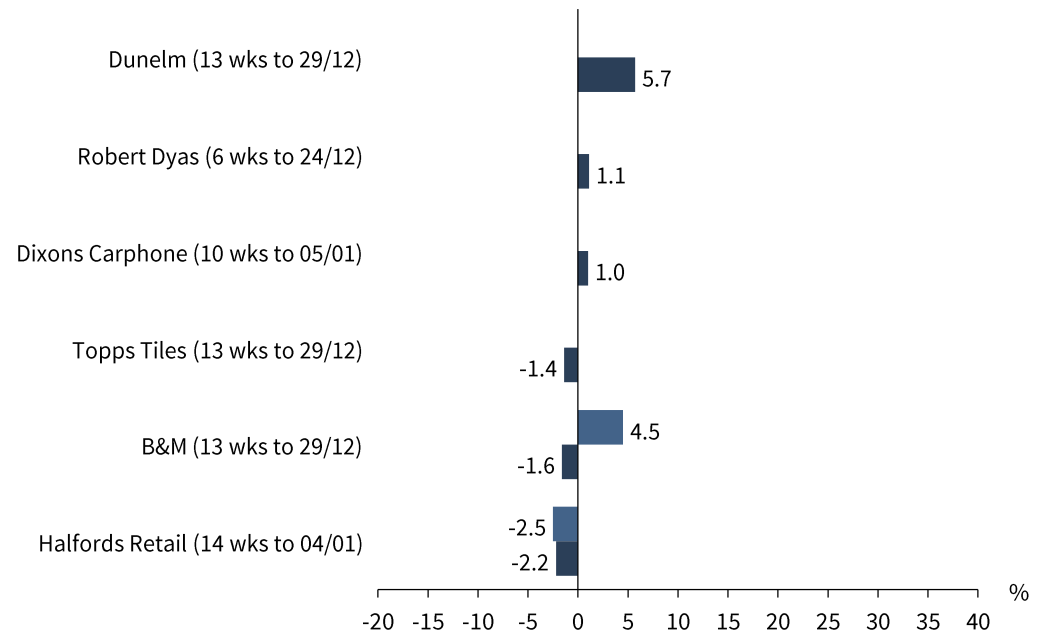
Christmas presented Household Goods retailers with mixed fortunes

HOUSEHOLD GOODS

- Dunelm has reported that like-for-like sales rose 5.7% to £246.4m in the 13 weeks to 29 December, compared with the same period a year ago. Online revenue, meanwhile, grew by 37.9% during the period
- Robert Dyas' like-for-likes were up 1.1% in the six weeks to 24 December
- Like-for-like sales at Dixons Carphone were up 1% overall in the 10 weeks to 5 January
- Topps Tiles has reported a 1.4% decline in like-for-like revenues for the 13-week period ending December 29
- B&M's like-for-like UK sales declined by 1.6% in the 13 weeks to 29 December. Sales revenue rose by 4.5% to £874.5m for the quarter
- Halfords posted a 2% fall in group revenue in the 14 weeks to January 4 as a 1.9% increase in sales across its auto centre division was offset by a 2.5% decline in retail sales. Overall like-for-like sales fell 1.7%, down 2.2% across its retail division and up 1.4% across auto centres

■ Total Sales % Change
 ■ LfL Sales % Change

Pragma Christmas Sales in Ranked Order 2018/19
 Household Goods



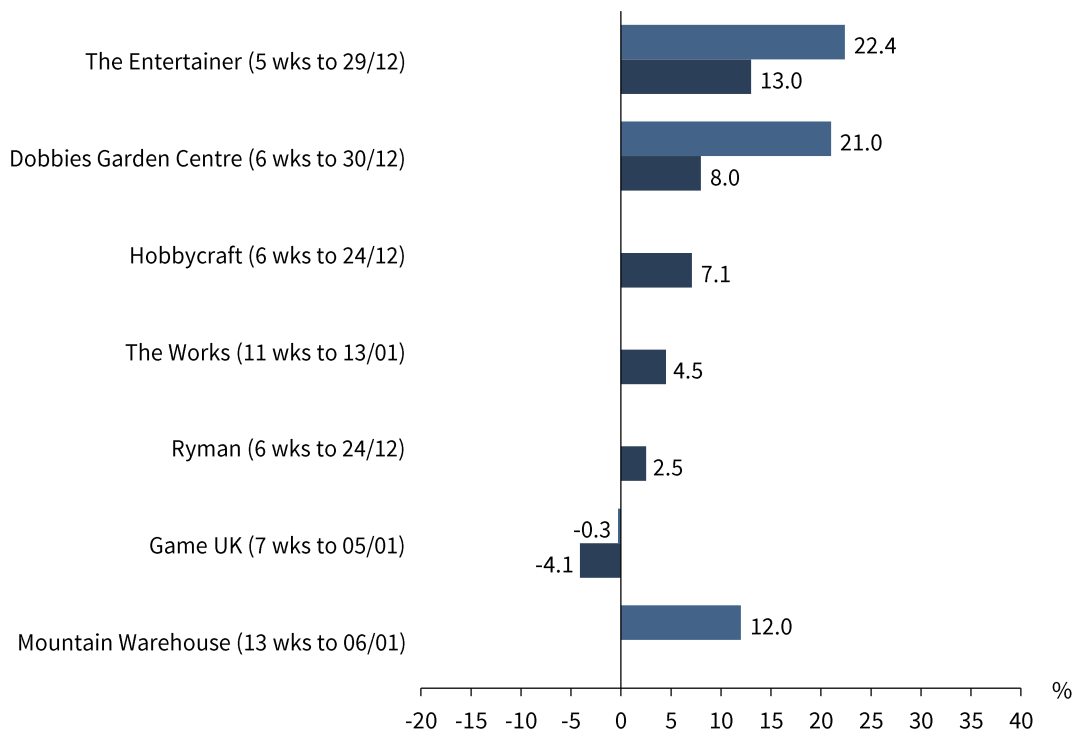
Most Leisure Goods retailers experienced a positive festive period. The Entertainer reported the strongest sales growth, no doubt buoyed by the demise of Toys R Us earlier in the year

LEISURE GOODS

- The Entertainer recorded a 22.4% rise in total sales in the five weeks to December 29. The retailer posted a 13.5% increase in total like-for-likes over the period overall, driven by a 13% uptick in store like-for-likes and a 17% climb in total online sales
- Dobbies has posted an increase in Christmas sales , recording an 8% uplift in like for likes in the six weeks to December 30, driven by “record” sales of real Christmas trees and restaurant revenues. Total sales increased 21% to £24.1m during the period
- Hobbycraft reported a like-for-like store sales increase of 7.1% over the six weeks leading to December 24, while online revenue climbed 28%
- The Works has continued its sales momentum into the crucial Christmas trading period, recording 4.5% growth in like-for-like sales for the 11-week period ending 13 January
- Ryman reported a 2.5% boost in-store like for likes during the six weeks to 24 December, while across in-store and online like-for-like sales improved 3.9%
- Like-for-like sales in Games’ UK retail division slipped marginally by 0.3%, however group like-for-like sales were up 2% year-on-year during the seven-week Christmas trading period ending January 5
- In the 13 weeks running up to January 6, Mountain Warehouse saw revenue increase by almost 12% to £84.7m

■ Total Sales % Change
 ■ LfL Sales % Change

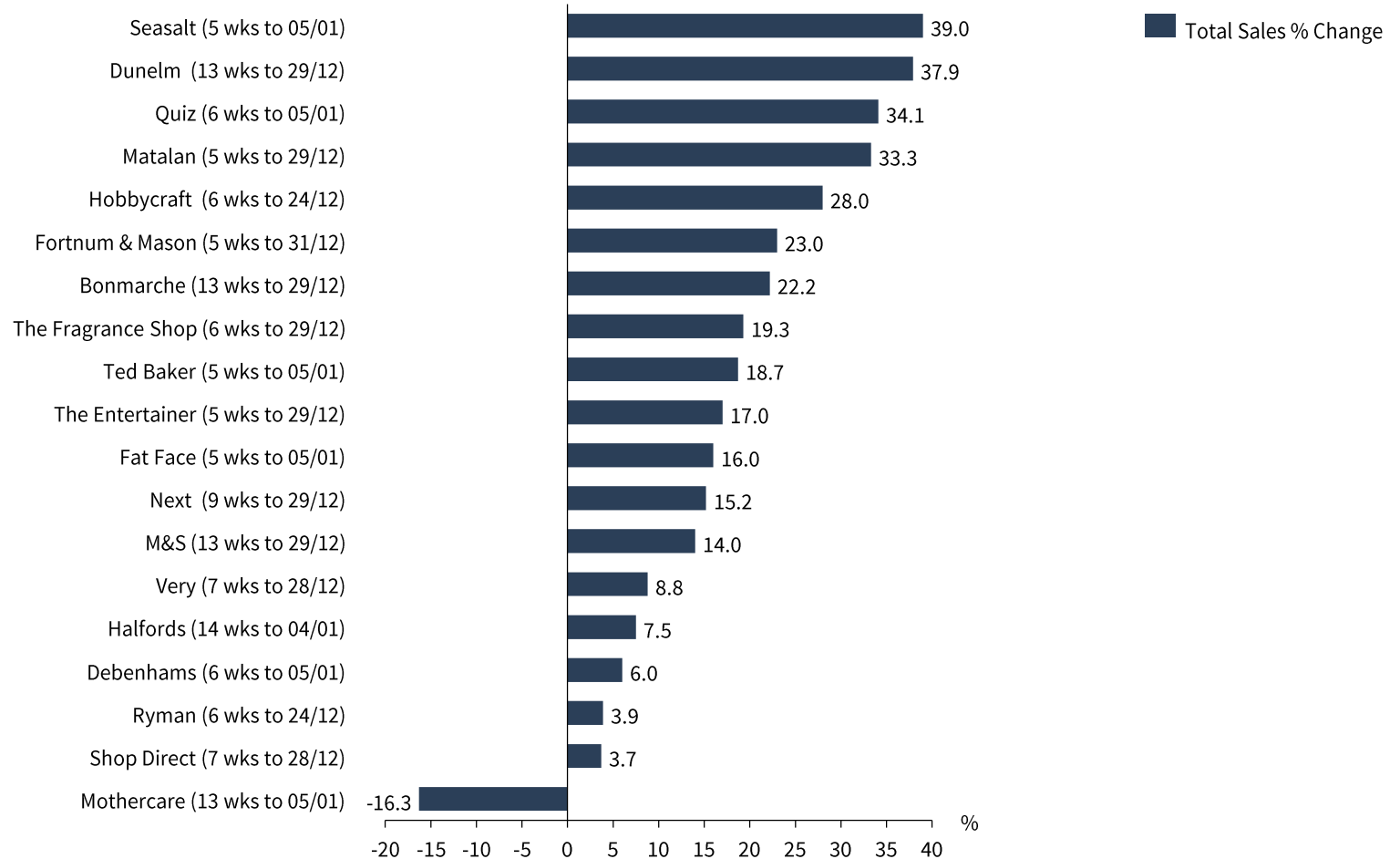
Pragma Christmas Sales in Ranked Order 2018/19
 Leisure Goods



Online sales continue to increase, with Seasalt and Dunelm leading the way in terms of sales growth. Only Mothercare reported a decline in online revenue over the Christmas period

ONLINE SALES

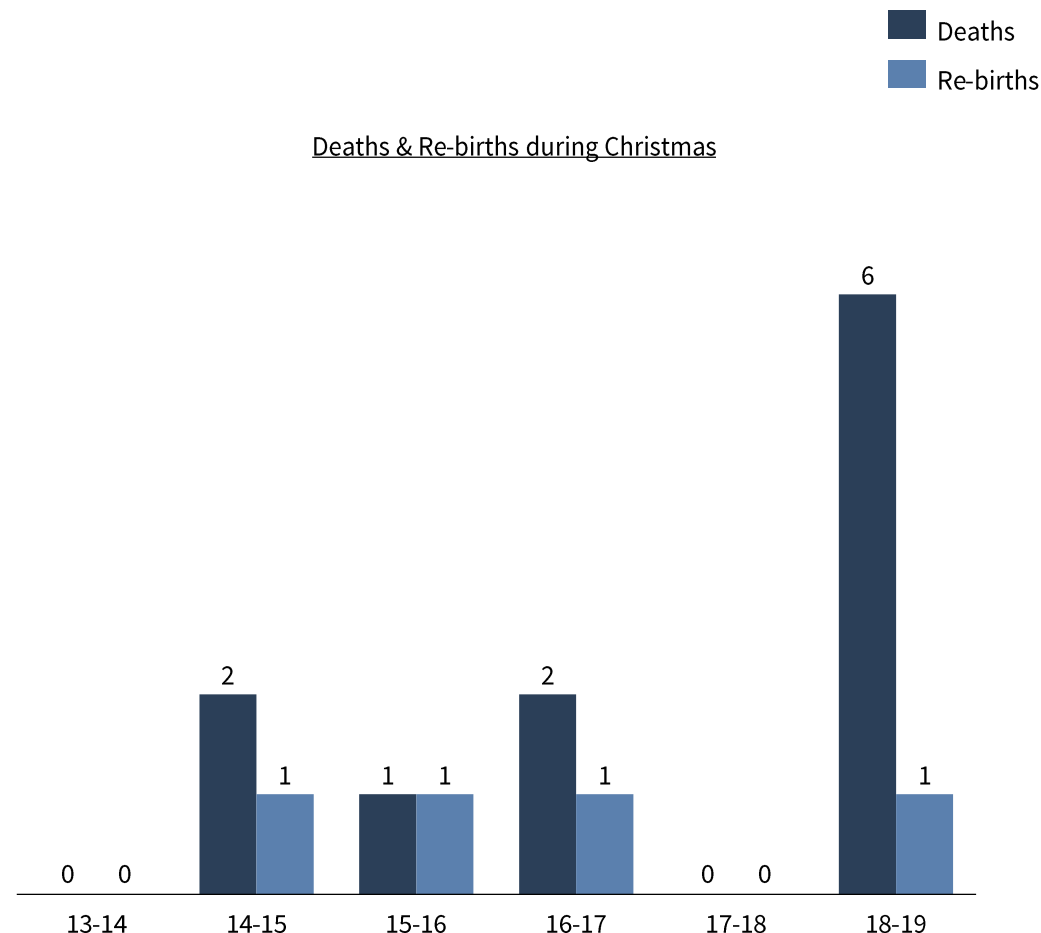
Pragma Christmas Sales in Ranked Order 2018/19
Online Sales



Christmas 2018/19 saw the highest number of retailer administrations in the last 6 years, with HMV and Patisserie Holdings being the big name casualties

ADMINISTRATIONS

- HMV officially entered administration at the end of December 2018 following the revelation of "extremely weak" trading throughout the Christmas period
- Greenwoods went into liquidation in January 2019 less than 18 months after being rescued from administration. The chain has ceased trading and closed its stores in the north of England
- Steamer Trading appointed administrators in January 2019 and was subsequently acquired by ProCook
- Patisserie Holdings entered administration in January 2019 after failing to renew its banking facilities. Over 70 loss-making sites are being shuttered
- Chapelle Jewellery also entered administration in January. The company will continue to trade during the search for a buyer
- Treds fell into administration on the 31st of January. The multi-brand retailer operates 21 stores across the UK and also trades online. At time of publication the retailer was continuing to trade whilst searching for a buyer

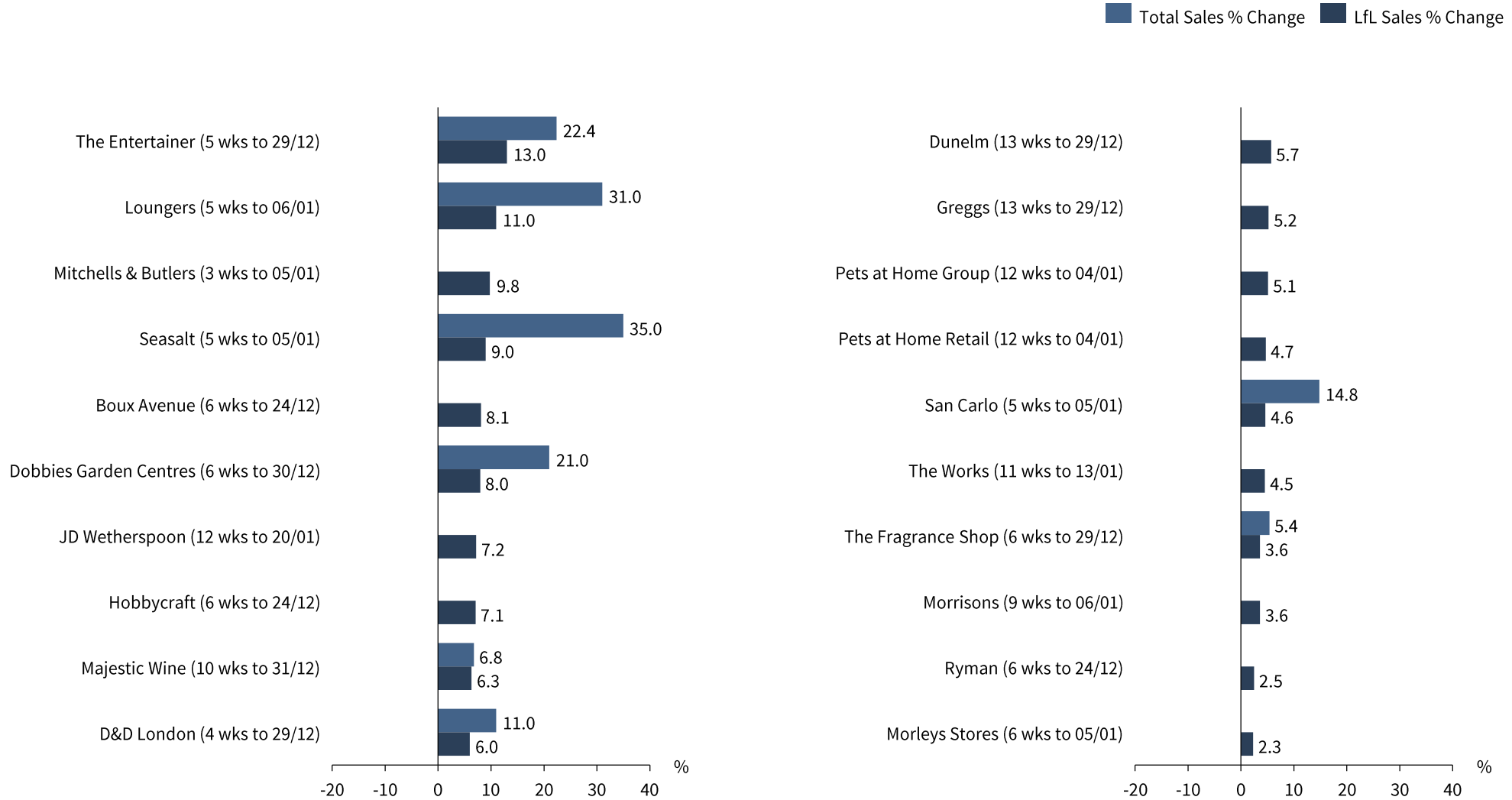


APPENDIX

- Pragma seeks to gain an accurate review of the Christmas period; hence the period end date must be at least Christmas Eve and no later than the end of January; the period must be 13 weeks or less
- Sales are quoted by the retailers with total sales invariably including online, unless for a specific division, and Like-for-Like being for comparable stores
- Online Sales, where quoted as a separate figure, are always shown as total changes
- Graphs are ranked in order, highest to lowest, first by Like-for-Like change, then by total change
- Pragma has gone to its best efforts to ensure this data is correct, but the author reserves the right not to be responsible for the accuracy of the information provided.
- Pragma clients with access to SnapShop can find out about all retailers mentioned by logging on at www.snap-shop.co.uk, otherwise contact us to find out what we know about retailers and how we can help you

Pragma Christmas Sales in Ranked Order 2018/19 [1/3]

INDIVIDUAL RETAILER PERFORMANCE

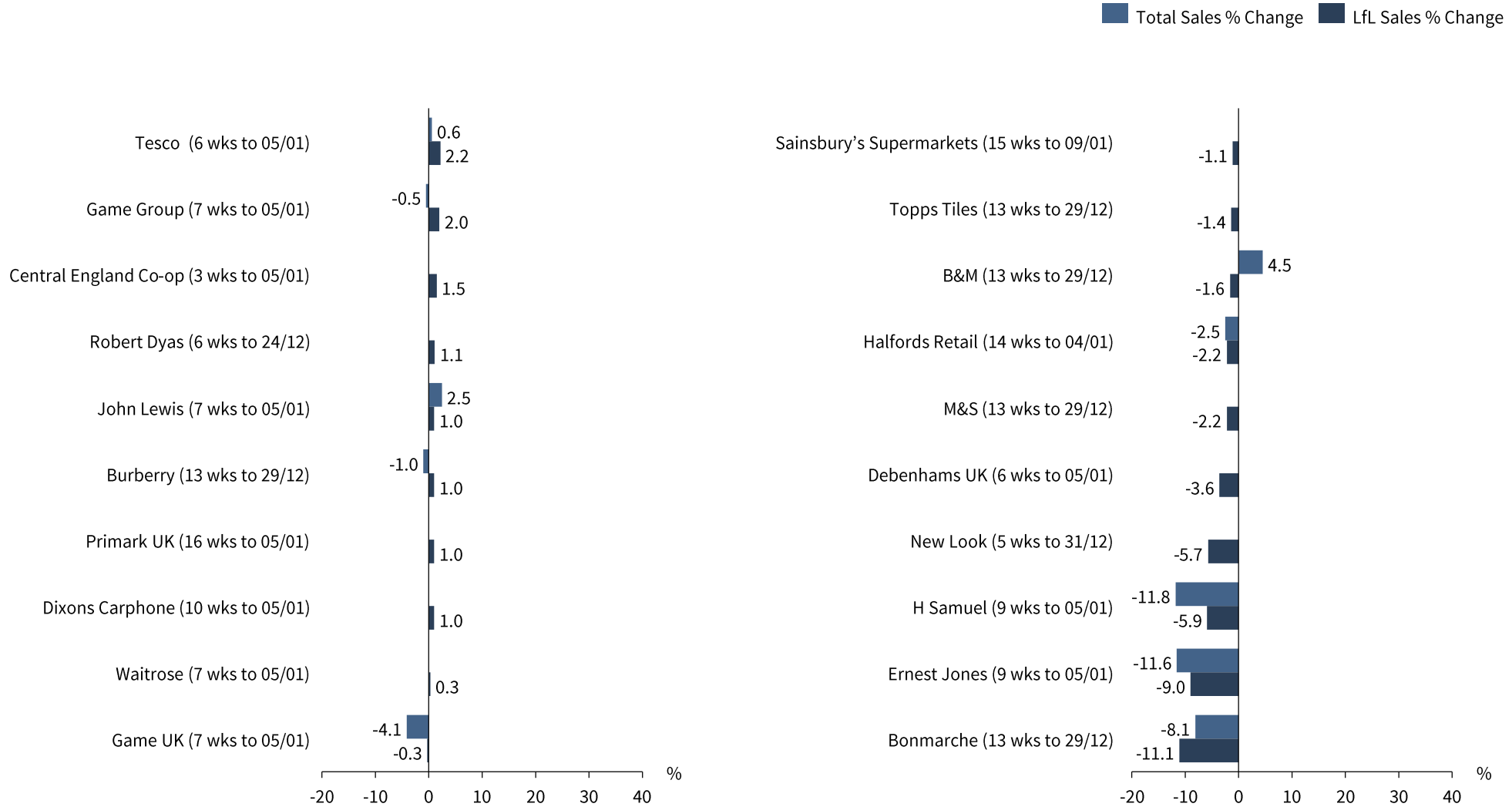


Source: Pragma



Pragma Christmas Sales in Ranked Order 2018/19 [2/3]

INDIVIDUAL RETAILER PERFORMANCE

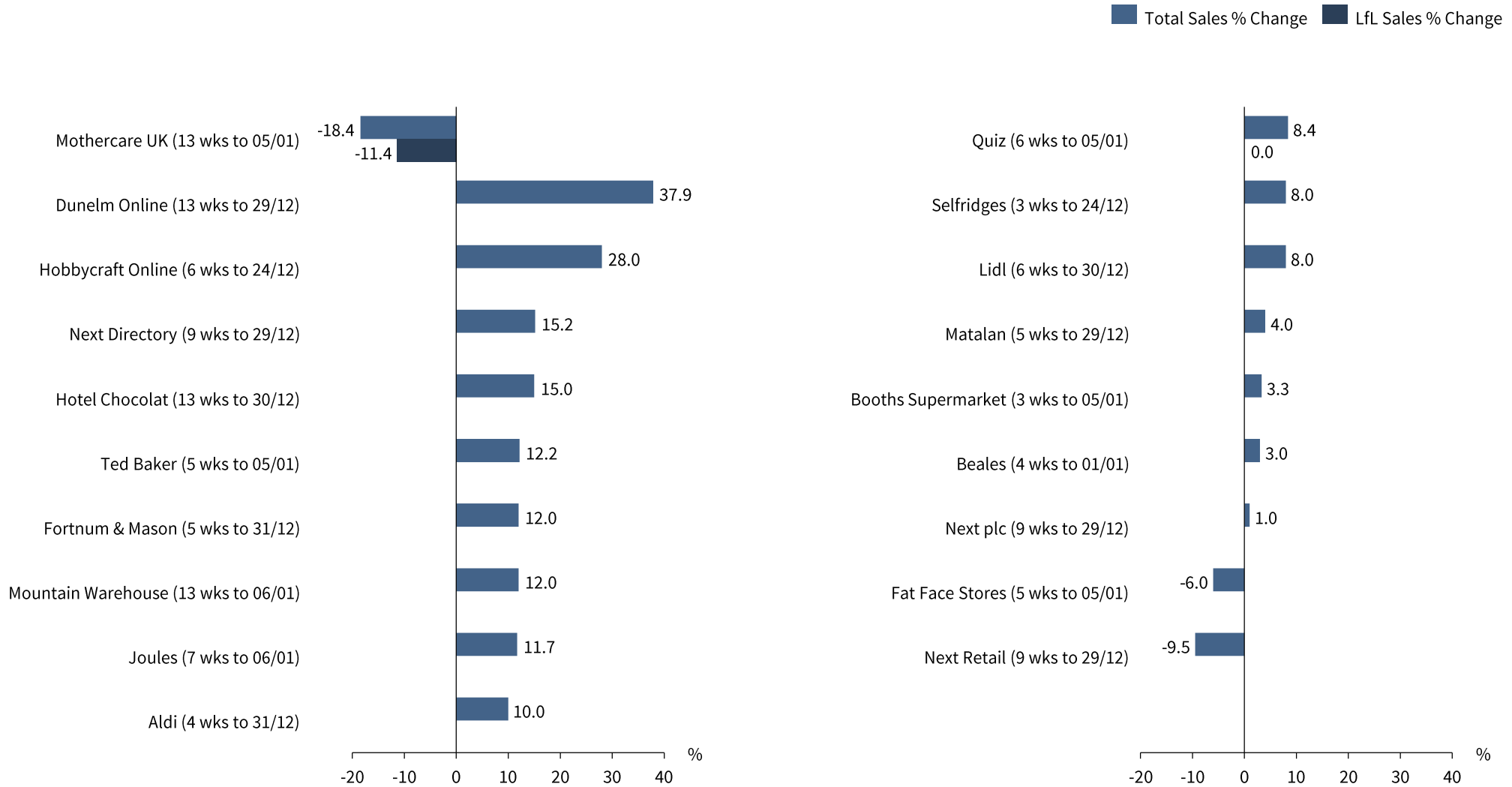


Source: Pragma



Pragma Christmas Sales in Ranked Order 2018/19 [3/3]

INDIVIDUAL RETAILER PERFORMANCE



Source: Pragma



