

FTSE 100's best and worst-performing stocks of 2024 – from British Airways owner to JD Sports

The FTSE 100 yielded a return of 5.8 per cent in 2024, but beneath the surface, a distinct divide has emerged between the winners and losers of the blue-chip index. Several stocks have been dropped from London's main index, including Burberry, [Easyjet](#), and Ocado, making way for heavyweights such as Games Workshop and Alliance Witan.

Approximately half of the index has generated a double-digit return, with eighteen companies growing by more than 30 per cent, indicating some clear victors. The top-performing FTSE 100 stock in 2024 was British Airways' parent company, International Consolidated Airlines, which nearly doubled in value over the year, as reported by [City AM](#).

The airline embarked on a £7bn transformation plan this year, with analysts optimistic about its long-term benefits. Rolls-Royce was a close second, gaining over 90 per cent throughout 2024.

The Derby-based giant profited from a resurgence in the aviation sector and increasing interest in nuclear power. Over the past two years, Rolls-Royce has returned more than 500 per cent.



JD Sports in central London

(Image: PA)

Natwest was the third best-performing stock on the FTSE 100, growing by over 80 per cent. A robust set of results boosted the Big Four bank in October when it reported a 26 per cent increase in third-quarter profit.

[Barclays](#)' stock reached a nine-year high in October, buoyed by high profits from its investment banking division and a resilient performance from Barclays' UK bank.

The FTSE 100's best-performing stocks have seen impressive returns, with International Consolidated Airlines leading the pack at a 93.5% increase, followed closely by Rolls-Royce and Natwest with 90.7% and 80.5% respectively. DS Smith and Barclays also performed well, with gains of 77% and 72.7%.

Conversely, examining the poorest performers reveals that two

retailers have felt the brunt of market challenges. JD Sports experienced a significant drop, losing over 40% of its value.

“JD Sports started the year with a profit warning caused by mild weather and heavy discounting affecting pre-Christmas 2023 sales,” explained AJ Bell analyst Dan Coatsworth. “The share price took a beating and only started to recover in earnest during the summer. The retailer was subsequently knocked for six by more weather problems and complaints that the US election hurt demand.”

B&M has also faced difficulties delivering positive market results, with founder Bobby Arora announcing his departure from the company in 2025. Other notable declines include Vistry, Spirax, and Croda, with their shares falling by 38.4%, 32.9%, and 31.7% respectively.

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