# Scotland's high streets reaps the rewards of a summer of culture and sport as July footfall rises 6% from June

Covering the five week period from 6th July - 2nd August 2025

## High Street Index

July

**2025 vs 2024**
-1.5%

**Jul vs Jun**
+6.0%

June

**2025 VS 2024**
-1.4%

**Jun vs May**
-4.1%

July brought with it a surge of energy across all Scottish retail destinations as the nation leaned into a summer of sport, music and sunshine. Footfall across all Scottish retail locations rose by +4.6% month-on-month, marking a clear shift in consumer engagement driven by cultural moments and seasonal behaviour. Much of this boost was driven by a +6% rise in high street activity.

Overall, year-on-year footfall dipped slightly by -1%, led by a -1.5% decline on the high street, followed by smaller drops in shopping centres (-0.7%) and retail parks (-0.2%). This softening trend suggests a shift in consumer behaviour, likely influenced by the start of the school summer holidays and a rise in international travel.

While weekday footfall edged up by +0.4% year on year, weekend activity declined by -0.5%, pointing to a pattern of extended breaks or time spent away from physical retail destinations. This aligns with a -2.8% annual fall in coastal town visits, despite a +10.1% month-on-month rise, as warmer weather and holiday season kicked in. It's a clear signal that while localised footfall benefitted from short-term surges, broader trends suggest many consumers are choosing getaways – both abroad and within the UK – over retail-focused weekends.

While the influence of high profile sporting and music events was noticeable in Central London, Scotland is also showing signs of what's working well regionally, with cities like Edinburgh and Glasgow benefitting from festival season, a rise in domestic travel, and event-led footfall, albeit at a different scale. Across the UK, it's clear to see that when places invest in drawing people in, through sport, music, or seasonal experiences, retail destinations reap the benefits.

Pop-up shops, especially those linked to these types of events, are also proving to be significant revenue drivers. Fans are no longer just there for the music or the sport; they're seeking merchandise, memorabilia, and immersive retail experiences that fuel a sense of belonging and community. Retailers that lean into these opportunities are creating compelling touchpoints that go beyond traditional transactions.

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As we move into August, Scotland is firmly in the spotlight with major cultural and sporting events set to sustain momentum. The return of Oasis to Murrayfield Stadium is likely to bring in thousands of visitors Edinburgh, echoing the footfall spikes seen in the capital, while the Edinburgh Fringe Festival continues to attract international crowds, giving retail, hospitality and leisure businesses a welcome boost.

Retailers are also preparing for the shift to Autumn stock, which typically encourages browsing and re-engagement as consumers look ahead to the next season. The real opportunity here lies within maintaining the momentum created over the summer which can be done by leveraging data as a strategic asset to optimise everything from staffing and stock management to energy and facilities operations.

In a competitive environment, having a single source of truth allows retail leaders to act quickly, smartly, and with confidence. The summer may be coming to a close, but the potential to capitalise on consumer movement and intent remains strong, especially for those agile enough to respond in real time.

Jenni Matthews, Marketing & Insights Director
**OnLocation for Footfall Analytics**
**MRI Software**

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