

Summer events and sunshine spark late June retail recovery, footfall data reveal

11 months ago



The latest footfall data from retail experts [MRI Software](#) shows that the UK remained relatively flat in June, inching up by just +0.1% year-on-year. However, a notable surge in the final week, driven by favourable weather, live events, and rising weekday activity, offers renewed optimism for the retail sector heading into the key summer period.

Retail footfall across the UK remained relatively flat year-on-year through June, but signs of recovery emerged in the final week of the month as the nation leaned into a summer filled with sun, sports, and music. Thanks to the heatwave, payday timing, and the beginnings of a summer of sport and music, high streets witnessed a +0.3% rise month-on-month and retail parks saw a 1.2% rise year-on-year.

The beginning of June told a familiar post-half-term story, with a noticeable drop in footfall as families settled back into routine. However, the month gathered pace, culminating in the strongest gains in both week-on-week and year-on-year comparisons during its final week with footfall rising by +1.5% and +3.8%, respectively, in all UK retail destinations. This late rally in activity reflects a powerful blend of favourable weather and events driving not just tourism and leisure but a measurable uplift in retail engagement.

Retail parks witnessed a modest year-on-year increase in footfall of 1.2%, hinting at a consumer focus on seasonal essentials such as BBQ and DIY supplies. Meanwhile, high streets experienced a marginal uplift of 0.3% month-on-month, supported by consistent gains throughout June likely influenced by the warmer weather. Weekday footfall across the UK was up 0.4% year-on-year, with retail parks showing particular strength as Thursday emerged as a peak day for shoppers stocking up ahead of warm weekends.

In Central London, weekday footfall in office dense locations rose by 3.8% compared to June 2024, supported by a strong line-up of trade events and exhibitions, and indicating that the return-to-office trend continues to play a key role in the recovery of the capital’s retail spaces.

The growing momentum experienced in the latter part of the month set the stage for early July, when the retail impact of major events became even clearer. In Birmingham, the weekend of 4th to 6th July saw a powerful combination of events lighting up the city. From Black Sabbath’s epic farewell gig at Villa Park and ELO at the Utilita Arena to England facing India at Edgbaston, the energy translated directly into a high volume of visitor activity. Footfall across the city centre jumped by 18.1% year-on-year over the weekend, with Friday delivering an impressive 23.6% uplift compared to the same day in 2024.

In Cardiff, the long-anticipated Oasis reunion tour had a similarly transformative effect. From Thursday through Sunday, the Welsh capital experienced a 25.1% year-on-year rise in footfall, with Friday night – the band’s opening performance – sparking a 61.9% surge year-on-year, peaking at an astonishing 90.4% increase between 8pm and 11pm. Compared to the previous week, Friday footfall was up 28%, and up 40.7% during the peak evening hours.

These city-level case studies highlight the growing influence of cultural and sporting events on retail vitality. The knock-on effects extended well beyond the stadium walls; hospitality, leisure, and retail all benefited as towns and cities came alive. Packed pubs, busy restaurants, and bustling shopping streets painted a picture of post-pandemic vibrancy returning in full force.

With the summer of sport and music well and truly underway and school holidays on the horizon, retail leaders across the country have reason to be optimistic. The challenge now is converting this short-term momentum into sustained engagement through tailored promotions, late-night trading, and city-centre experiences that encourage repeat visits.

| Jun-25 | High Street | Retail Park | Shopping Centre | OnLocation Footfall Index |
|--------|-------------|-------------|-----------------|---------------------------|
| YoY | -0.1% | 1.2% | -0.5% | 0.1% |
| MoM | 0.3% | -0.6% | -2.1% | -0.5% |