



# UK RETAIL TRAFFIC WEATHERMAP



FAIR



MODERATE



BRIGHT SPELLS



OVERCAST



VARIABLE TO STORMY



FREEZING

## July 2021

July

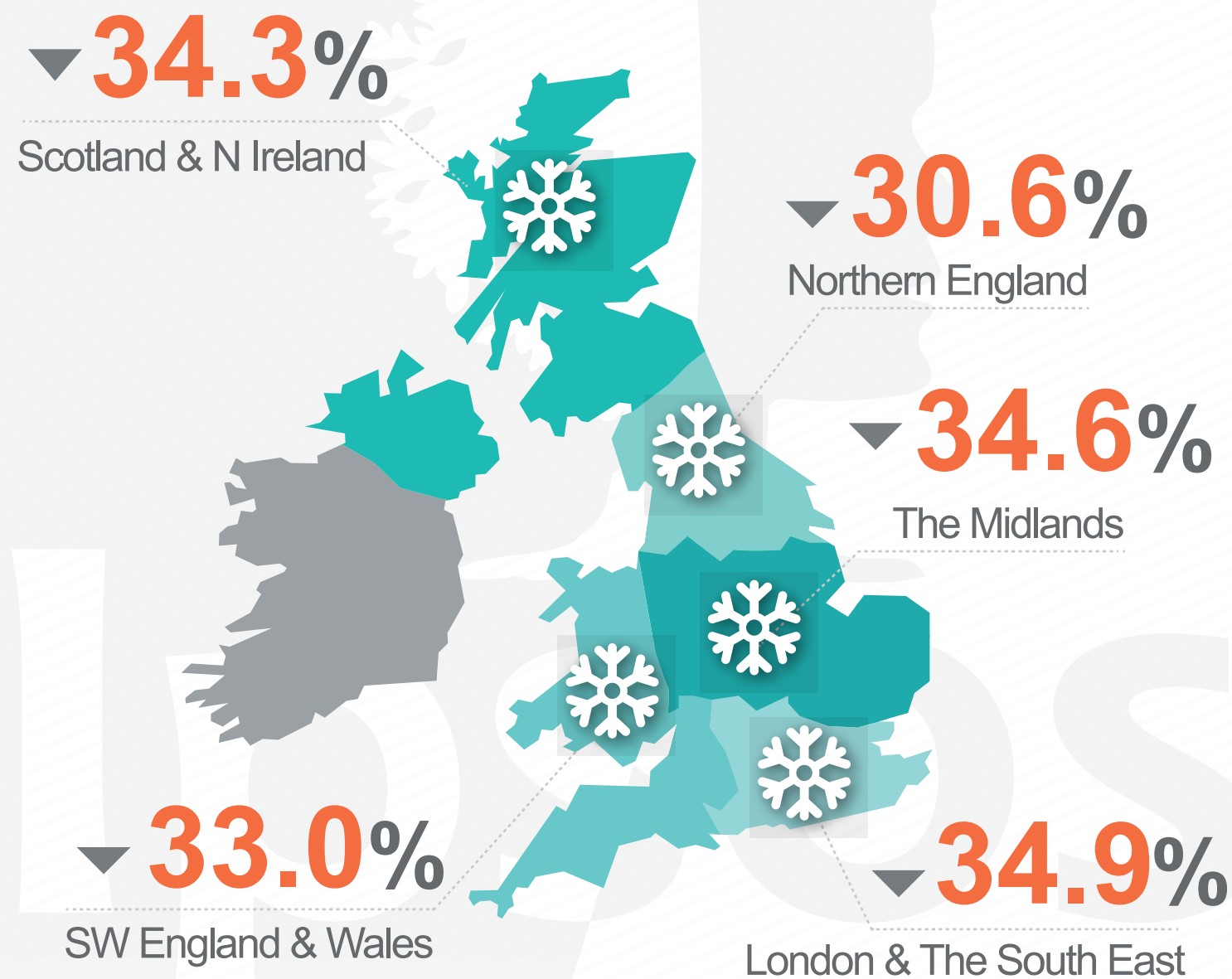
August

Footfall slipped back compared to June as Covid cases started to rise. However, the end of the month was more positive following Freedom Day

Shoppers are expected to return to the High Street in larger numbers as restrictions are fully lifted and confidence returns

### YEAR-ON-YEAR-CHANGE

July 2021 VS July 2019

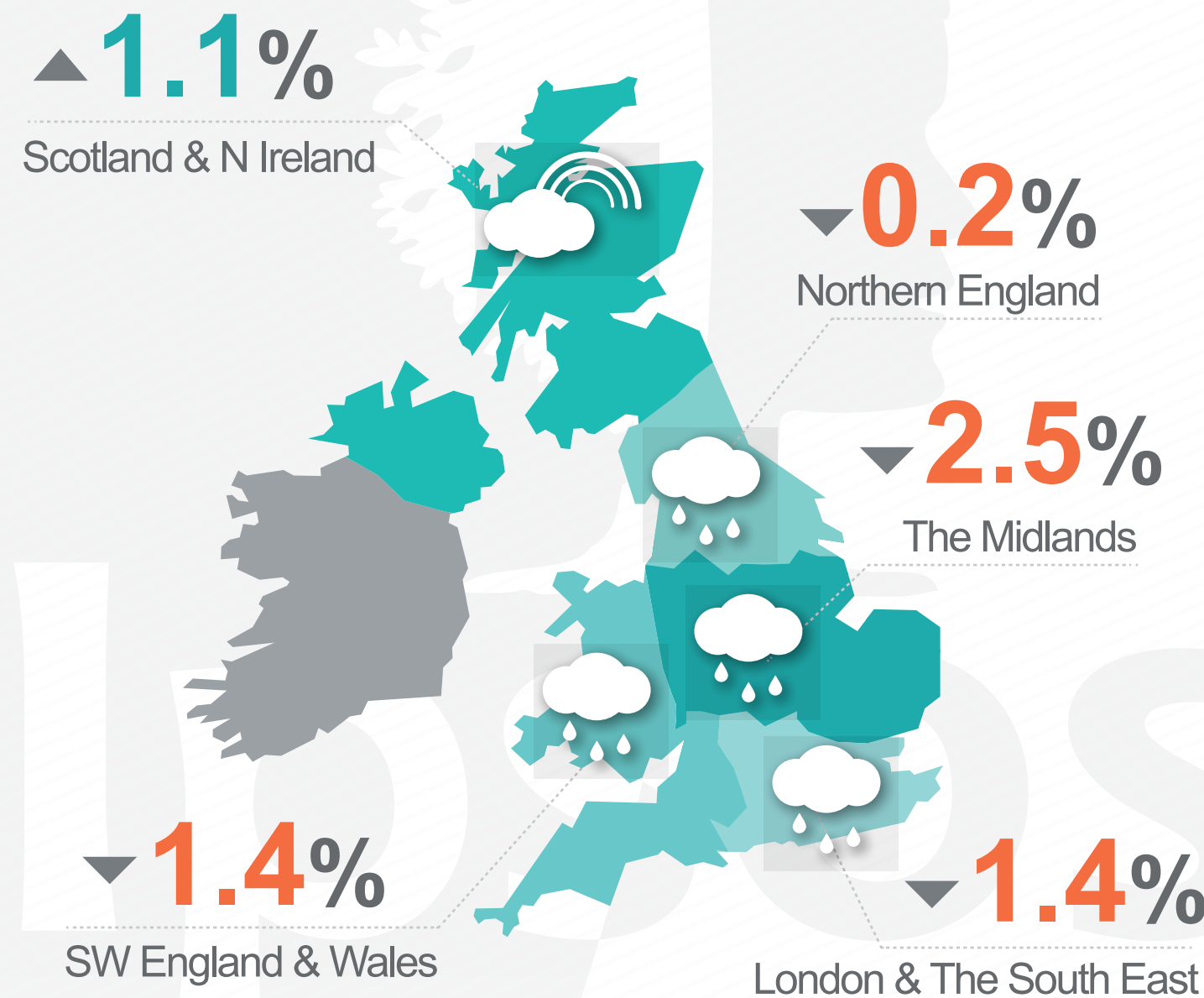


UK OVERALL

**-33.4%**

### MONTH-ON-MONTH CHANGE

July 2021 VS June 2021



REGIONAL VARIATIONS AGAINST A UK AVERAGE OF

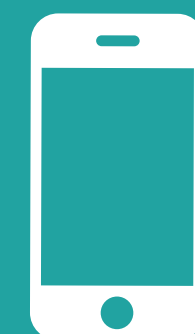
**-1.3%**

### FORECAST FOR AUGUST AUGUST 2021 VS JULY 2021:

**+5.8%**

### FORECAST FOR AUGUST AUGUST 2021 VS AUGUST 2019:

**-27.5%**



For a detailed explanation visit:

[www.ipsos-retailperformance.com](http://www.ipsos-retailperformance.com)  
**+44 (0)1908 682700 option 1 > 2**

