KNIGHTSBRIDGE PARTNERSHIP

PROVIDING BUSINESS SUPPORT AND INSIGHTS

January 2023

Spend – January 2023

- Retail sales in Knightsbridge increased by +21% from January 2022 to January 2023 and stood at +7% above January 2019. The year-on-year growth in sales is substantially behind Marylebone and Sloane Square, but significantly ahead of King's Road.

- The increase in year-on-year sales was driven by a +24% increase in customer numbers, while year-on-2019 customer levels for January remained stable. Average Revenue Per Customer (ARPC) was up +4% compared to January 2022, and also exceeded the levels recorded in December 2022, a pattern not previously recorded between 2019 to date.

- Fashion sales rose by a substantial +130% from January 2022 to January 2023 and the year-on-2019 performance was also up by +71%. Food & Drink sales decreased by -6% on a year-on-year basis and its year-on-2019 performance was down -12%. General Retail grew by +17% on a year-on-year basis and remained at the average sales level for 2022.

- The share of year-on-year sales to customers from Rest of GB rose, from 55% in January 2019 to 62% in January 2023. The share of customers from Chelsea & Kensington remained stable at 17% year-on-year.

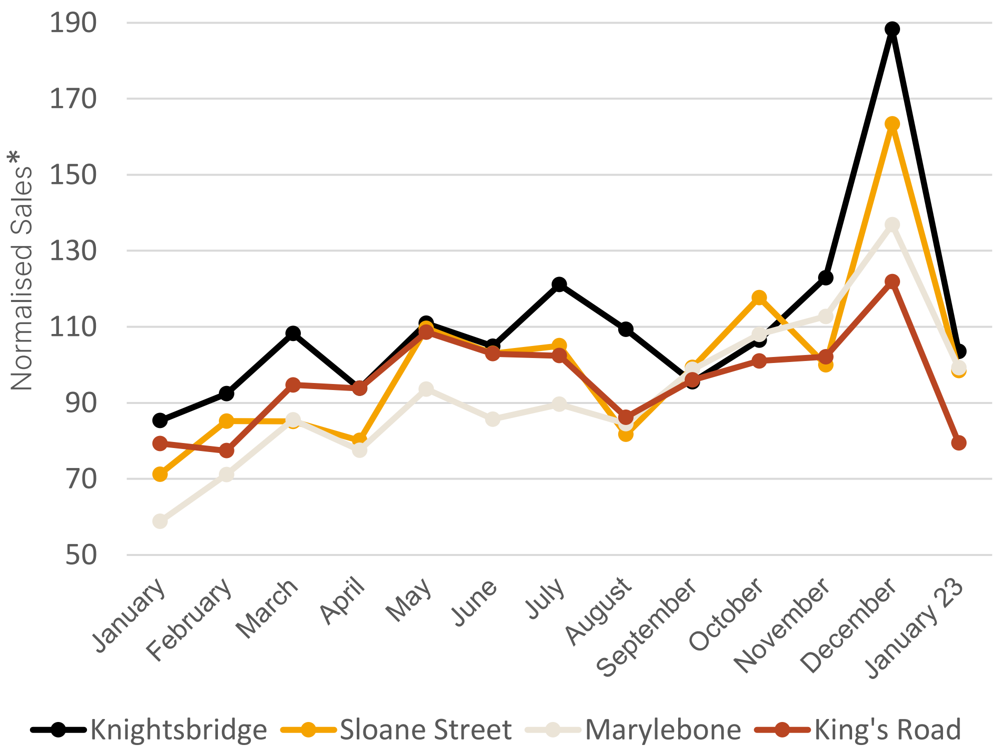
BUSINESS INSIGHT – SPEND DATA
January 2023

Spend Data

A partnership with Beauclair Data has been brokered for the benefit of all members. Beauclair specialise in sourcing and analysing big data for the benefit of local communities and neighbourhoods. This will provide members with an in-depth review of the Knightsbridge customer enabling them to make evidence driven decision making when planning for the future. The data comes from a national data set of offline transactions from over 11 million debit and credit cards - each transaction is geo tagged and delivered in real time, tracking merchant location and sector. All data is anonymized and aggregated.

Area Sales – December 22- January 2023

Retail sales in Knightsbridge increased by +21% from January 2022 to January 2023 and stood at +7% above January 2019.

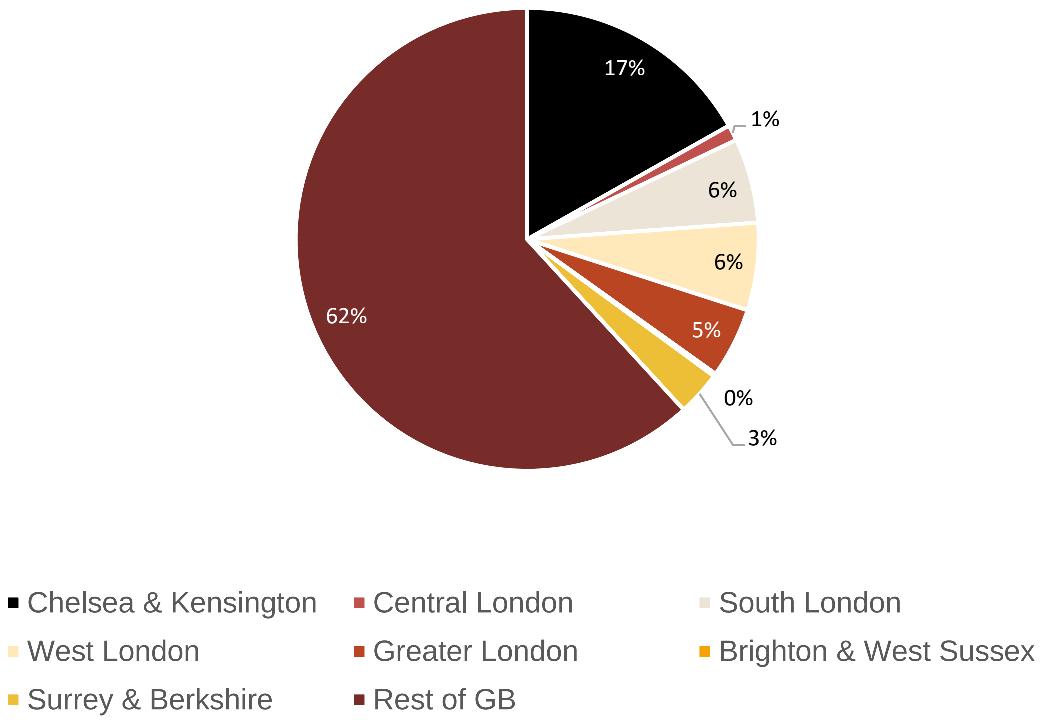


*Values are normalised to average month in 2019

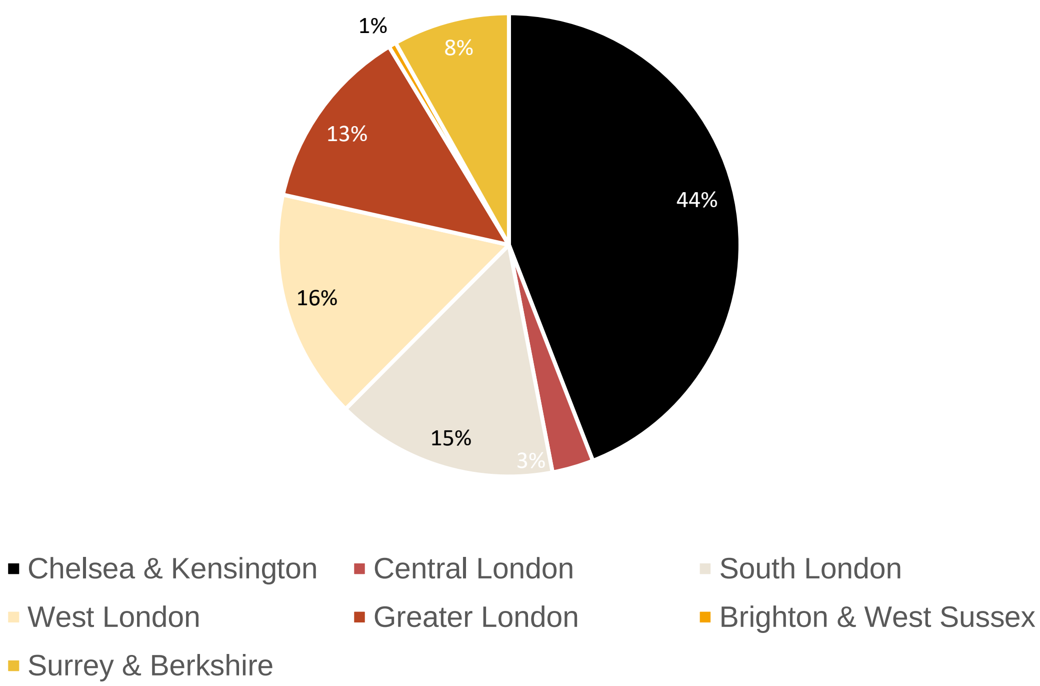
BUSINESS INSIGHT - CUSTOMERS

Origin Sales Contribution

In January 2023, 62% of total sales were from the rest of GB category and 17% from customers from within the Royal Borough of Chelsea and Kensington. There was a rise in visitors from Greater London compared to the end of 2022.



Origin Sales Contribution excl. Rest of GB



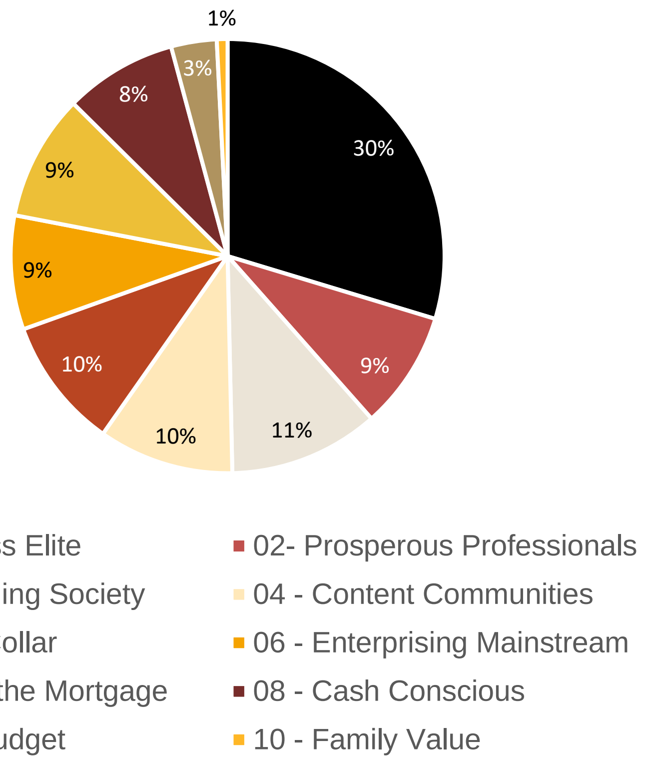
KNIGHTSBRIDGE PARTNERSHIP

BUSINESS INSIGHT - CUSTOMERS

Demographic Sales Contribution

In January, 30% of Knightsbridge catchment fall within the 01- Business Elite customer affluence score, which is the most affluent CAMEO type. January saw a 4-5% fall within 04 – Content Communities and in 03-Flourishing Society CAMEO types compared to December.

In January the level of sales significantly reduced compared to December, however 60% of customers fell within the top 4 customer affluence categories.



Customer Affluence Score

CAMEO UK, produced by Transunion, classifies over 50 million British consumers at postcode, household and individual level into 10 key marketing segments based primarily on affluence

Customer affluence is calculated by analysing the percentage of spend from each CAMEO-type for a given area, sector or time period

A lower affluence score equates to a more affluent customer base

A customer affluence score of 1 = 100% of sales from the most affluent CAMEO-type: 01 - Business Elite

A customer affluence score of 10 = 100% of sales from the least affluent CAMEO-type: 10 - Family Value

BUSINESS INSIGHT - SECTOR

Average Transaction Value

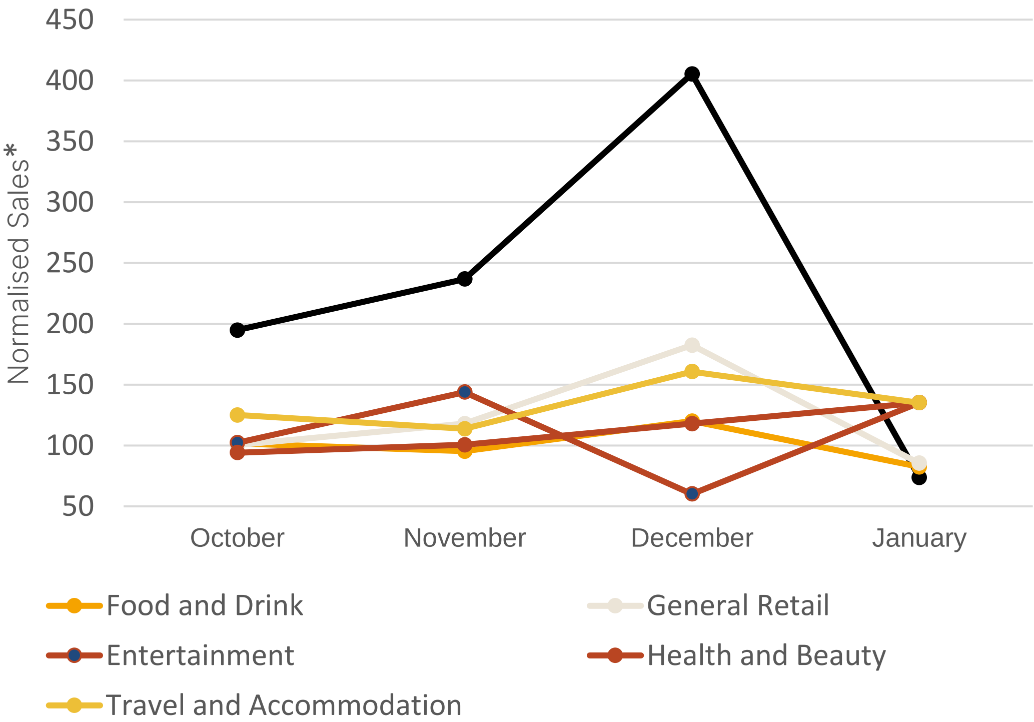
Fashion, food and drink, general retail and travel and accommodation saw an increase in the average transaction value compared to 2020.

Entertainment, health and beauty and household saw a decline in the average transaction value compared to 2020.

SECTOR	ATV Jan 20	ATV Jan 23	Percentage Change	
Fashion	£54.98	£65.83	19.7%	↑
Food & Drink	£12.73	£15.42	21.1%	↑
General Retail	£99.44	£131.42	32.2%	↑
Entertainment	£100.38	£29.89	70.2%	↓
Health and Beauty	£87.38	£77.34	11.5%	↓
Household	£864.60	£62.01	92.8%	↓
Travel and Accommodation	£74.68	£94.35	26.3%	↑

Sector Sales

Fashion sales rose by a substantial +130% from January 2022 to January 2023 and the year-on-2019 performance was also up by +71% Food & Drink sales decreased by -6% on a year-on-year basis and its year-on-2019 performance was down -12%. General Retail grew by +17% on a year-on-year basis and remained at the average sales level for 2022.



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