



UK RETAIL TRAFFIC WEATHERMAP



FAIR



MODERATE



BRIGHT SPELLS



OVERCAST



VARIABLE TO STORMY



FREEZING



December 2019

This month

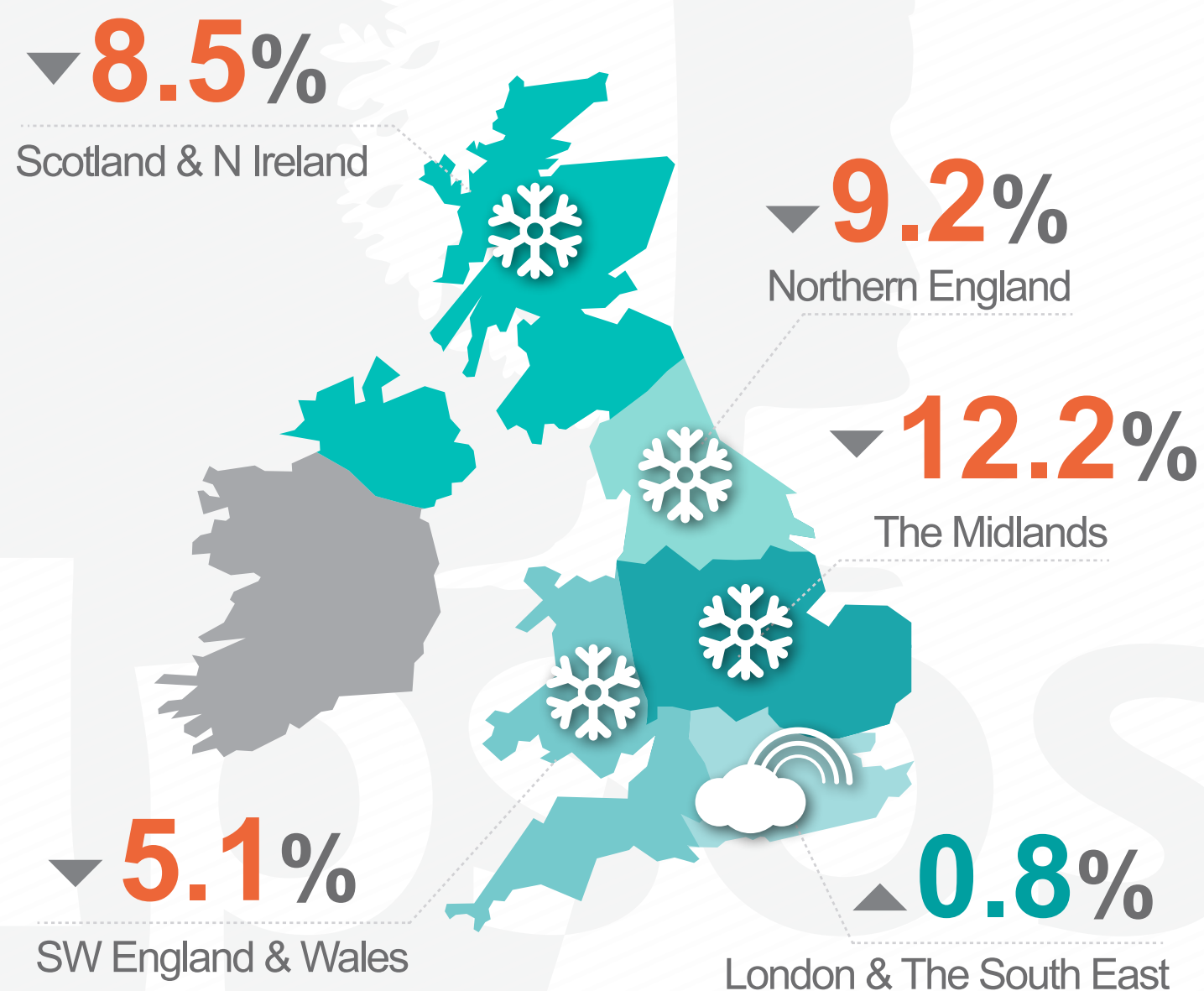
Last month

Consumers may begin the year in bullish spirits, rather than hungover from excessive festive shopping

Black Friday boosted the start of the month, but took the stuffing out of Christmas footfall later on

YEAR-ON-YEAR-CHANGE

December 2019 VS December 2018

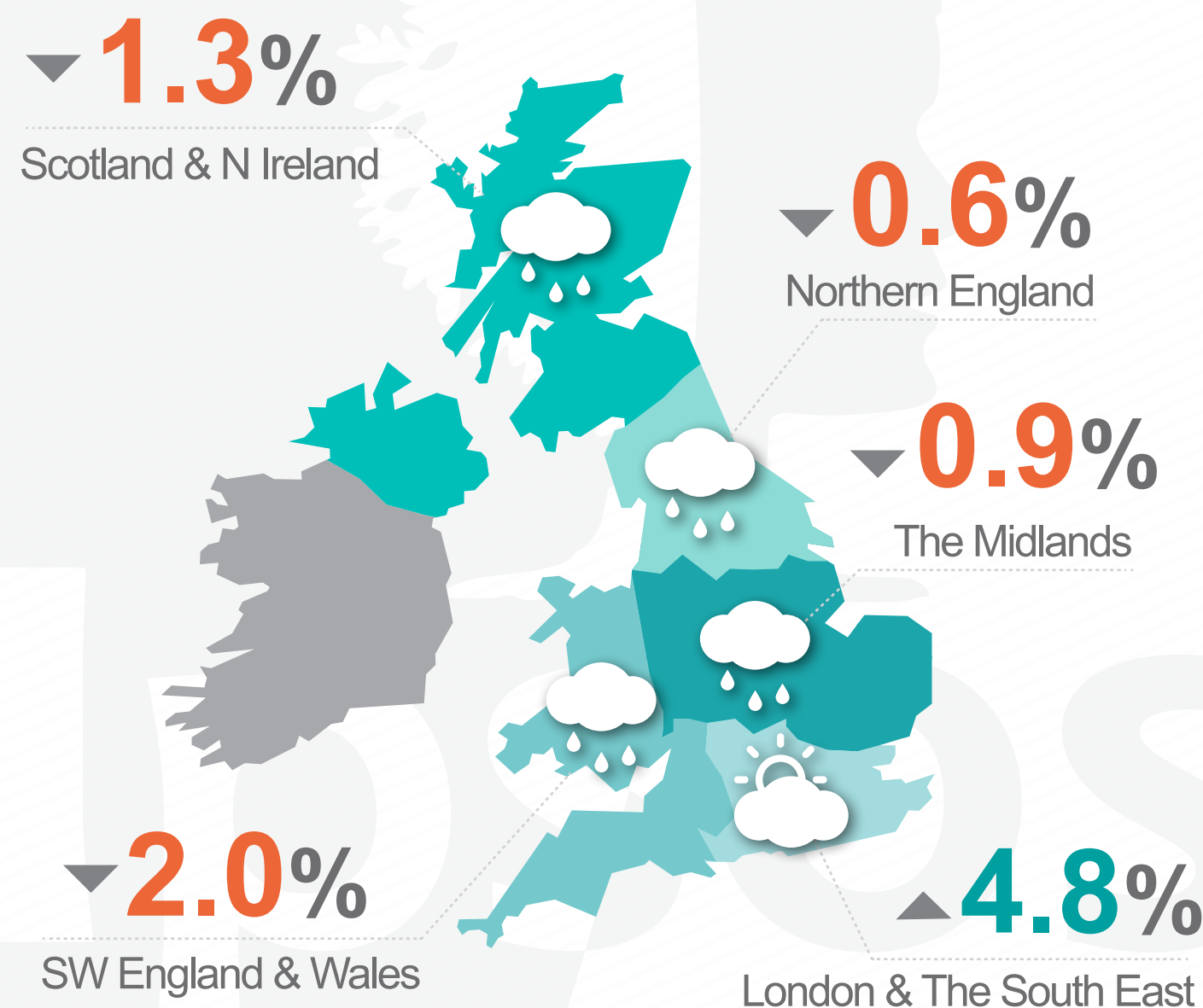


UK OVERALL

-7.2%

MONTH-ON-MONTH CHANGE

December 2019 VS November 2019

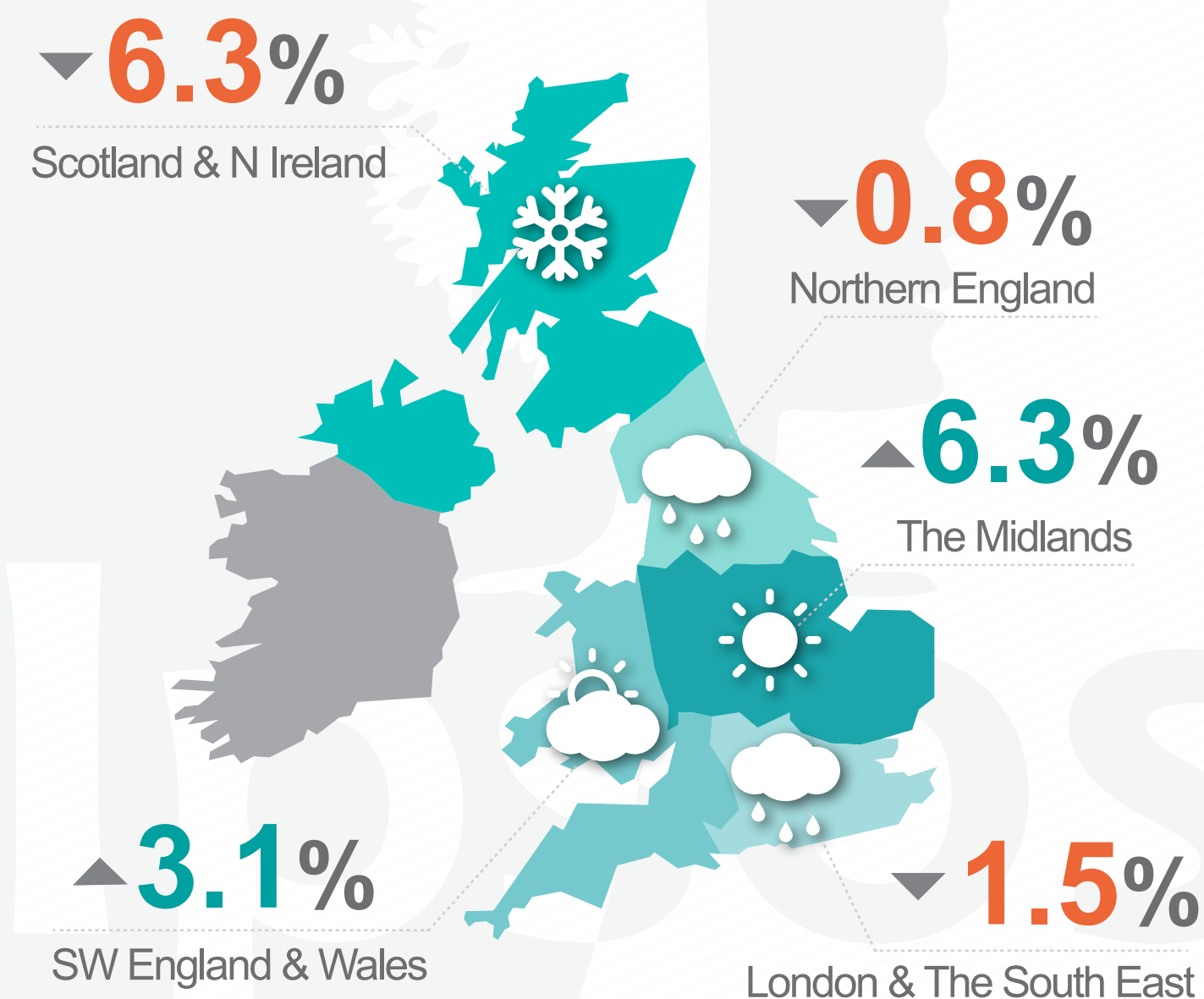


REGIONAL VARIATIONS AGAINST UK OVERALL OF

+27.7%

FORECAST FOR THIS MONTH

January 2020 VS December 2019



REGIONAL VARIATIONS AGAINST A PREDICTED UK OVERALL OF

-27.7%

For a detailed explanation visit Ipsos Retail Performance at www.ipsos-retailperformance.com
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