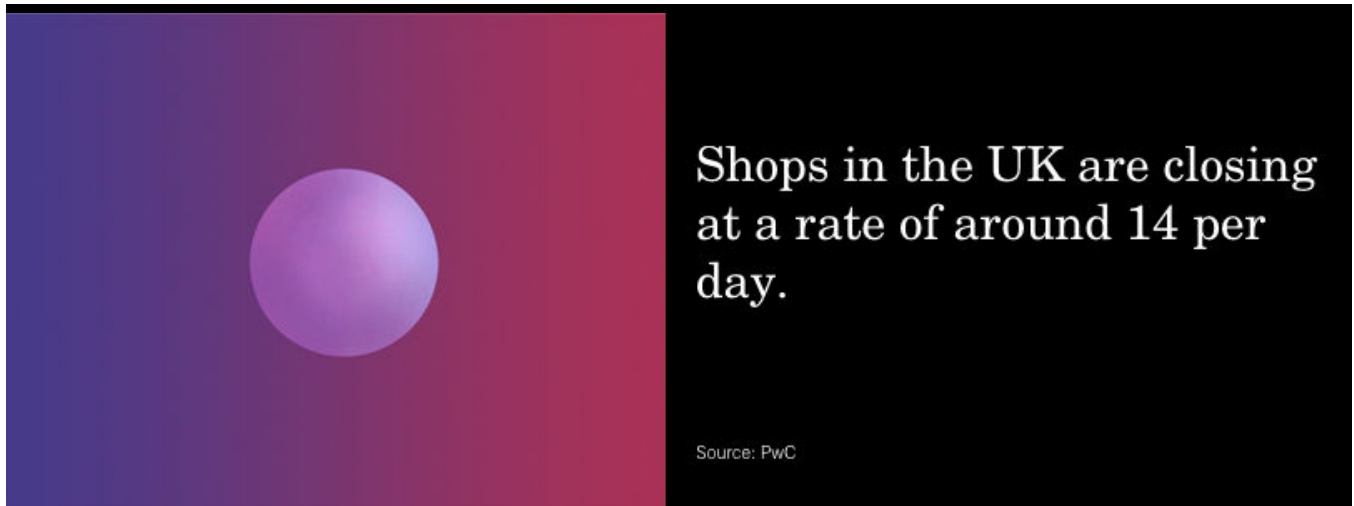


STAT: THE BRITISH HIGH STREET IS DECLINING

By Holly Friend and Livvy Houghton

12 : 11 : 2018 Retail : Storefront Salvation : High Street



The British high street is in a state of despair, according to a study by PwC and the **Local Data Company**. The accountancy firm found that 2,692 stores shut across the UK in the first half of 2018, while only 1,569 stores opened. Affected most by the closures were fashion and electronics retailers, with more people buying these types of products online.

Italian restaurants are also showing signs of struggle, with chains like Jamie's Italian, Strada and Prezzo each shutting stores in the past year. However, supermarkets, book stores, ice cream parlours and coffee shops have all increased their store count.

To find out how stores can use invisible technology to avoid the grip of the retail apocalypse, read our macrotrend **Storefront Salvation**.