



UK TOP 100 TOWNS REPORT

P07 2021

06/06/2021 - 03/07/2021

OPEN

Top 100 biggest towns ranked by performance

Town	% Chg vs 2019	Town	% Chg vs 2019	Town	% Chg vs 2019
1		35 Northampton	-10.2%	69 Doncaster	-17.6%
2 Huddersfield	13.1%	36 Ipswich	-10.5%	70 Romford	-17.7%
3 Exeter	11.2%	37 Warrington	-10.8%	71 Southampton	-17.7%
4 Stoke-On-Trent	7.2%	38 Chelmsford	-11.0%	72 Norwich	-17.9%
5		39 Sutton Coldfield	-11.7%	73 Slough	-18.1%
6 Cardiff	3.8%	40 Solihull	-11.9%	74 Rotherham	-19.3%
7		41 Chester	-11.9%	75 Wakefield	-19.6%
8 Stockport	-0.2%	42 Walsall	-12.1%	76 Leeds	-19.7%
9 Poole	-0.6%	43 Hull	-12.2%	77 Bolton	-19.8%
10 York	-1.5%	44 Plymouth	-12.6%	78 Oxford	-19.9%
11 Bath	-2.1%	45 Reading	-12.6%	79	
12 Bradford	-2.4%	46 Lincoln	-12.7%	80 Cambridge	-20.3%
13 Worcester	-2.4%	47 Newcastle Upon Tyne	-12.7%	81 Gloucester	-20.7%
14 Swansea	-2.5%	48		82 Harrow	-20.8%
15 Croydon	-2.7%	49 Leicester	-12.9%	83 Blackburn	-20.8%
16		50 Loughborough	-13.2%	84 Peterborough	-20.9%
17 Blackpool	-4.1%	51 Aberdeen	-13.2%	85	
18 Portsmouth	-4.2%	52 Salisbury	-13.3%	86 Birmingham	-22.7%
19 Middlesbrough	-4.8%	53 Stockton-On-Tees	-13.4%	87 Oldham	-23.0%
20 Milton Keynes	-5.7%	54 Bristol	-13.5%	88 Enfield	-24.0%
21		55 Coventry	-13.7%	89 Swindon	-24.8%
22 Bedford	-6.4%	56 Chesterfield	-14.3%	90 Manchester	-26.2%
23 Maidstone	-6.5%	57 Telford	-14.6%	91 Shrewsbury	-26.7%
24 Bournemouth	-7.2%	58 Rochdale	-14.9%	92 Barnsley	-28.4%
25 Nottingham	-7.4%	59 Durham	-15.1%	93 Watford	-28.8%
26 Cheltenham	-7.6%	60 Liverpool	-15.6%	94 Crawley	-29.6%
27 Newport	-7.7%	61 Preston	-16.7%	95 Edinburgh	-29.6%
28 Sunderland	-8.0%	62 Colchester	-16.7%	96 Dagenham	-32.4%
29 Brighton	-9.1%	63 Dundee	-16.7%	97 High Wycombe	-33.5%
30 Basingstoke	-9.5%	64 Wolverhampton	-16.8%	98 London	-35.2%
31 Wirral	-9.7%	65		99 Halifax	-42.1%
32 Sheffield	-9.9%	66 Derby	-16.9%	100 Luton	-44.4%
33		67 Glasgow	-17.1%		
34		68			

Towns that didn't pass NDA in this period

Aylesbury	Grimsby	St Albans	
Buckley	Ilford	St Helens	
Deeside	Mansfield	Wigan	
Gateshead	Neston	Wrexham	



CGA's 100 Top Towns report provides a snapshot of how the UK's largest towns out-of-home market are performing.

Utilising our unique Trading Index database, consisting of over 7,800 managed sites from the pub, bar and restaurant market, CGA has compared sales data from the latest four-week period to the same period last year. This has allowed CGA to rank the UK's largest towns based on growth.

CGA applies strict confidentiality criteria to protect its data partners. Minimum reporting criteria consists of the following: sample based on at least three operators, with no one operator representing more than 50% of sales.

*Note: All base data is wet and dry combined and averaged per outlet.

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Option 1

**Long Term View by Town
Rolling QTR and MAT**

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Option 2

Competitors Set by Town

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