



UK RETAIL TRAFFIC WEATHERMAP



FAIR



MODERATE



BRIGHT SPELLS



OVERCAST



VARIABLE TO STORMY



FREEZING

November 2021

November

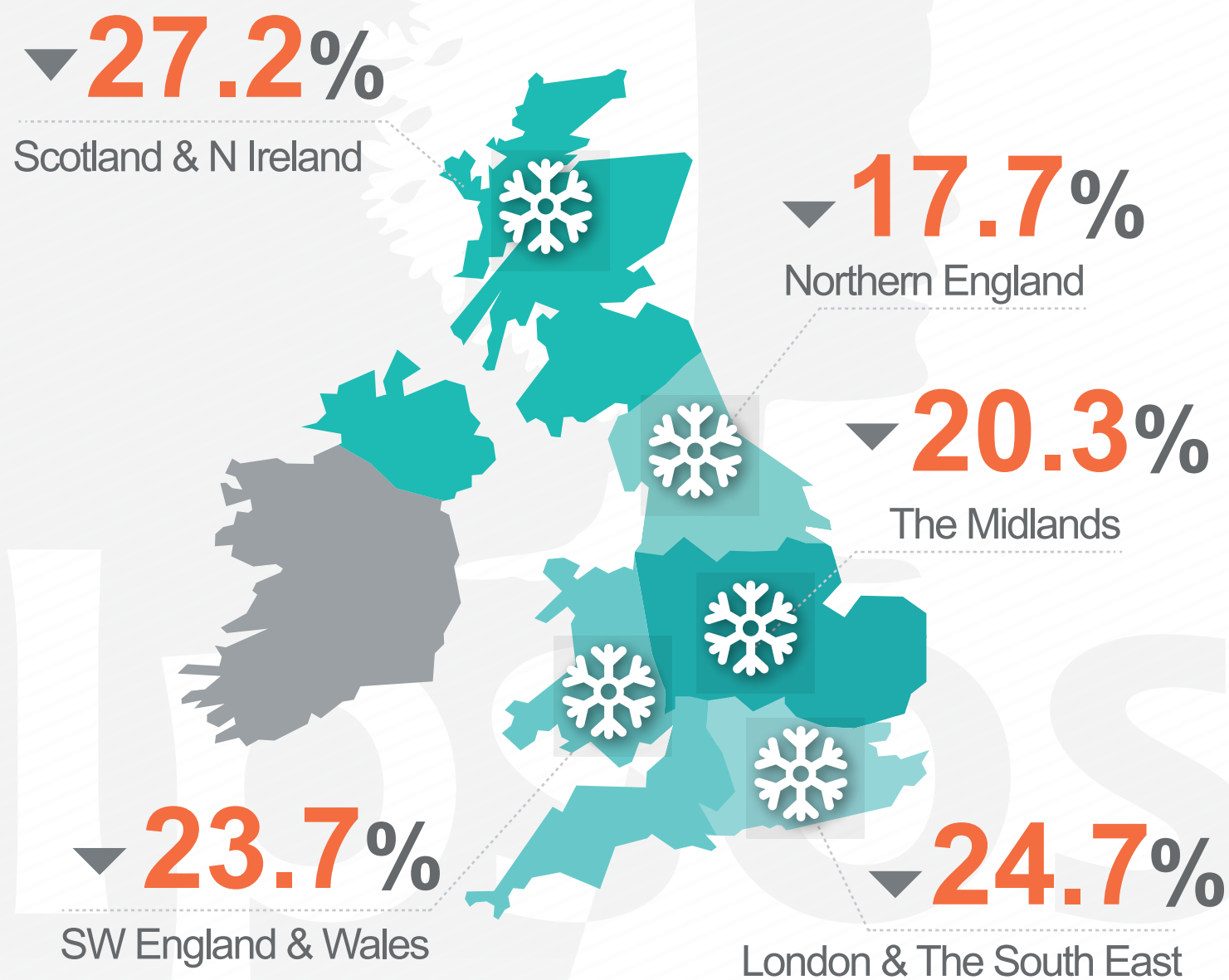
December

A slight slipback in the recovery when compared to 2019 with the cold weather at the end of the month negatively impacting Black Friday.

Many shoppers have started their Christmas shopping early, therefore it is likely that store visits will be down slightly more compared to 2019.

YEAR-ON-YEAR-CHANGE

November 2021 VS November 2019

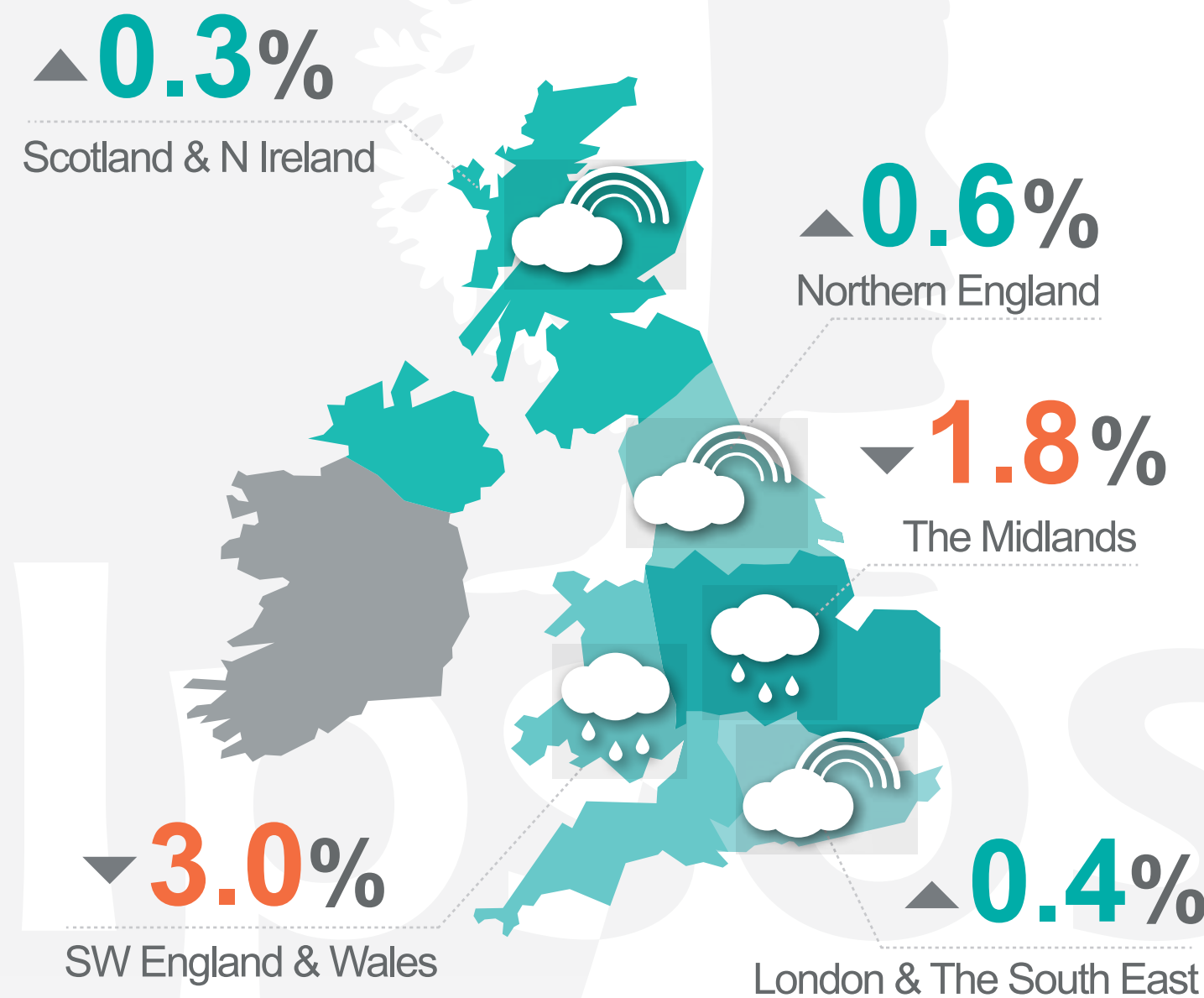


UK OVERALL

-21.0%

MONTH-ON-MONTH CHANGE

November 2021 VS October 2021



REGIONAL VARIATIONS AGAINST A UK AVERAGE OF

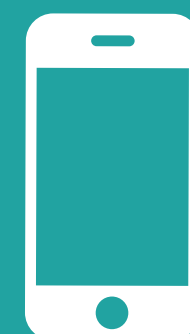
+6.2%

FORECAST FOR DECEMBER 2021 VS NOVEMBER 2021:

+18.0%

FORECAST FOR DECEMBER 2021 VS DECEMBER 2019:

-23.4%



For a detailed explanation visit:

www.ipsos.com/en/people-counting
+44 (0)1908 682700 option 1 > 2

