Table 18 - Comparison Goods Turnover 2026 (£m)

	Clothes and Shoes	Furniture and Floor Coverings	DIY / Hardware or Garden Items	Domestic Electric Appliances	Electrical Goods	Personal & Luxury Goods	Recreational Goods	Total
Expenditure	**£202.30**	**£104.86**	**£76.01**	**£29.74**	**£109.32**	**£226.42**	**£144.51**	**£893.16**
Great Dunmow								
Great Dunmow	£1.95	£2.15	£0.17	£0.40	£0.19	£8.69	£1.32	£14.87
Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Argos, High Street, Haverhill	£0.00	£0.21	£0.00	£0.19	£1.41	£2.06	£2.83	£6.70
Boots, High Street, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Halfords, Cambridge Road Retail Park, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.44	£0.44
Sainsbury's, Haycocks Road, Haverhill	£1.08	£0.17	£0.00	£0.17	£1.23	£0.59	£0.38	£3.63
Cambridge Road Retail Park, Haverhill	£0.00	£1.74	£10.52	£0.22	£0.23	£1.84	£1.57	£16.13
Haverhill	£6.39	£5.03	£3.20	£3.55	£8.67	£9.94	£7.12	£43.91
Leaden Roding								
Leaden Roding	£0.00	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08
Maulden								
Maulden	£0.00	£0.00	£0.00	£0.05	£0.13	£0.00	£0.00	£0.18
Saffron Walden								
Argos (in Homebase), Elizabeth Way, Saffron Walden	£0.00	£0.11	£0.00	£0.23	£0.13	£0.00	£0.00	£0.47
Boots, Market Place, Saffron, Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£2.30	£0.00	£2.30
Homebase, Elizabeth Way, Saffron Walden	£0.00	£0.00	£9.59	£0.04	£0.00	£0.00	£0.87	£10.49
Ridgeons Timber & Builders Merchants, Ashdon Road, Saffron Walden	£0.00	£0.00	£0.20	£0.00	£0.00	£0.00	£0.00	£0.20
Tesco Superstore, Radwinter Road, Saffron Walden	£0.00	£0.00	£0.08	£0.00	£0.00	£0.00	£0.00	£0.08
Saffron Walden	£11.95	£9.37	£4.61	£2.56	£5.55	£26.05	£13.14	£73.23
Sawston								
Sawston	£0.22	£0.33	£0.97	£0.14	£0.00	£1.42	£0.18	£3.26
Stansted	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Boots, Airside, Stansted Airport	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Boots, Main Terminal, Stansted Airport	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Boots, The Greens Building, Stansted	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
HMV, Airside Departure Lounge, Stansted Airport	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Stansted Airport	£0.00	£0.00	£0.00	£0.00	£0.00	£0.92	£0.00	£0.92
Stansted Mountfitchet								
Stansted Mountfitchet	£0.00	£0.24	£0.00	£0.00	£0.00	£0.00	£0.25	£0.50
Stebbing								
Stebbing	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.32	£0.32
Takeley								
Takeley	£0.00	£0.72	£0.00	£0.07	£0.00	£0.00	£0.00	£0.79
Thaxted								
Thaxted	£0.00	£0.00	£0.00	£0.00	£0.00	£0.19	£0.00	£0.19
Outside - Bishops Stortford								
Argos, Jackson Square, Bishops Stortford	£0.00	£0.34	£0.00	£0.12	£1.50	£0.00	£0.37	£2.33
Boots, Potter Street, Bishops Stortford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Halfords, South Street, Bishops Stortford	£0.00	£0.00	£0.13	£0.00	£0.00	£0.00	£0.00	£0.13
Homebase, Fitzroy Park, Bishops Stortford	£0.00	£1.48	£8.13	£0.17	£0.00	£0.00	£0.00	£9.78
Maanet, Stort Valley Industrial Park, Bishops Stortford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Next, Jackson Square Shopping Centre, Bishop Stortford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Jackson Square Shopping Centre, Bishops Stortford	£0.00	£0.00	£0.11	£0.07	£0.00	£0.00	£0.00	£0.18
Outside - Braintree								
Argos, Bocking End, Braintree	£0.00	£0.00	£0.00	£0.24	£0.74	£0.27	£0.60	£1.86
B&Q, Chapel Hill Retail Park, Braintree	£0.00	£1.19	£10.97	£0.00	£0.00	£0.00	£0.00	£12.16
Boots, George Yard, Braintree	£0.00	£0.00	£0.00	£0.00	£0.00	£0.68	£0.00	£0.68
Halfords, Chapel Hill Retail Park, Braintree	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.93	£0.93
Next, Freeport Village, Braintree	£0.36	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.36
George Yard Shopping Centre, Braintree	£1.05	£0.00	£0.00	£0.06	£0.00	£0.36	£0.00	£1.47
Outside - Cambridge								
Argos, Fitzroy Street, Cambridge	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.03
Argos, Newmarket Road, Cambridge	£0.00	£0.00	£0.00	£0.03	£0.12	£0.00	£0.00	£0.16
B&Q, Newmarket Road, Cambridge	£0.00	£0.21	£1.68	£0.00	£0.00	£0.00	£0.00	£1.89
BHS, Grafton Centre, Cambridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Boots, Grafton Centre, Cambridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.58	£0.00	£0.58
Boots, High Street, Cambridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.50	£0.00	£0.50
Boots, Woolards Lane, Cambridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Currys PC World, Cambridge Retail Park, Cambridge	£0.00	£0.12	£0.00	£0.99	£6.19	£0.00	£0.00	£7.31
Debenhams, The Grafton Centre, Cambridge	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07
DFS, Newmarket Road, Cambridge	£0.00	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09
Halfords, Cambridge Retail Park, Cambridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.46	£1.46
HMV, Lion Yard, Cambridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Homebase, Cambridge Retail Park, Cambridge	£0.00	£0.18	£1.83	£0.00	£0.00	£0.00	£0.00	£2.01
John Lewis, Grand Arcade, Cambridge	£0.86	£3.99	£0.00	£2.66	£12.46	£6.75	£2.16	£28.78
Magnet, Mercers Row, Cambridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Next, Grafton Centre, Cambridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Next, Sidney Street, Cambridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Next, The Mall, Barhill, Cambridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Primark, Burleigh Street, Cambridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
River Island, Grand Arcade, Cambridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
TK Maxx, Beehive Center, Coldhams Lane, Cambridge	£0.36	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.36
Toys R Us, The Beehive Centre, Cambridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.68	£0.68
Christ's Lane, Cambridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Grand Arcade, Cambridge	£0.40	£0.10	£0.00	£0.16	£0.55	£2.52	£0.56	£4.30
Lion Yard Shopping Centre, Cambridge	£0.21	£0.09	£0.00	£0.00	£0.00	£0.21	£0.00	£0.51
Mitchams Corner, Cambridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
The Grafton, Cambridge	£1.16	£0.23	£0.00	£0.00	£0.00	£0.00	£0.00	£1.39
Beehive Centre Retail Park, Cambridge	£1.49	£5.67	£0.28	£0.73	£3.28	£0.27	£2.67	£14.60
Cambridge Retail Park, Cambridge	£1.45	£3.06	£0.81	£0.58	£3.06	£0.32	£2.12	£11.40
Outside - Chelmer Village	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
TK Maxx, Chelmer Village Retail Park, Chelmer Village	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Outside - Chelmsford								
B&Q, Homelands Retail Park, Chelmsford	£0.00	£0.15	£6.27	£0.00	£0.00	£0.00	£0.00	£6.42
Currys PC World, Chelmer Village Retail Park, Chelmsford	£0.00	£0.00	£0.00	£2.75	£10.58	£0.00	£0.00	£13.33
High Chelmer Shopping Centre, Chelmsford	£0.00	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08
HMV, High Chelmer Shopping Centre, Chelmsford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
JJB Sports, High Chelmer, Chelmsford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Magnet, Hanbury Road, Chelmsford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Matalan, Riverside Retail Park, Chelmsford	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11
Next, High Street, Chelmsford	£0.51	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.51
The Meadows, Chelmsford	£1.03	£0.00	£0.00	£0.00	£0.00	£1.78	£0.00	£2.80
Wickes, Culton Hall Lane, Springfield, Chelmsford	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.18
Chelmer Village Retail Park, Chelmsford	£0.46	£4.55	£0.10	£1.28	£5.66	£0.72	£4.75	£17.51
Riverside Retail Park, Chelmsford	£0.00	£0.29	£0.00	£0.00	£0.16	£0.00	£1.83	£2.27
Outside - Harlow								
Argos, Harlow Retail Park, Harlow	£0.00	£0.00	£0.00	£0.14	£0.39	£0.00	£0.69	£1.22
Argos, The Harvey Centre, Harlow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
B&Q, The Oaks Retail Park, Harlow	£0.00	£0.18	£1.13	£0.00	£0.00	£0.00	£0.00	£1.31
BHS, Harvey Centre, Harlow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Boots, The Stow, Harlow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Currys PC World, Queensgate Retail Park, Edinburgh Way, Harlow	£0.00	£0.00	£0.00	£0.66	£5.87	£0.00	£0.00	£6.53
Halfords, Howard Way, Harlow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24	£0.24
HMV, Water Gardens, Harlow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Homebase, Edinburgh Road, Harlow	£0.00	£0.14	£0.89	£0.00	£0.00	£0.00	£0.00	£1.04
Matalan, The Water Gardens, Harlow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Next, Water Gardens, Harlow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Primark, Broad Walk, Harlow	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.20
River Island, Water Gardens, Harlow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
TK Maxx, Water Gardens, Haydens Road, Harlow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Toys R Us, Queensgate Centre, Harlow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.31	£0.31
Wickes, Princes Gate Retail Park, Howard Way, Harlow	£0.00	£0.00	£0.37	£0.00	£0.00	£0.00	£0.00	£0.37
Harvey Centre, Harlow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Little Walk, Harlow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Staple Tye, Harlow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
The Water Gardens, Harlow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.55	£0.55
Harlow Retail Park, Harlow	£0.18	£2.78	£0.64	£0.64	£1.68	£0.27	£0.83	£7.02
Princes Gate Retail Park, Harlow	£0.00	£1.66	£0.00	£0.51	£2.47	£0.00	£3.05	£7.68
The Oaks Retail Park, Harlow	£0.00	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.07
Outside - Hertford								
Matalan, Mastford Retail Park, Hertford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Outside - Newmarket								
Argos, The Rookery Centre, Newmarket	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Boots, High Street, Newmarket	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
TK Maxx, 31 High Street, Newmarket	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
The Guineas Shopping Centre, Newmarket	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Outside - Royston								
Boots, Burns Road, Royston	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Boots, High Street, Royston	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Outside - Stevenage								
B&Q, London Road, Stevenage	£0.00	£0.00	£1.19	£0.00	£0.00	£0.00	£0.00	£1.19
BHS, The Forum, Stevenage	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Currys PC World, Roaring Meg Retail Park, Stevenage	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
DFS, Roaring Meg Retail Park, Stevenage	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Dunelm Mill, Roebuck Retail Park, Stevenage	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
HMV, The Forum, Stevenage	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Homebase, Roaring Meg Retail Park, Stevenage	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
JJB Sports, The Forum, Stevenage	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Magnet, Argyle Way, Stevenage	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Matalan, Danestrete, Stevenage	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Next, Queensway, Stevenage	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
PC World, Roebuck Retail Park, Stevenage	£0.00	£0.00	£0.00	£0.00	£0.31	£0.00	£0.00	£0.31
Primark, Town Square, Stevenage	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
River Island, West Gate Centre, Stevenage	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
TK Maxx, Forum Shopping Centre, Stevenage	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Toys R Us, Roaring Meg Retail Park, London Road, Stevenage	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24	£0.24
Wickes, Monkswood Way, Stevenage	£0.00	£0.00	£0.13	£0.00	£0.00	£0.00	£0.00	£0.13
West Gate Shopping Centre, Stevenage	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Roaring Meg Retail Park, Stevenage	£0.20	£0.52	£0.11	£0.44	£1.46	£0.00	£0.89	£3.62
Roebuck Retail Park, Stevenage	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.20
Outside - Elsewhere								
Sainsbury's, Jackson Square, Bishops Stortford	£0.00	£0.00	£0.00	£0.00	£0.39	£0.00	£0.00	£0.39
Bluewater Shopping Centre, Greenhithe	£0.97	£0.15	£0.00	£0.05	£0.25	£0.93	£0.26	£2.61
Freeport Outlet Shopping Village, Charter Way, Braintree	£4.50	£1.99	£1.33	£0.40	£0.79	£2.18	£6.33	£17.63
Lakeside Retail Park, West Thurrock	£1.59	£4.68	£0.07	£0.05	£0.13	£2.35	£2.10	£10.97
Tollgate Shopping Park, Tollgate West, Stanway	£0.23	£1.68	£0.04	£0.40	£2.37	£0.00	£1.79	£6.51
Bishops Stortford	£15.46	£4.90	£1.86	£1.75	£3.09	£20.63	£5.90	£53.60
Braintree	£9.12	£3.49	£1.33	£1.01	£2.33	£9.15	£5.87	£32.30
Buntingford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Bury St Edmunds	£7.25	£5.25	£0.00	£0.23	£1.37	£5.57	£0.68	£20.35
Cambridge	£65.70	£19.84	£1.42	£3.66	£16.17	£59.05	£33.30	£199.13
Chelmsford	£42.95	£4.91	£0.93	£1.24	£4.09	£31.31	£16.09	£101.50
Colchester	£0.54	£1.44	£0.06	£0.04	£0.45	£1.15	£0.50	£4.18
Harlow	£6.62	£3.16	£0.20	£0.54	£1.49	£5.16	£10.80	£27.97
London	£5.02	£1.10	£0.11	£0.05	£0.41	£10.12	£0.92	£17.74
Newmarket	£0.88	£0.13	£0.00	£0.03	£0.00	£0.39	£1.64	£3.06
Royston	£1.13	£0.92	£1.56	£0.17	£0.24	£2.51	£1.63	£8.17
Stevenage	£1.03	£0.13	£0.00	£0.00	£0.00	£0.32	£0.00	£1.48
Outside of Study Area	£7.39	£3.58	£2.75	£0.32	£1.72	£6.36	£3.37	£25.48
Others								
Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Internet / delivered	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
(Don't know / varies)	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
(Don't buy these goods regularly)	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00