Overview

There was a decline in online footfall in January from December, momentum dipped following the Christmas spike, with the majority of sectors suffering a decrease in footfall and only Groceries, Multiples and Gifts and Stationery experiencing a slight increase.

Commentary:

- From December to January 2017 four of the seven categories – Home and DIY, Health and Beauty, Fashion and Sports and Leisure saw a decline in footfall – in the range of c-0.06% to 5.37%. The change in these sectors may have been a consequence of the Christmas season, as presents were brought pre-Christmas or in the discount sales following Boxing Day.
- Interestingly Groceries continued their growth with a 1% uplift over the previous month and a 27% uplift from June, this could represent the effects of the holiday season following Christmas.
- Health and Beauty have the biggest loss in footfall with a 5% drop.

And against the high street?

Against expectations the data suggests that it was only online that experienced a decline in footfall for January, whilst the high street benefitted from an increase. The monthly percentage change for January for online shopping was -0.85%, whilst for the same month on the high street, the footfall increase was 2.66%.

Methodology:

This data reflects the combined number of visits to a site from organic and paid search sources.

While the algorithm employed cannot extract the exact data (as this is held by the organisations themselves) it can generate visit data to a high degree of accuracy in terms of relative performance (versus others or MoM/YoY).

As a result, we have created a dataset from which trends can be identified and reported with a high degree of certainty.

The baseline is June 2016 and is indexed at 100. This number across all categories reflects c.570 million visits. A significant move given the scale of this data is +/-2% or more.

The data used comes from publicly available figures that can be extracted from analysing activity on Google over a defined period.

How to use this index to compare your performance:

1. Take the combined number of visits to your site from organic and paid search sources in June 2016 and set this as your baseline number at 100.
2. Select your category (if it is not clear to you, drop an email to enquires@goodgrowth.co.uk telling us what you retail and identifying major competitors, and we will advise you what to choose).
3. Track your month-on-month performance against the index number we report – after June 2017 you can also track your year-on-year performance. This will give you a sense of your online performance versus the category trend.