



# General Merchandise Stores in the United Kingdom

April 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Marginal growth for department stores despite challenging times  
Variety stores experiences modest recovery following 2023's decline  
Competitive landscape shaped by targeted investments and cost management

PROSPECTS AND OPPORTUNITIES

Weak performance ahead for department stores without strategic reinvention  
Variety stores expected to maintain steady growth amid ongoing economic pressures  
Opportunities likely to emerge through innovation and market adaptation

CHANNEL DATA

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Retail in the United Kingdom - Industry Overview

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Retail in 2024: The big picture  
Value-driven shopping continues to reshape UK retail landscape  
Retail e-commerce thrives on convenience and competitive pricing  
What next for retail?

OPERATING ENVIRONMENT

- Informal retail
- Opening hours for physical retail
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- Seasonality
- Valentine's Day
- International Women's Day
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- Black Friday
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