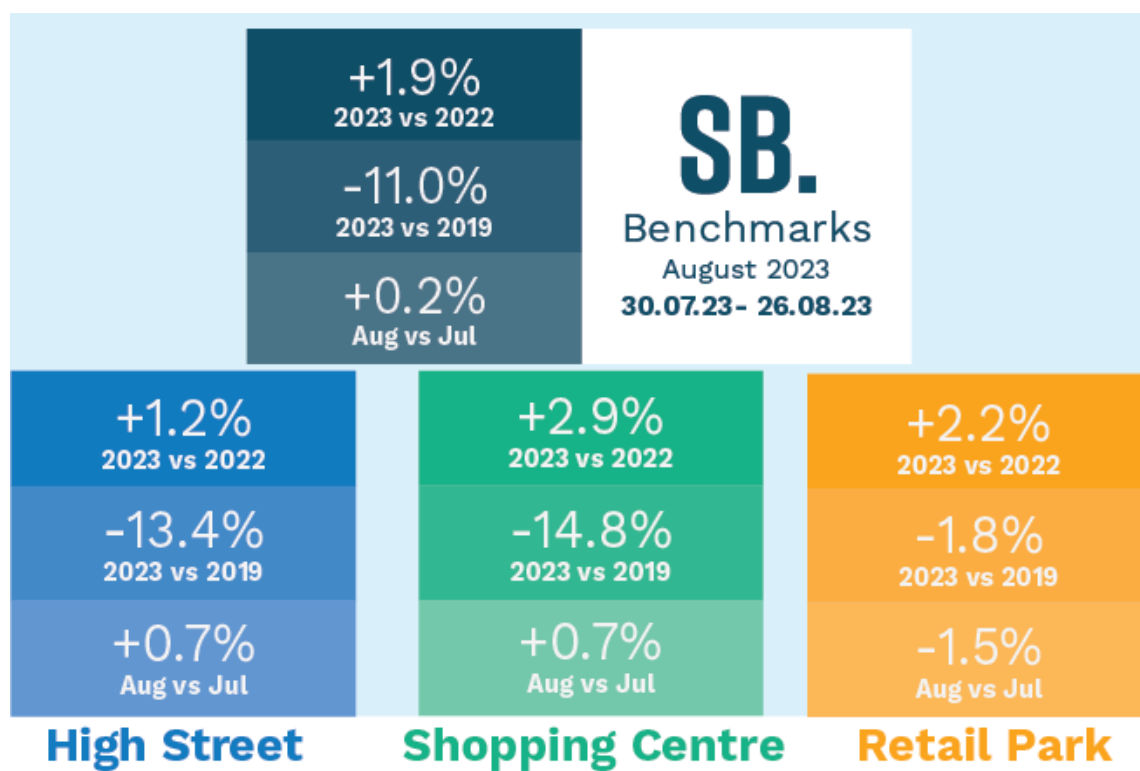


# SPRINGBOARD.

An MRI Software Company

## Footfall across UK retail destinations continued to weaken in August, with consumers reining in leisure trips as the cost of living crisis continues to rise



Footfall performance in August points to a continuing weakening in consumer demand, which is unsurprising given the recent rises in interest rates and ongoing high level of inflation.

Footfall across UK retail destinations rose by just +0.2% from July to August 2023. However, this was not a sufficiently large enough uplift to offset the month on month drop of -0.3% from June, which was the first month on month drop of footfall in July for 14 years.

In both high streets and shopping centres footfall rose by +0.7% over the month from July to August. Whilst this represented an improvement from the month on month drop of -1.7% in high streets in July it still means that high street footfall remained lower in August than it was in June. For shopping centres the rise of +0.7% in August was only half of the +1.7% rise in July, and in retail parks footfall dropped by -1.5% from July to August.

Somewhat inevitably the weakening in consumer demand disproportionately impacts footfall over the weekend, when a far greater proportion of trips are leisure based, and therefore discretionary, rather than being for work related purposes. Across UK retail destinations, whilst weekday footfall rose by +2.7% from July, footfall during the weekend period was -3.8% lower than in the month before. This was not only the third consecutive month when footfall during weekends underperformed the weekday period, but the delta of 6.5% between weekday and weekend performance was the largest yet. In high streets weekend footfall dropped by -2.1% from July to August, whilst in both shopping centres and retail parks the month on month decline was far greater than this (-5.7% in shopping centres and -5.5% in retail parks).

The reining in of consumer activity is also evident in a smaller annual uplift in footfall; in August footfall across all UK retail destinations was just +1.9% greater than in 2022, which was less than half the annual increase of +4.2% in June. And in high streets, the contraction in footfall growth was even more stark with a year on year increase of just +1.2% in August versus +5.2% in June.

Despite the adverse outcome in August, a glimmer of optimism is provided by the fact that the gap from the 2019 footfall level narrowed marginally to -11% from -12.1% in July. However, with consumers already pulling back on their shopping activity – particularly leisure-based trips - it suggests that Q4 will lead to even more cautious buying behaviour, and a challenging trading landscape for UK retail over the festive period.

Diane Wehrle,  
Marketing and Insights Director  
Named as a Top 100 Rethink Retail Influencer for 2023 #TRI2023



### Further Reading



#### Insights Report: UK Monthly Commentary - July 2023

Each month Springboard's Insights and Marketing Director, Diane Wehrle, delivers insights on retail performance for UK retail destinations. July appeared to demonstrate that footfall across the UK was lower month on month since March 2023.



#### Webinar: Understanding Today's Retail Landscape

Join our upcoming webinar as Diane Wehrle, Marketing & Insights Director, takes a deep dive into footfall performance across UK retail destinations throughout the first half of 2023. In this insightful session Diane will analyse the continuing effect on footfall and spend in retail destinations from hybrid working and the key economic challenge from rising interest rates and inflation.

[Download Free Report](#)

[Register Here](#)

#### [About](#)

Team, clients, jobs

#### [Sign Up](#)

Get news

#### [Contact](#)

Get answers

[Privacy Policy](#)

©Springboard



Twitter



LinkedIn



Youtube