KNIGHTSBRIDGE
PARTNERSHIP

PROVIDING BUSINESS SUPPORT AND INSIGHTS

May 2023

Spend – May 2023

- Retail sales in Knightsbridge increased +3% from May 2022 to May 2023, ahead of both King's Road (-4%) and Sloane Square (-1%) but behind Marylebone (+19%). On a year-on-2019 basis, Knightsbridge has the strongest sales performance.
- A year-on-year increase in customers of +12% offset an -8% decline in Average Revenue Per Customer (ARPC).
- Sales from Fashion, Food & Drink, General Retail and Health & Beauty all increased by +3% to +6% on a year-on-year basis. On a year-on-2019 basis, Fashion sales have sky-rocketed, but the other three sectors have also grown by +5% to +11%.
- Share of sales to customers from the combined areas of Chelsea & Kensington, Central London, South London and West London have declined from 33% in 2019 to 27% in 2023, while over the same time period share of sales to customers from the rest of Greater London have increased from 4% to 10%.
- The share of sales to customers from Rest of GB has declined in 2023 to an average of 58%, close to the 2019 average of 59% and lower than the 2022 average of 64%.

BUSINESS INSIGHT – SPEND DATA

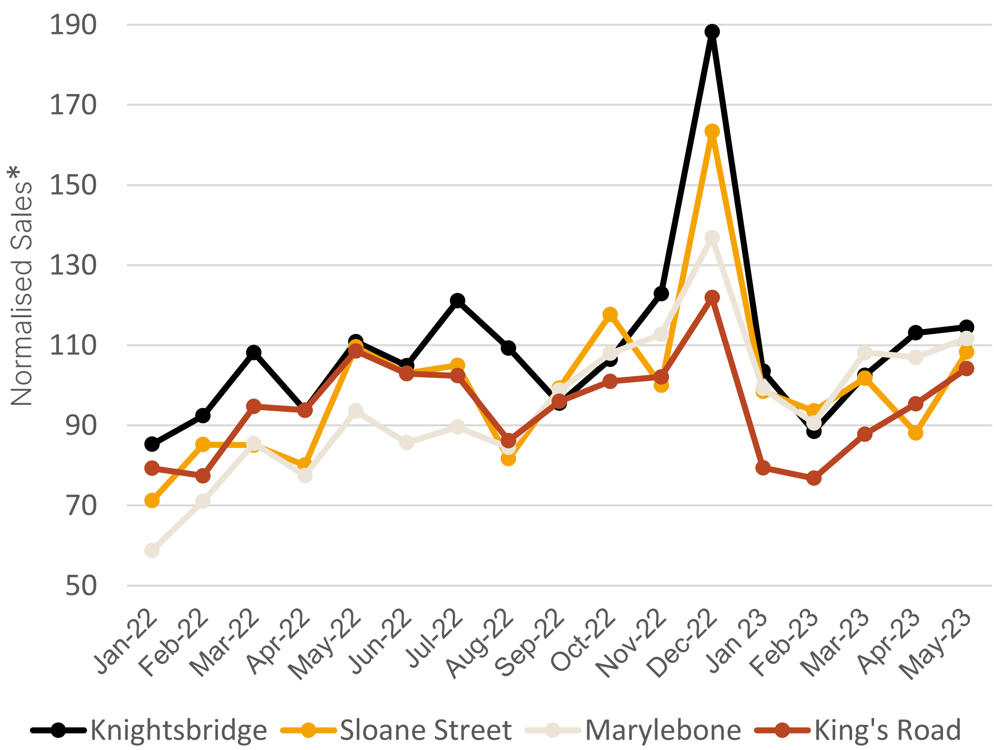
April 2023

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 – May 23

Retail sales in Knightsbridge increased +3% from May 2022 to May 2023, ahead of both King's Road (-4%) and Sloane Square (-1%) but behind Marylebone (+19%). On a year-on-2019 basis, Knightsbridge has the strongest sales performance.



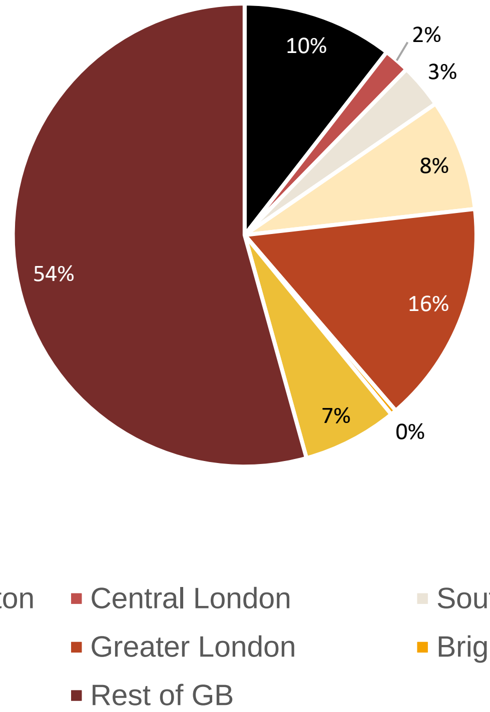
*Values are normalised to average month in 2019

KNIGHTSBRIDGE PARTNERSHIP

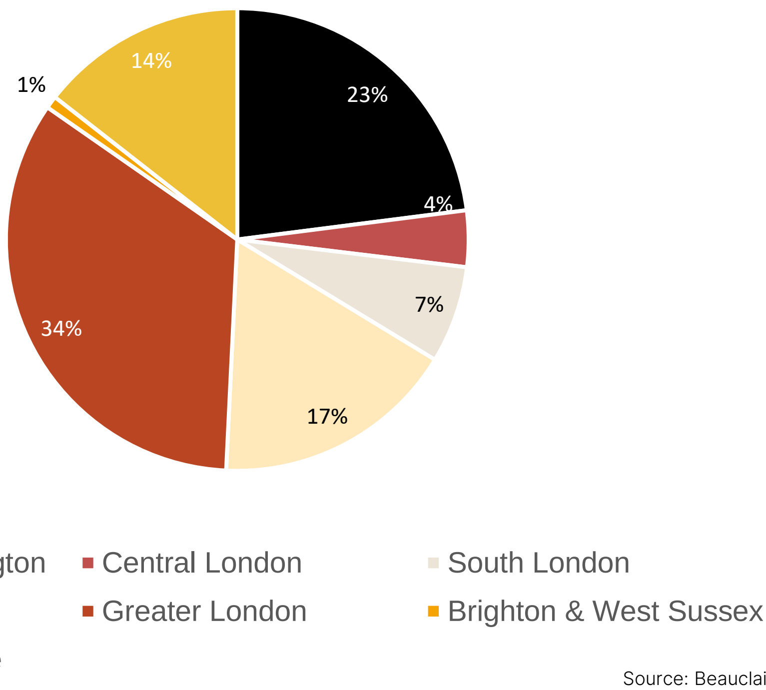
BUSINESS INSIGHT - CUSTOMERS

Origin Sales Contribution

In May 2023, 54.3% of total sales were from the rest of GB category and 15.5% from customers in Greater London, a rise of 8% compared to April.



Origin Sales Contribution excl. Rest of GB



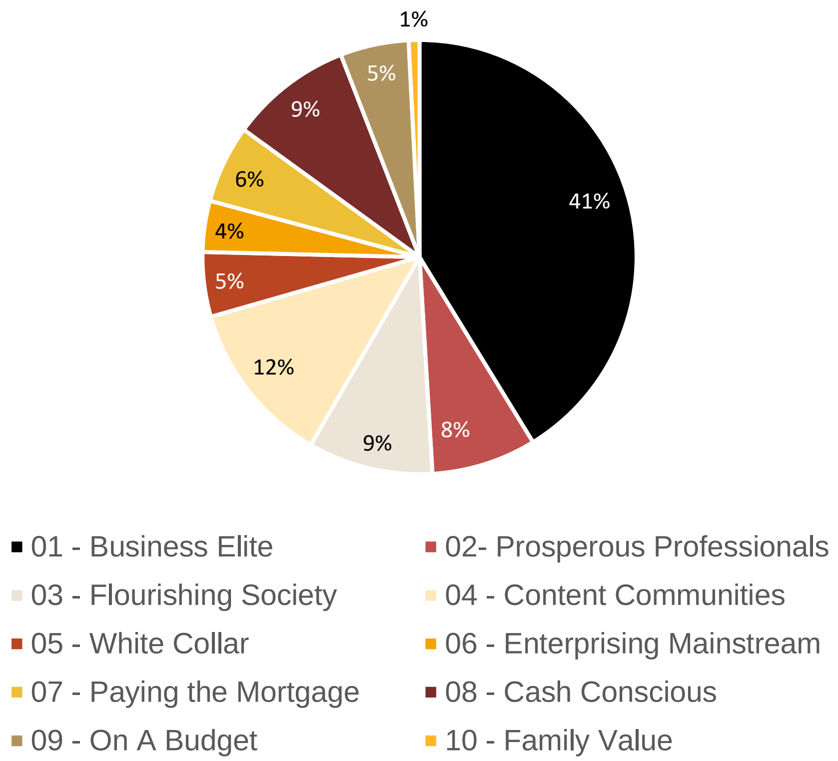
Source: Beauclair

BUSINESS INSIGHT - CUSTOMERS

Demographic Sales Contribution

In May, 41.2% of Knightsbridge catchment fall within the 01- Business Elite customer affluence score, which is the most affluent CAMEO type. This was a rise of 1.8% compared to April 2023.

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

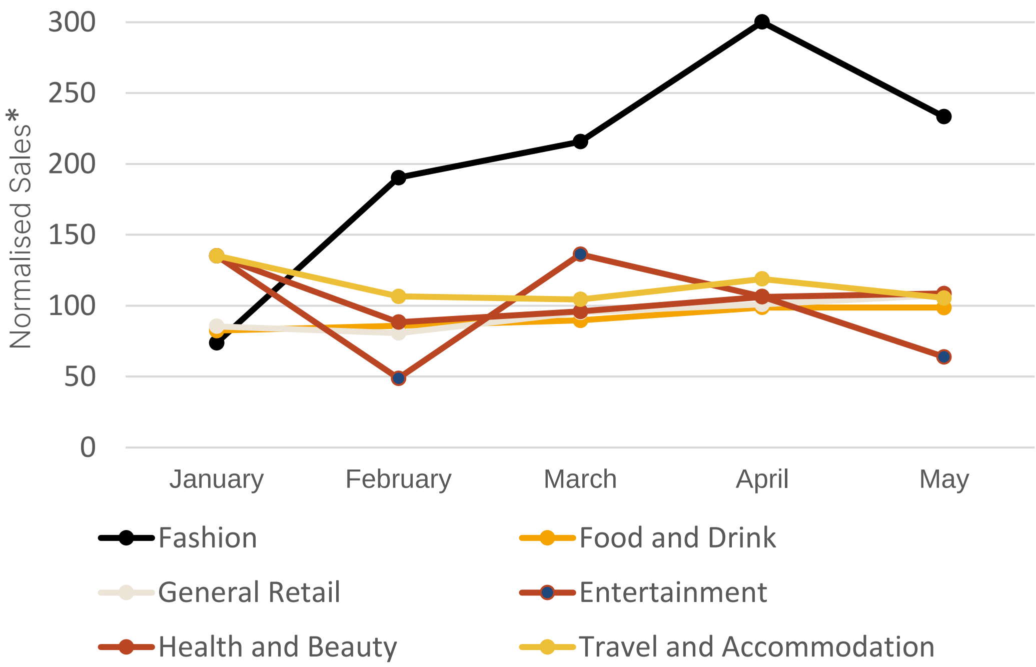
In May, general retail, entertainment and household saw an increase in the average transaction value compared to 2022.

Fashion, travel and accommodation, food & drink and health & beauty saw a decline in the average transaction value compared to 2022.

SECTOR	ATV May 22	ATV May 23	Percentage Change	
Fashion	£168.52	£101.70	39.7%	↓
Food & Drink	£14.79	£14.37	2.8%	↓
General Retail	£142.36	£144.20	1.3%	↑
Entertainment	£35.78	£37.07	3.6%	↑
Health and Beauty	£99.45	£95.73	3.7%	↓
Household	£55.50	£119.71	114.9%	↑
Travel and Accommodation	£71.71	£68.56	4.4%	↓

Sector Sales

Sales from Fashion, Food & Drink, General Retail and Health & Beauty all increased by +3% to +6% on a year-on-year basis. On a year-on-2019 basis, Fashion sales have sky-rocketed, but the other three sectors have also grown by +5% to +11%.



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