

Retail in the United Kingdom

March 2024

Table of Contents

EXECUTIVE SUMMARY

Retail in 2023: The big picture

Discounters continue with strong performance

E-commerce returns to positivity

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

Valentine's Day

International Women's Day

Easter

Back-to-school

Black Friday

Christmas

MARKET DATA

Table 1 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 2 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 3 - Sales in Retail Offline by Channel: Value 2018-2023

Table 4 - Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 5 - Retail Offline Outlets by Channel: Units 2018-2023

Table 6 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 7 - Sales in Retail E-Commerce by Product: Value 2018-2023

Table 8 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 9 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 10 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 11 - Sales in Grocery Retailers by Channel: Value 2018-2023

Table 12 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 13 - Grocery Retailers Outlets by Channel: Units 2018-2023

Table 14 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 15 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 16 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 17 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 18 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 19 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 20 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 21 - Retail GBO Company Shares: % Value 2019-2023

Table 22 - Retail GBN Brand Shares: % Value 2020-2023

Table 23 - Retail Offline GBO Company Shares: % Value 2019-2023

Table 24 - Retail Offline GBN Brand Shares: % Value 2020-2023

Table 25 - Retail Offline LBN Brand Shares: Outlets 2020-2023

Table 26 - Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 27 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 28 - Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 29 - Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 30 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 31 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 32 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 33 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023
Table 34 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028
Table 35 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028
Table 36 - Forecast Sales in Retail Offline by Channel: Value 2023-2028
Table 37 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028
Table 38 - Forecast Retail Offline Outlets by Channel: Units 2023-2028
Table 39 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028
Table 40 - Forecast Sales in Retail E-Commerce by Product: Value 2023-2028
Table 41 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028
Table 42 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 43 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 44 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028
Table 45 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028
Table 46 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028
Table 47 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028
Table 48 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 49 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 50 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028
Table 51 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028
Table 52 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028
Table 53 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 - Research Sources

Convenience Retailers in the United Kingdom

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth for convenience retailers during another economically challenging year

Asda Stores continues its push into forecourt retailers

Tesco solidifies its position as leader in convenience retailers

PROSPECTS AND OPPORTUNITIES

Convenience retailers set to maintain positive growth trajectory over forecast period

Asda and Nisa expected to continue expanding

Standing out from competitors will be key for channel players

CHANNEL DATA

Table 54 - Convenience Retailers: Value Sales, Outlets and Selling Space 2018-2023
Table 55 - Convenience Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 56 - Sales in Convenience Retailers by Channel: Value 2018-2023
Table 57 - Sales in Convenience Retailers by Channel: % Value Growth 2018-2023
Table 58 - Convenience Retailers GBO Company Shares: % Value 2019-2023
Table 59 - Convenience Retailers GBN Brand Shares: % Value 2020-2023
Table 60 - Convenience Retailers LBN Brand Shares: Outlets 2020-2023
Table 61 - Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 62 - Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 63 - Forecast Sales in Convenience Retailers by Channel: Value 2023-2028
Table 64 - Forecast Sales in Convenience Retailers by Channel: % Value Growth 2023-2028

Supermarkets in the United Kingdom

KEY DATA FINDINGS

2023 DEVELOPMENTS

Supermarkets repeats negative sales performance in 2023

The impact of HFSS legislation in 2023

Waitrose announces major revamp of its supermarkets

PROSPECTS AND OPPORTUNITIES

Stagnant value growth for supermarkets expected over the forecast period

Iceland set to search for ways to increase footfall after a busy 2023

Some players set to further diversify, while others are likely to forge ahead with investment in supermarkets

CHANNEL DATA

Table 65 - Supermarkets: Value Sales, Outlets and Selling Space 2018-2023

Table 66 - Supermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 67 - Supermarkets GBO Company Shares: % Value 2019-2023

Table 68 - Supermarkets GBN Brand Shares: % Value 2020-2023

Table 69 - Supermarkets LBN Brand Shares: Outlets 2020-2023

Table 70 - Supermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 71 - Supermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Hypermarkets in the United Kingdom

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hypermarkets continue to grow amid cost-of-living crisis

Tesco retains leading position as it gains further share

J Sainsbury records highest growth within hypermarkets

PROSPECTS AND OPPORTUNITIES

Hypermarkets set to be weakest performer over forecast period

Growing importance of innovation and customer experience

Morrisons to focus on prices in attempt to combat decreasing share

CHANNEL DATA

Table 72 - Hypermarkets: Value Sales, Outlets and Selling Space 2018-2023

Table 73 - Hypermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 74 - Hypermarkets GBO Company Shares: % Value 2019-2023

Table 75 - Hypermarkets GBN Brand Shares: % Value 2020-2023

Table 76 - Hypermarkets LBN Brand Shares: Outlets 2020-2023

Table 77 - Hypermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 78 - Hypermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Discounters in the United Kingdom

KEY DATA FINDINGS

2023 DEVELOPMENTS

Double-digit growth for discounters for a second consecutive year due to price sensitivity

Aldi's competitive strategy drives growth

Motatos follows Jack's and exits the UK market

PROSPECTS AND OPPORTUNITIES

Discounters set to record another impressive performance over forecast period

Lidl focuses on further expansion and improving conditions for employees

Discounters expected to remain consolidated landscape

CHANNEL DATA

Table 79 - Discounters: Value Sales, Outlets and Selling Space 2018-2023

Table 80 - Discounters: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 81 - Discounters GBO Company Shares: % Value 2019-2023

Table 82 - Discounters GBN Brand Shares: % Value 2020-2023

Table 83 - Discounters LBN Brand Shares: Outlets 2020-2023

Table 84 - Discounters Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 85 - Discounters Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Small Local Grocers in the United Kingdom

KEY DATA FINDINGS

2023 DEVELOPMENTS

Marginal growth for small local grocers in 2023

Major food revamp for Holland & Barrett

PROSPECTS AND OPPORTUNITIES

Small local grocers set to struggle over the forecast period

Holland & Barrett set to pursue further growth through health and wellness push

CHANNEL DATA

Table 86 - Small Local Grocers: Value Sales, Outlets and Selling Space 2018-2023

Table 87 - Small Local Grocers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 88 - Small Local Grocers GBO Company Shares: % Value 2019-2023

Table 89 - Small Local Grocers GBN Brand Shares: % Value 2020-2023

Table 90 - Small Local Grocers LBN Brand Shares: Outlets 2020-2023

Table 91 - Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 92 - Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

General Merchandise Stores in the United Kingdom

KEY DATA FINDINGS

2023 DEVELOPMENTS

Poundland focuses on prices and product offering

Wilko falls into administration and closes all stores

B&M Bargains enjoys a successful year and solidifies its position as channel leader

PROSPECTS AND OPPORTUNITIES

Strong expected performance of discounters set to limit sales of variety stores

Marks & Spencer's focus on food to continue over the forecast period

J Sainsbury moving away from Argos standalone store format

CHANNEL DATA

Table 93 - General Merchandise Stores: Value Sales, Outlets and Selling Space 2018-2023

Table 94 - General Merchandise Stores: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 95 - Sales in General Merchandise Stores by Channel: Value 2018-2023

Table 96 - Sales in General Merchandise Stores by Channel: % Value Growth 2018-2023

Table 97 - General Merchandise Stores GBO Company Shares: % Value 2019-2023
Table 98 - General Merchandise Stores GBN Brand Shares: % Value 2020-2023
Table 99 - General Merchandise Stores LBN Brand Shares: Outlets 2020-2023
Table 100 - General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 101 - General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 102 - Forecast Sales in General Merchandise Stores by Channel: Value 2023-2028
Table 103 - Forecast Sales in General Merchandise Stores by Channel: % Value Growth 2023-2028

Apparel and Footwear Specialists in the United Kingdom

KEY DATA FINDINGS

2023 DEVELOPMENTS

Further solid growth for apparel and footwear specialists in 2023
Noticeable shift from online to offline continues
Increase in fashion retailers exploring third party selling strategies

PROSPECTS AND OPPORTUNITIES

Stable growth expected over the forecast period
Channel leaders likely to continue to expand their store portfolios
Sportswear expected to fuel future growth of apparel and footwear specialists

CHANNEL DATA

Table 104 - Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space 2018-2023
Table 105 - Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 106 - Apparel and Footwear Specialists GBO Company Shares: % Value 2019-2023
Table 107 - Apparel and Footwear Specialists GBN Brand Shares: % Value 2020-2023
Table 108 - Apparel and Footwear Specialists LBN Brand Shares: Outlets 2020-2023
Table 109 - Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 110 - Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Appliances and Electronics Specialists in the United Kingdom

KEY DATA FINDINGS

2023 DEVELOPMENTS

Another year of decline for appliances and electronics specialists
Retailers experiment in attempt to retain footfall
Elevated interest in refurbished tech

PROSPECTS AND OPPORTUNITIES

Return to tentative growth after 2024
EE expected to push for greater share within the channel
Visibility of brands expected to be key throughout the forecast period

CHANNEL DATA

Table 111 - Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space 2018-2023
Table 112 - Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 113 - Appliances and Electronics Specialists GBO Company Shares: % Value 2019-2023
Table 114 - Appliances and Electronics Specialists GBN Brand Shares: % Value 2020-2023
Table 115 - Appliances and Electronics Specialists LBN Brand Shares: Outlets 2020-2023
Table 116 - Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 117 - Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Home Products Specialists in the United Kingdom

KEY DATA FINDINGS

2023 DEVELOPMENTS

Home products specialists maintains positive trajectory

IKEA enjoys another year of strong growth

Pets at Home places strong focus on affordability and consumers' love for their pets

PROSPECTS AND OPPORTUNITIES

Marginal growth expected for home products specialists

The Range Home & Leisure to push for significant expansion

Kingfisher to continue investing in omnichannel development

CHANNEL DATA

Table 118 - Home Products Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 119 - Home Products Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 120 - Sales in Home Products Specialists by Channel: Value 2018-2023

Table 121 - Sales in Home Products Specialists by Channel: % Value Growth 2018-2023

Table 122 - Home Products Specialists GBO Company Shares: % Value 2019-2023

Table 123 - Home Products Specialists GBN Brand Shares: % Value 2020-2023

Table 124 - Home Products Specialists LBN Brand Shares: Outlets 2020-2023

Table 125 - Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 126 - Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 127 - Forecast Sales in Home Products Specialists by Channel: Value 2023-2028

Table 128 - Forecast Sales in Home Products Specialists by Channel: % Value Growth 2023-2028

Health and Beauty Specialists in the United Kingdom

KEY DATA FINDINGS

2023 DEVELOPMENTS

Health and beauty specialists maintains growth during a challenging year

L'Oréal completes its largest acquisition

Sephora enters the UK market

PROSPECTS AND OPPORTUNITIES

Value growth expected to normalise over the forecast period

TikTok likely to be of major influence on health and beauty industry

Healthy living trend likely to further boost sales of vitamins and dietary supplements

CHANNEL DATA

Table 129 - Health and Beauty Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 130 - Health and Beauty Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 131 - Sales in Health and Beauty Specialists by Channel: Value 2018-2023

Table 132 - Sales in Health and Beauty Specialists by Channel: % Value Growth 2018-2023

Table 133 - Health and Beauty Specialists GBO Company Shares: % Value 2019-2023

Table 134 - Health and Beauty Specialists GBN Brand Shares: % Value 2020-2023

Table 135 - Health and Beauty Specialists LBN Brand Shares: Outlets 2020-2023

Table 136 - Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 137 - Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 138 - Forecast Sales in Health and Beauty Specialists by Channel: Value 2023-2028

Table 139 - Forecast Sales in Health and Beauty Specialists by Channel: % Value Growth 2023-2028

Vending in the United Kingdom

KEY DATA FINDINGS

2023 DEVELOPMENTS

Double-digit growth for vending in 2023 driven by greater mobility

Costa Express relies on network expansion and innovation in 2023 to retain its leadership of vending

Vending brands react to elevated relevance of sustainability in the UK

PROSPECTS AND OPPORTUNITIES

Positive outlook for vending over the forecast period

Technological advancements and operational efficiency expected to fuel growth

Increasing demand for healthier food leads to channel gradually moving away from traditional vending

CHANNEL DATA

Table 140 - Vending by Product: Value 2018-2023

Table 141 - Vending by Product: % Value Growth 2018-2023

Table 142 - Vending GBO Company Shares: % Value 2019-2023

Table 143 - Vending GBN Brand Shares: % Value 2020-2023

Table 144 - Vending Forecasts by Product: Value 2023-2028

Table 145 - Vending Forecasts by Product: % Value Growth 2023-2028

Direct Selling in the United Kingdom

KEY DATA FINDINGS

2023 DEVELOPMENTS

Direct selling returns to positive growth in 2023

The Body Shop acquired by Aurelius

Avon begins its move away from the DTC model

PROSPECTS AND OPPORTUNITIES

Direct selling set for a low but positive growth over the forecast period

Health and beauty players expected to continue moving away from DTC model

Social platforms and livestreaming likely to have positive effect on direct selling

CHANNEL DATA

Table 146 - Direct Selling by Product: Value 2018-2023

Table 147 - Direct Selling by Product: % Value Growth 2018-2023

Table 148 - Direct Selling GBO Company Shares: % Value 2019-2023

Table 149 - Direct Selling GBN Brand Shares: % Value 2020-2023

Table 150 - Direct Selling Forecasts by Product: Value 2023-2028

Table 151 - Direct Selling Forecasts by Product: % Value Growth 2023-2028

Retail E-Commerce in the United Kingdom

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail e-commerce returns to positive growth in 2023

Amazon records marginal growth as marketplace model gains further traction

The rise of TikTok Shop Marketplace in the UK

PROSPECTS AND OPPORTUNITIES

Strong growth projections for retail e-commerce over the forecast period

Increasing popularity of s-commerce expected to fuel channel sales in the UK
Consumer electronics e-commerce set to be fastest performer

CHANNEL DATA

Table 152 - Retail E-Commerce by Channel: Value 2017-2022

Table 153 - Retail E-Commerce by Channel: % Value Growth 2017-2022

Table 154 - Retail E-Commerce by Product: Value 2017-2022

Table 155 - Retail E-Commerce by Product: % Value Growth 2017-2022

Table 156 - Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 157 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 158 - Forecast Retail E-Commerce by Channel: Value 2022-2027

Table 159 - Forecast Retail E-Commerce by Channel: % Value Growth 2022-2027

Table 160 - Forecast Retail E-Commerce by Product: Value 2022-2027

Table 161 - Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/retail-in-the-united-kingdom/report.