PROVIDING BUSINESS SUPPORT AND INSIGHTS

April 2023

Spend – April 2023

- Retail sales in Knightsbridge increased +21% from April 2022 to April 2023, ahead of both King's Road and Sloane Square.
- The primary driver of the increase in sales was an +18% increase in customers, with just a marginal increase in Average Revenue Per Customer (ARPC).
- Sales from the four largest sectors increased on both a year-on-year and year-on-2019 basis with Fashion continuing to be the strongest performer, followed by Health & Beauty. General Retail increased by +10% on a year-on-year basis.
- Comparing the last 12 months against calendar year 2019, the share of sales to different catchment areas is broadly similar, with the biggest change being the increase in share of sales to customers from Rest of GB which averaged 63% over the last 12 months compared to 59% in 2019.

Source: Beauclair

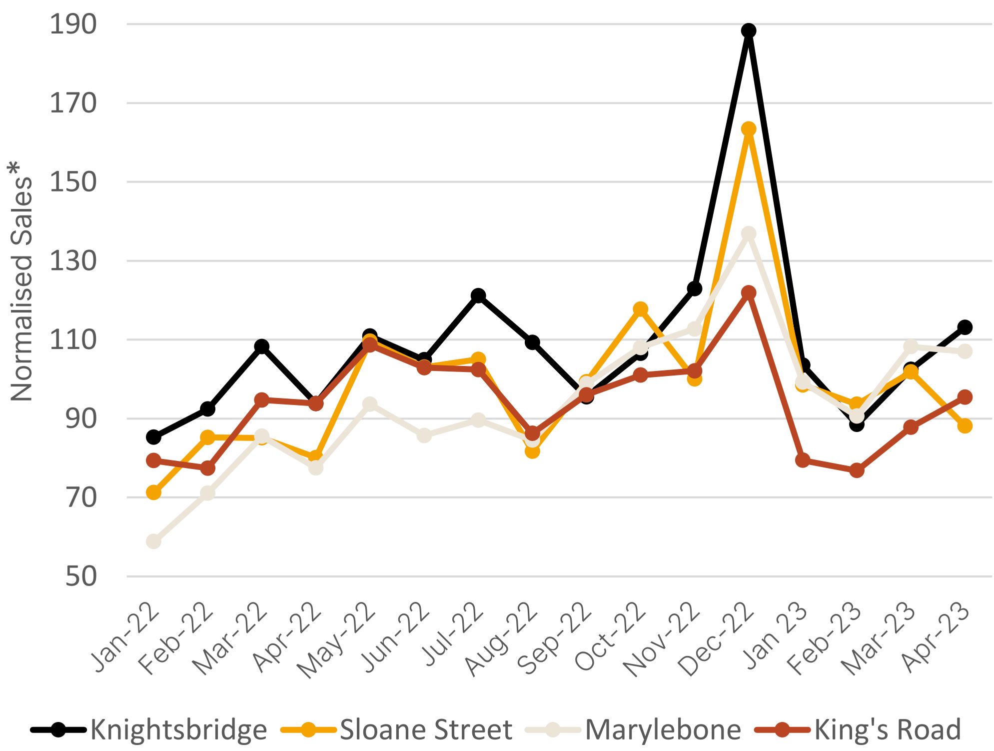
BUSINESS INSIGHT – SPEND DATA
March 2023

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 increased +21% from April 2022 to April 2023, ahead of both King’s Road and Sloane Square.

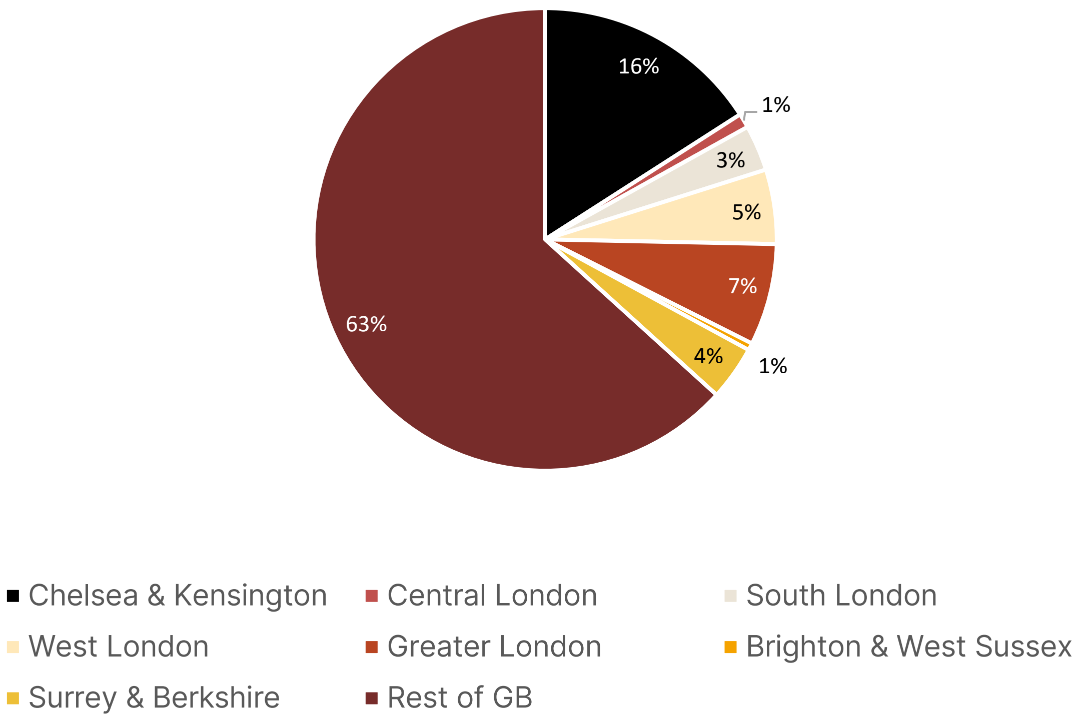


*Values are normalised to average month in 2019

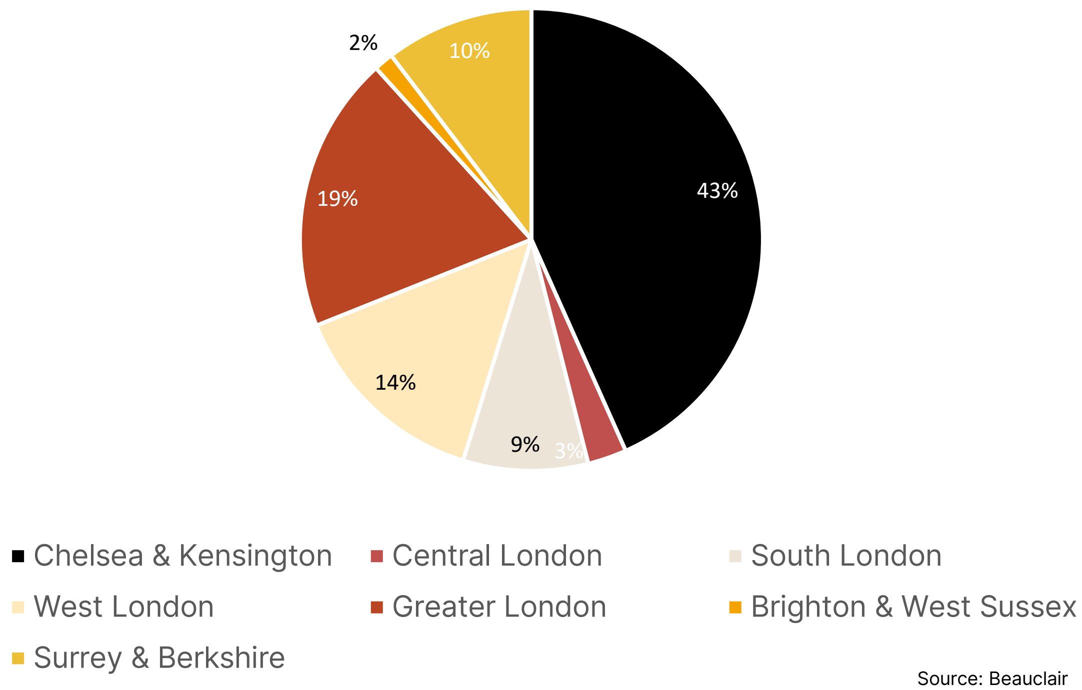
BUSINESS INSIGHT - CUSTOMERS

Origin Sales Contribution

In April 2023, 63.2% of total sales were from the rest of GB category, up from 52.3% in February and 15.9% from customers from within the Royal Borough of Chelsea and Kensington.



Origin Sales Contribution excl. Rest of GB



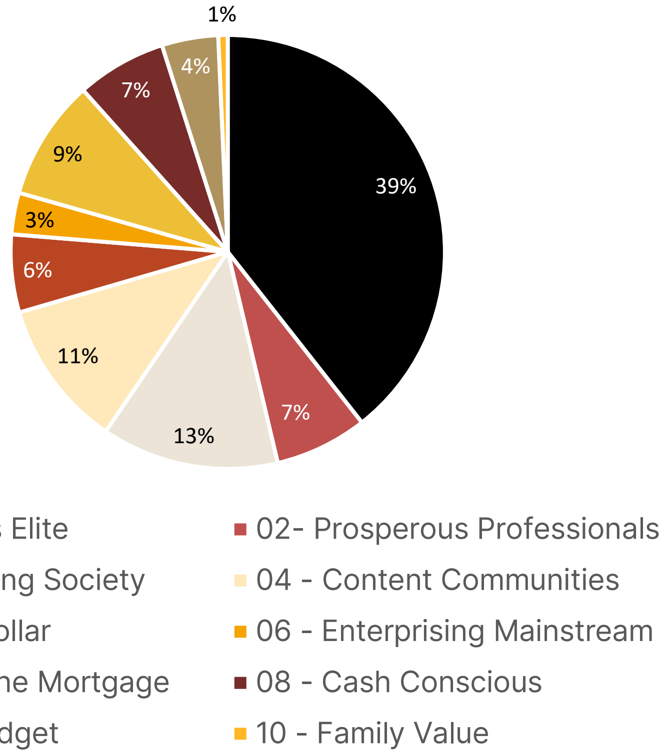
Source: Beauclair

BUSINESS INSIGHT - CUSTOMERS

Demographic Sales Contribution

In April, 39.4% of Knightsbridge catchment fall within the 01- Business Elite customer affluence score, which is the most affluent CAMEO type. This was a rise of 1.6% compared to March 2023.

In April, 70.5% of the level of customers fell within the top 4 customer affluence categories, compared to 60% in January 2023 and 70.2% in March 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

KNIGHTSBRIDGE PARTNERSHIP

BUSINESS INSIGHT - SECTOR

Average Transaction Value

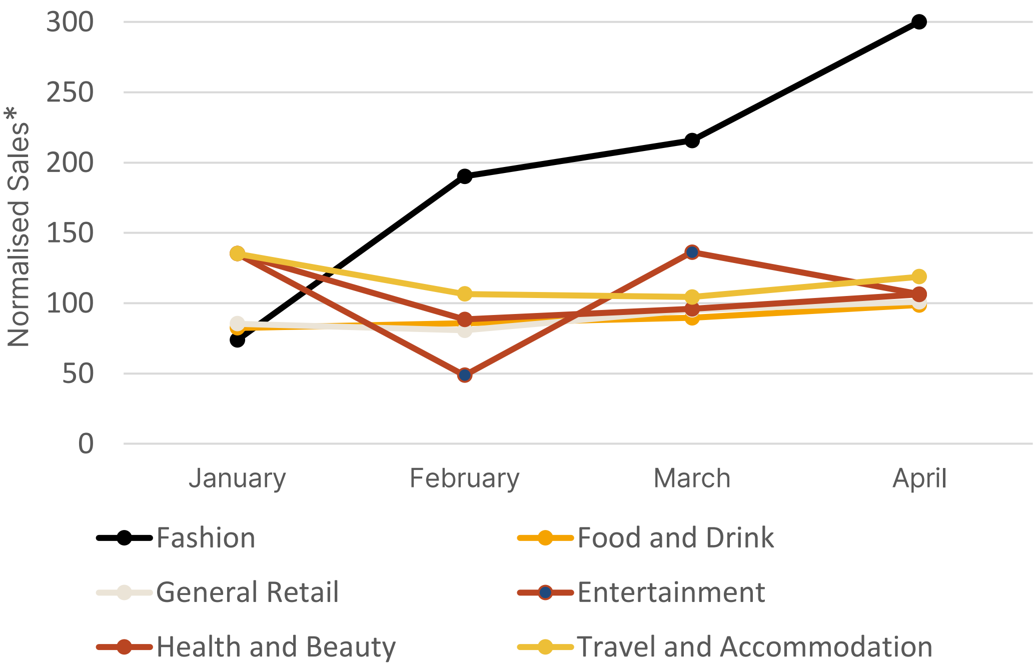
General retail, travel and accommodation, food & drink and health and beauty saw an increase in the average transaction value compared to 2022.

Fashion, entertainment and household saw a decline in the average transaction value compared to 2022.

SECTOR	ATV April 22	ATV April 23	Percentage Change	
Fashion	£117.39	£117.25	0.1%	↓
Food & Drink	£15.36	£15.89	0.2%	↑
General Retail	£124.28	£133.98	14.2%	↑
Entertainment	£92.69	£46.83	87.1%	↓
Health and Beauty	£78.06	£97.18	11.1%	↑
Household	£83.50	£49.51	98%	↓
Travel and Accommodation	£58.47	£88.87	36.8%	↑

Sector Sales

Sales from the four largest sectors increased on both a year-on-year and year-on-2019 basis with Fashion continuing to be the strongest performer, followed by Health & Beauty. General Retail increased by +10% on a year-on-year basis.



*Values are normalised to average month in 2019

Source: Beauclair