

# Christmas Trading Update - 2018



Retailer	Trading Period	LFL Sales Growth	Total Sales Growth	Online Sales Growth	Sector	Maybe* Social Media Rank
Fortnum & Mason	5 weeks to 31 December		12.0%		Department / variety stores LFL Average Growth: 0.3%	513
Selfridges	24 days to 24 December		8.0%			39
Morleys	3 weeks to 5 January	5.1%				12502
Shop Direct	7 weeks to 28 December		3.7%			^^390 / 782
Beales	4 weeks to 1 January		3.0%			No data
B&M	December	1.2%				522
John Lewis	7 weeks to 5 January	1.0%	2.5%			191
Marks & Spencer (Non Food)	13 weeks to 29 December	-2.4%	-4.8%	14.0%		10
Debenhams	6 weeks to 5 January	-3.6%		*6%		37
Sosandar	3 months to 31 December		219.0%		Fashion / footwear / accessories LFL Average Growth: 1.3%	3138
Seasalt	5 weeks to 5 January	9.0%	35.0%	39.0%		1654
Boohoo.com	4 months to 31 December		33.0%			161
Footasylum (Int'l)	18 weeks to 29 December		14.0%	28.1%		108
Ted Baker (Int'l)	5 weeks to 5 January		12.2%	18.7%		111
Mountain Warehouse	13 weeks to 6 January		12.0%	24.6%		393
Joules	7 weeks to 6 January		11.7%			274
Boux Avenue	6 weeks to 24 December	8.1%				232
Jigsaw	10 weeks to 22 December	6.3%		17.0%		486
Matalan	5 weeks to 29 December		4.0%	33.3%		170
Moss Bros	10 weeks to early January		3.8%			519
Quiz	6 weeks to 5 January	1.6%	8.4%	34.1%		220
Next	28 Oct to 29 Dec		1.5%	15.2%		36
Primark	16 weeks to 5 January		1.0%			61
Fat Face	5 weeks to 5 January		0.0%	16.0%		293
New Look	December	-5.7%				128
N Brown	18 weeks to 5 January		-6.0%	1.3%		^^^2594 / 366
Mothercare	13 weeks to 5 January	-11.4%	-18.4%	-16.3%		198
Aldi	7 days to 23 December		10.0%			Grocery / food and drink LFL Average Growth: 2.0%
Lidl	6 weeks to 30 December		8.0%		47	
Greggs	13 weeks to 29 December	5.2%			159	
Morrisons (Excl. Fuel)	9 weeks to 6 January	3.6%	4.0%		26	
Booths	3 weeks to 5 January		3.3%		628	
Tesco	6 weeks to 5 January	2.2%	0.6%	2.6%	2	
Majestic Wine (Retail)	10 weeks to 31 December		^1.5%		312	
Waitrose (Excl. Fuel)	7 weeks to 5 January	0.3%	0.2%	12.8%	35	
Sainsburys (Excl. Fuel)	15 weeks to 5 January	-1.1%	-0.4%	6.0%	5	
Dunelm	13 weeks to 29 December	9.0%	9.6%	37.9%	Homewares / household / DIY LFL Average Growth: 3.2%	270
Dobbies	6 weeks to 30 December	8.0%	21.0%			1604
Pets at Home	12 weeks to 3 January	4.7%	5.5%	**41.5%		416
Robert Dyas	6 weeks to 24 December	1.1%				467
Topps Tiles	13 weeks to 29 December	-1.4%				606
Halfords (Retail)	14 weeks to 4 January	-2.2%	-2.5%	7.5%		223
Loungers	5 weeks to 6 January	11.0%	31.0%		Leisure / F&B LFL Average Growth: 8.1%	1767
Greene King	2 weeks to 6 January	10.9%				2665
Stonegate Pub Company	4 weeks to 1 January	7.8%				6608
Revolution Bars Group	4 weeks to 31 December	2.6%				1626
The Entertainer	5 weeks to 29 December	13.0%	22.4%	17.0%	Personal (health & beauty / gift / cards / stationery / electricals) LFL Average Growth: 5.7%	922
Hobbycraft	6 weeks to 24 December	9.5%		28.0%		294
The Works	11 weeks to 13 January	4.5%				497
AO World	3 months to 31 December		4.4%			324
Ryman	6 weeks to 24 December	3.9%				343
The Fragrance Shop	6 weeks to 29 December	3.6%		19.3%		295
Dixons Carphone	10 weeks to 5 January	*1%	2.0%			198
Game Digital Group (UK)	7 weeks to 5 January	-0.3%	-4.1%			256

NB (1): Results are taken for the UK as standard, when not available, Group results are taken

NB (2): Not all reporting periods are directly comparable

\*Group, \*\*Omnichannel Growth, ^Retail Sales, ^^Very/Littlewoods, ^^JD Williams/SimplyBe