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## **Vinyl returns to WHSmith High Street stores after three decades**



WHSmith is bringing back vinyl into 80 of the retailer's High Street stores across the UK in response to growing customer demand. Stores including Canterbury, Chester, Edinburgh Gyle and York will stock a selection of chart hits and classic albums on vinyl, from Taylor Swift to Queen.

The appeal of owning physical music, especially vinyl, is experiencing a widespread resurgence, with new generations of music fans turning to vinyl for the first time. Now WHSmith is bringing back records to its stores for the first time in over thirty years, as it looks to expand its appeal to more customers on the high street.

Vinyl LP sales grew for the 16th consecutive year in 2023, with nearly six million units sold, a growth of 11.7% compared to the previous year according to data from the British Phonographic Industry\*. Growing consumer demand has been driven by events like Record Store Day, and new releases on vinyl from top artists such as Taylor Swift, and re-issues of classic albums including Oasis' The Masterplan.

WHSmith first began selling vinyl albums in the 1950s and as the popularity of music grew, records became a key product category for the retailer, with WHSmith's High Street stores a high street destination for vinyl purchases.

**Emma Smyth, Commercial Director, WHSmith High Street said:** "After thirty years vinyl is back at WHSmith! I'm sure there are many customers out there who remember spending hours in record shops browsing the latest vinyl LPs and the artistic record covers. To me it's no surprise that vinyl is growing in popularity again, and we are very excited to be bringing back record selections to more than 80 different stores across the UK for both seasoned fans and new listeners alike."

The relaunch of vinyl comes after WHSmith recently introduced Toys“R”Us shop-in-shops to its High Street stores. The exclusive partnership, which led to the return of Toys“R”Us nearly 40 years after it first came to the UK, will see 76 Toys“R”Us outlets open in WHSmith stores by the end of the year offering the major toy brands and bestsellers.



**-ENDS-**

## **About WHSmith**

WHSmith is a leading global retailer in news, books and convenience for the world's travelling customer. With more than 1,700 stores across 30 countries worldwide, WHSmith offers customers a wide range of books, newspapers & magazines, travel and digital accessories and food and drink. The Company has a growing international business with over 600 stores primarily across the world's leading airports. In November 2018, WHSmith

acquired InMotion, a leading global technology retailer in US airports, now operating over 120 stores, including stores in the UK, Spain and Australia. In December 2019, WHSmith acquired Marshall Retail Group, a leading and fast-growing US travel retailer with over 170 stores.

## Media Contacts:

### WHSmith

Press Office

+44 (0)1793 563354

[Press.office@whsmith.co.uk](mailto:Press.office@whsmith.co.uk)

## Notes to editors

### [\\*British Phonographic Industry](#)

### [UK vinyl LP sales increase for a 16th consecutive year as the physical music market enjoys a strong 12 month](#)

<https://www.bpi.co.uk/news-analysis/uk-vinyl-lp-sales-increase-for-a-16th-consecutive-year-as-the-physical-music-market-enjoys-a-strong-12-months>

Full list of 80 stores:

Beeston	Ely	Kingston	Southport
Berkhampstead	Epsom	Leighton Buzzard	Southsea
Bluewater Park	Exeter	Lewisham	Stafford
Brecon	Exmouth	Lichfield	Swanage
Brent Cross	Glasgow	Liverpool	Taunton
Bromley	Gloucester	Llanelli	Teeside Retail Park
Broughton Parc	Grantham	Marlborough	Temple Fortune
Bury St Edmunds	Great Yarmouth	Marlow	Twickenham
Buxton	Gyle	Meadowhall	Uckfield
Canterbury	Hamilton	Monks Cross	Wallington
Carlisle	Harpenden	Monmouth	Warrington
Chester	Haslemere	Morpeth	Watford
Cirencester	Hastings	Newport I Of W	Weston Super Mare
Crawley	Havant	Northallerton	White City
Cribbs Causeway	Haywards Heath	Perth	Wimbledon
Darlington	Hempstead Valley	Petersfield	Witney
Deal	Henley	Preston Deepdale	York
Douglas	Hereford	Romford	
Dumfries	High Wycombe	Salisbury	
East Kilbride	Honiton	Scarborough	
Elgin	Jersey	Sevenoaks	