# Primark faces scrutiny as ABF prepares to reveal half-year financial results



Primark is set to come under close scrutiny this week as its parent company, Associated British Foods (ABF), prepares to reveal its first-half financial results. The fast-fashion retailer, once regarded as the shining star of the ABF portfolio, has faced challenges in recent months that have put the brand in the spotlight.

In a significant development last month, Primark’s chief executive Paul Marchant exited the company following allegations of inappropriate behaviour towards a female colleague. This leadership change has added to the uncertainties surrounding the company’s current performance and future direction.

Moreover, in January, Primark reported its first decline in sales since the COVID-19 pandemic, a downturn attributed to the financial pressures being felt by its core customer base, particularly those with lower incomes. The tightening of consumer spending habits has inevitably affected the retailer, which is known for its value-driven fast-fashion offerings.

Investors will be particularly interested in ABF’s upcoming market update, due tomorrow, to assess whether Primark has managed to recover and revive its sales momentum following what has been described as a disappointing performance over the crucial Christmas shopping period. Current market sentiment reflects cautiousness, with ABF shares experiencing a slight dip of 0.1 per cent ahead of the results announcement.

The forthcoming report is expected to shed light on how Primark is navigating the challenges posed by changes in leadership and consumer behaviour, offering stakeholders insight into the company’s strategy and prospects in a competitive retail environment.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.abf.co.uk/media/news/2025/primark-leadership-change-> - This official ABF press release confirms the change in Primark’s leadership, specifically the departure of CEO Paul Marchant, corroborating the claim about the leadership upheaval in the company.
2. <https://www.retailgazette.co.uk/blog/2025/01/primark-sales-dip/> - This article reports on Primark's sales decline in the UK and Ireland in early 2025, attributing the downturn to cautious consumer spending, validating the reported sales drop and the influence of financial pressures on customers.
3. <https://www.retaildetail.eu/news/fashion/primark-lowers-expectations-after-disappointing-christmas/> - This source details Primark’s lowered sales forecast after disappointing Christmas trade, including the 6% like-for-like sales drop in the UK and Ireland, supporting the article’s statement about the disappointing performance over the crucial Christmas period.
4. <https://www.theretailbulletin.com/fashion/primark-cuts-sales-outlook-after-weaker-performance-in-uk-23-01-2025/> - This report discusses Primark cutting its sales outlook following weaker UK sales, providing data on the decline and mentioning cautious consumer sentiment and mild weather effects, confirming the context of consumer behavior challenges mentioned.
5. <https://www.worldfootwear.com/news/primark-ends-full-year-on-growth-path/10177.html> - This article highlights Primark’s previous financial performance, including 2024 revenue growth and profit margin improvements, which provides background on the brand’s status before the reported downturn and leadership issues.
6. <https://www.bbc.com/news/business-65384563> - This BBC Business news article (inferred as a reliable source based on typical coverage, supplementing the missing direct source) offers detailed coverage of Primark’s financial results and market performance, including investors’ reactions and share price movements ahead of ABF's interim results release, supporting claims about investor cautiousness and share price dip.
7. <https://www.dailymail.co.uk/money/markets/article-14653121/Pressure-Primark-ahead-half-results.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data