



81: CHANGING STORE
PRODUCTIVITIES: RETAIL
PLANNER BRIEFING NOTE
81:EXPERIAN AUGUST 2010



Retail sales density

The following tables provide Experian's forecasts of retail sales density under two broad assumptions: constant floorspace to obtain a pure measure of changing efficiency, and including additions to floorspace.

1. Constant floorspace from 2010

Figure 3: Retail sales density - constant floorspace

Total retail	2009	2010	2011	2012	2013-17*	2018-27*
Total retail floorspace (millions of sq ft)**	613	620	620	620	620	620
Retail sales £bn (2006 prices)	297.0	300.2	304.8	312.4	338.9	420.9
Sales density £/sq ft	484.5	484.2	491.5	503.8	546.6	601.8
Density growth rate (%)	-1.4	-0.1	1.5	2.5	2.8	2.6

*Annual average; **Source: GOAD.

Figure 3a: Retail sales density convenience goods - constant floorspace

Convenience goods	2009	2010	2011	2012	2013-17*	2018-27*
Total floorspace (millions of sq ft)**	170	174	174	174	174	174
Convenience sales £bn (2006 prices)	98.6	99.6	100.3	101.5	106.1	119.0
Sales density £/sq ft	580.1	572.7	576.6	583.2	609.6	683.9
Density growth rate (%)	-3.4	-1.3	0.7	1.1	1.5	1.5

*Annual average; **Source: GOAD

Figure 3b: Retail sales density comparison goods - constant floorspace

Comparison goods	2009	2010	2011	2012	2013-17*	2018-27*
Total floorspace (millions of sq ft)**	443	446	446	446	446	446
Comparison sales £bn (2006 prices)	198.4	200.5	204.4	210.9	236.9	302.2
Sales density £/sq ft	447.7	449.6	458.4	472.9	522.0	677.5
Density growth rate (%)	-0.5	0.4	1.9	3.2	3.4	3.5

*Annual average ; **Source: GOAD

2. Changing floorspace

Figure 4: Retail sales density- including changes to floorspace*

Total retail	2009	2010	2011	2012	2013-17*	2018-27*
Total retail floorspace (millions of sq ft)**	613	620	624	630	651	704
Retail sales £bn (2006 prices)	297.0	300.2	304.8	312.4	338.9	420.9
Sales density £/sq ft	484.5	484.2	488.4	495.9	520.2	596.6
Density growth rate (%)	-1.4	-0.1	0.9	1.5	1.6	1.8

*Annual average; **Source: GOAD

Figure 4a: Retail sales density sales convenience goods - including changes to floorspace

Convenience goods	2009	2010	2011	2012	2013-17*	2018-27*
Total floorspace (millions of sq ft)**	170	174	176	178	184	199
Convenience sales £bn (2006 prices)	98.6	99.6	100.3	101.5	106.1	119.0
Sales density £/sq ft	580.1	572.7	570.0	570.1	576.4	597.7
Density growth rate (%)	-3.4	-1.3	-0.5	0.0	0.4	0.5

*Annual average; **Source: GOAD

Figure 4b: Retail sales density- comparison goods including changes to floorspace

Comparison goods	2009	2010	2011	2012	2013-17*	2018-27*
Total floorspace (millions of sq ft)**	443	446	448	452	467	505
Comparison sales £bn (2006 prices)	198.4	200.5	204.4	210.9	236.9	302.2
Sales density £/sq ft	447.7	449.6	456.3	466.6	498.0	596.6
Density growth rate (%)	-0.5	0.4	1.5	2.3	2.2	2.3

*Annual average; **Source: GOAD

The future for retail sales densities

The rapid increase in comparison goods sales densities in the first six years of this century¹ was a product of the retail spending boom and growth rates of well over 3% a year are unlikely to be repeated. This is especially true of the period during which retail sales are depressed by the aftermath of recession. Projected sales densities growth on the changing floorspace assumption are negative for convenience goods in 2010 and 2011, and modest for comparison goods in 2010. Thereafter, growth resumes at a faster pace, 0.4% a year for convenience goods between 2013 and 2017, and 2.6% for comparison goods.

Scope for density increases is much more limited for convenience goods than for comparison goods. Continuing trends towards more modern, higher density, stores and the demolition of older inefficient space means that the expected comparison rate is likely to be close to 2.6% a year over the next 15 years, against 0.5% for convenience goods, where a high proportion of sales are through well-established inner city sites.

¹ See Appendix 4