PROVIDING BUSINESS SUPPORT AND INSIGHTS

March 2023

Spend – March 2023

- Retail sales in Knightsbridge decreased by -5% from March 2022 to March 2023, but were up +9% over March 2019.
- Ramadan occurred from Evening of Fri, Apr 1, 2022 - Evening of Sun, May 1, 2022 compared to Evening of Wed, Mar 22, 2023 - Evening of Fri, Apr 21, 2023.
- The year-on-year performance was substantially behind Marylebone and Sloane Square but above King's Road, although compared to March 2019 Knightsbridge had the strongest performance.
- The decrease in year-on-year sales continued despite a +8% increase in customers, with a significant drop in Average Revenue Per Customer (ARPC) of -12%.
- Of the major sectors, Fashion sales had the largest growth, up +71% year-on-year, and up +129% on a year-on-2019 basis.
- General Retail and Food & Drink sales decreased compared to March 2022. General Retail sales decreased by -13% on a year-on-year basis however, its year-on-2019 performance was up +3%. Food & Drink decreased by -5% on a year-on year basis and was down -15% compared to March 2019.
- There were some significant year-on-year changes in the share of sales to customers from different catchment areas:
    - Rest of GB fell from 59% to 52% and Chelsea & Kensington decreased from 22% to 12%. Meanwhile Greater London rose from 4% to 11% and South London rose from 5% to 10%.

KNIGHTSBRIDGE
PARTNERSHIP

BUSINESS INSIGHT – SPEND DATA

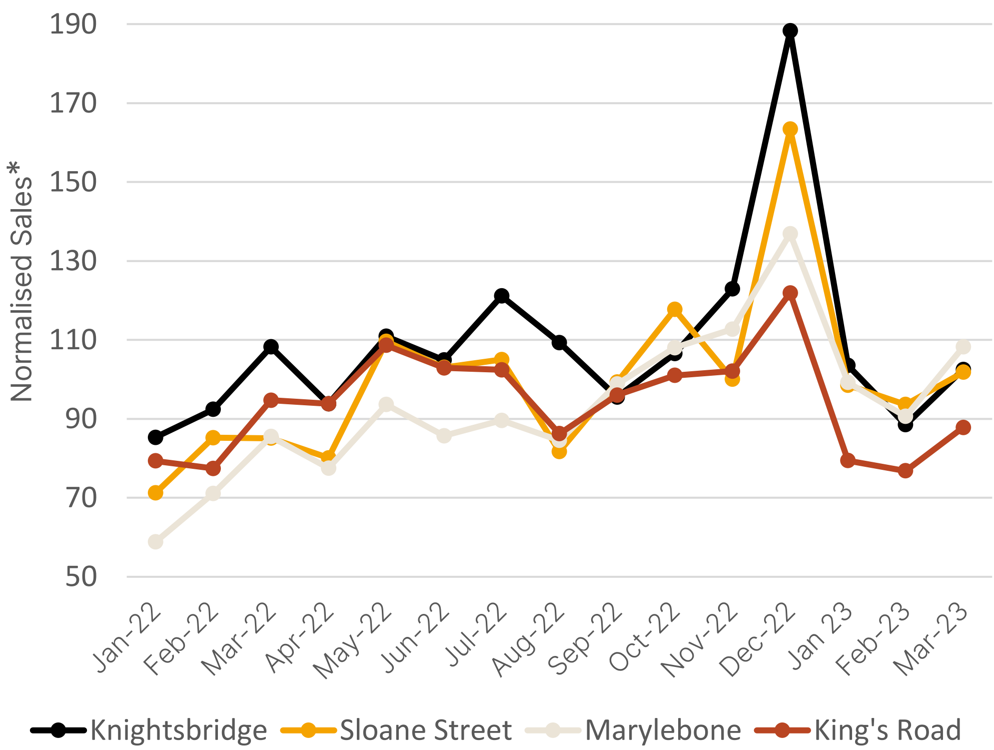
March 2023

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 – March 23

Retail sales in Knightsbridge decreased by -5% from March 2022 to March 2023, but were up +9% over March 2019.

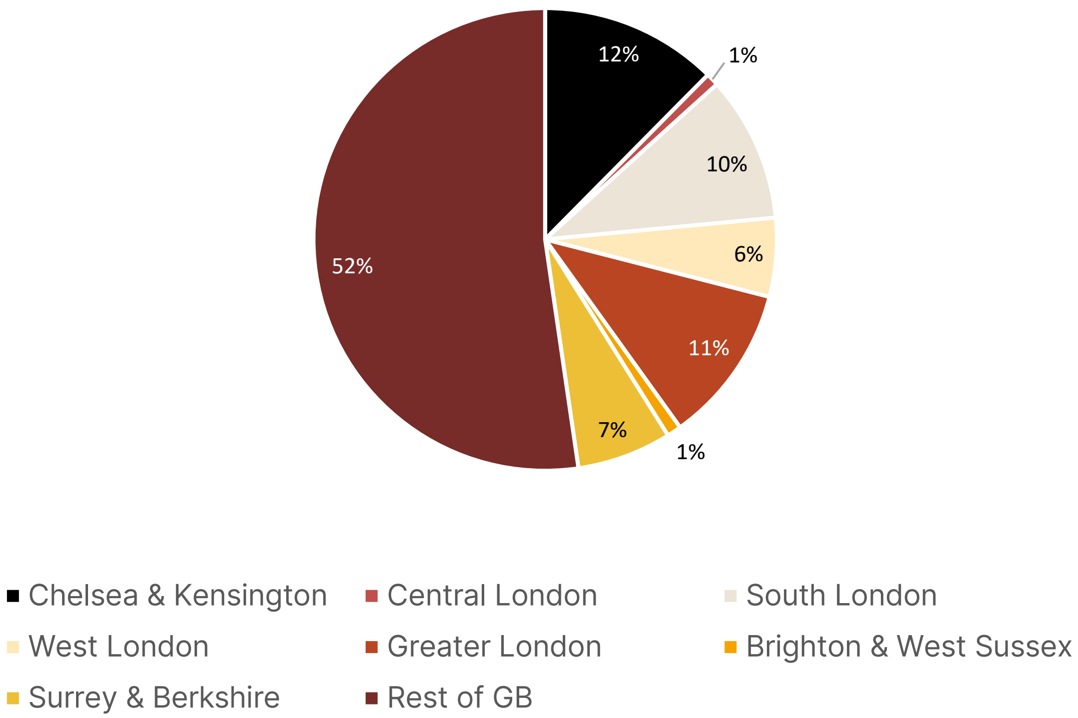


*Values are normalised to average month in 2019

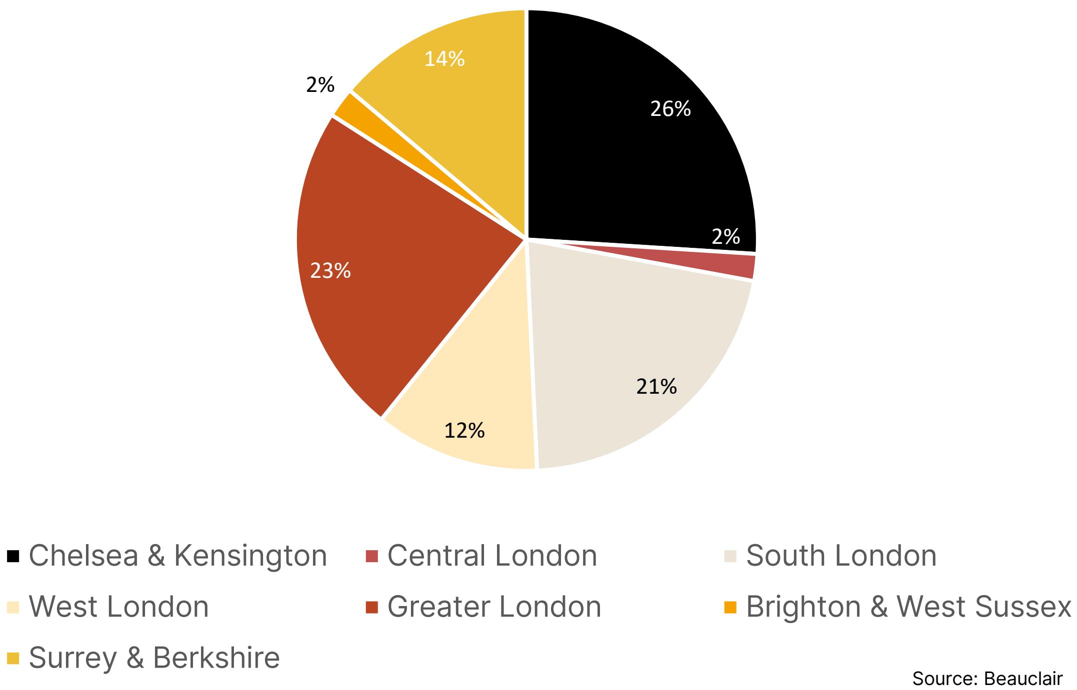
BUSINESS INSIGHT - CUSTOMERS

Origin Sales Contribution

In March 2023, 52.3% of total sales were from the rest of GB category, down from 60.6% in February and 12.4% from customers from within the Royal Borough of Chelsea and Kensington. The share of customers from South London rose from 5% in February to 10% in March.



Origin Sales Contribution excl. Rest of GB



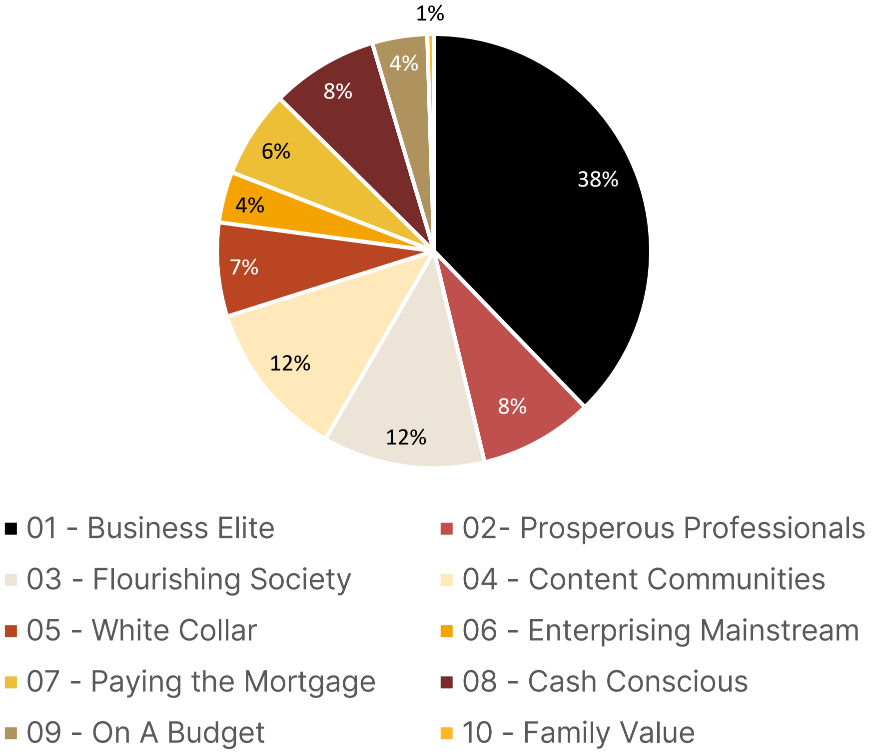
Source: Beauclair

BUSINESS INSIGHT - CUSTOMERS

Demographic Sales Contribution

In March, 37.8% of Knightsbridge catchment fall within the 01- Business Elite customer affluence score, which is the most affluent CAMEO type. This was a rise of 2.8% compared to February 2023.

In March, 70.2% of the level of customers fell within the top 4 customer affluence categories, compared to 60% in January 2023 and 68% in February 2023.



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

Entertainment, travel and accommodation and food and drink saw an increase in the average transaction value compared to 2022.

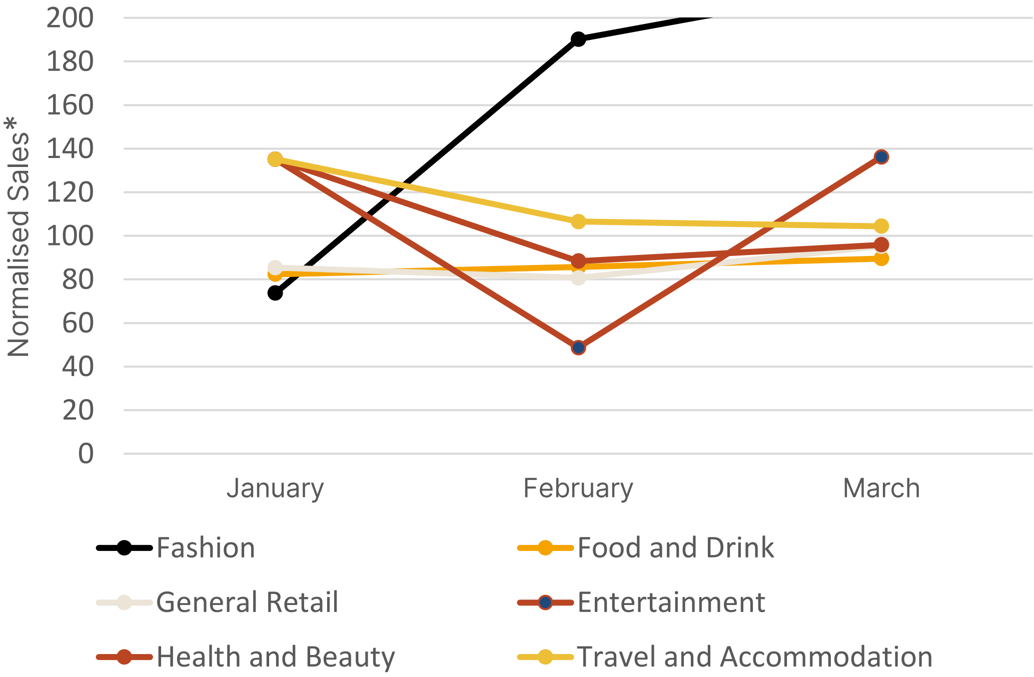
Fashion, general retail, health and beauty and household saw a decline in the average transaction value compared to 2022.

SECTOR	ATV Mar 22	ATV Mar 23	Percentage Change	
Fashion	£143.16	£123.12	14%	↓
Food & Drink	£15.40	£15.43	0.2%	↑
General Retail	£154.74	£132.76	14.2%	↓
Entertainment	£50.20	£93.92	87.1%	↑
Health and Beauty	£97.51	£86.72	11.1%	↓
Household	£4,164.83	£74.93	98%	↓
Travel and Accommodation	£60.40	£82.63	36.8%	↑

Sector Sales

Of the major sectors, Fashion sales had the largest growth, up +71% year-on-year, and up +129% on a year-on-2019 basis.

General Retail and Food & Drink sales decreased compared to March 2022. General Retail sales decreased by -13% on a year-on-year basis however, its year-on-2019 performance was up +3%. Food & Drink decreased by -5% on a year-on year basis and was down -15% compared to March 2019.



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