



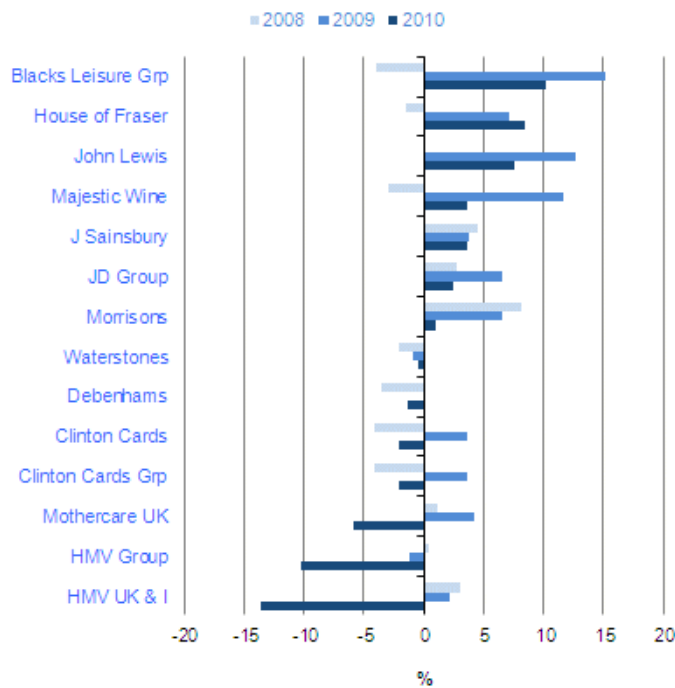
## Product Focus: Christmas Sales 2010

The first FSP Christmas Sales Report for Christmas 2010 was published on 7<sup>th</sup> January 2011 and will be updated throughout the month.

Last year, in the FSP Christmas Sales Report, Managing Director Geoff Nicholson stated. "All the money the Government has spent, on bank bail-outs, tax relief, cash for clunkers, quantitative easing and so on, prevented complete economic melt-down in 2009 but at the cost of future growth "

As might be expected, with the after effects of the credit crunch, the impact of deficit reduction programme and the problems caused by most parts of the country being under several inches of snow, the results posted so far show, in most cases, like-for-like increases down on last year. Even the good performers have generally not achieved the same results as Christmas 2009. However, it should be borne in mind that the ostensibly good Christmas 2009 figures were on the back of a pretty disastrous Christmas 2008

Like-for-Like Christmas Trading - 3 year Comparison

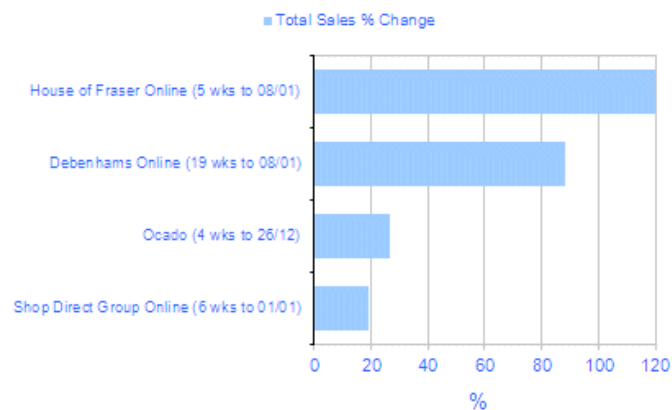




Retail trading conditions are difficult, shown by the steadily declining rate of Like-for-Like sales increases that include inflation, reported by BRC over the second half of 2010. The Christmas sales figures emphasise this trend, embroidered by the snow. Performance differences between the best and the rest show more clearly in a difficult trading environment. The best retailers are those which have recognised that UK retailing has changed. The rise of edge of town and out-of-town retailing has had a far greater effect than on-line sales. Retailers that have failed to develop an effective out-of-town format are over-represented amongst the strugglers. Others, such as HMV and the bookshops, have found their product superseded.

Even so, and despite the snowbound delivery vans, those selling online have once again produced some very positive results. Top marks go to House of Fraser who not only produced an online sales increase of 120% (after a 91% increase last year), but also topped last year's like-for-like sales increase.

FSP Christmas Sales in Ranked Order 2010 - 2011  
Online Sales



**About the FSP Christmas Sales Report:** SnapShop Members receive a monthly newsletter – SnapShop Monthly - as a benefit of their membership. At the start of each year, that newsletter reports Christmas Sales. The first Christmas Sales Report on Christmas 2010 was issued on Friday 7<sup>th</sup> January and will be updated weekly through the month. Anyone interested in SnapShop can find out more by registering for [FreeZone](#) and thus ensuring they receive SnapShop Monthly for the next three months for free.

