KNIGHTSBRIDGE
PARTNERSHIP

PROVIDING BUSINESS SUPPORT AND INSIGHTS

June 2023

Spend – June 2023

- Retail sales in Knightsbridge increased +4% from June 2022 to June 2023, ahead of King's Road (+1%), but behind Sloane Street (+9%) and Marylebone (+27%). We see the same trends on a year-on-2019 basis.
- Knightsbridge sales growth is driven by a +17% increase in customers, offset by a -11% fall in Average Revenue Per Customer (ARPC).
- June 2023 vs June 2022, Food & Drink had the strongest sales growth +14%, although it contributes just 6% of Knightsbridge sales. General Retail sales, 76% of sales overall, grew by +4%. Fashion, 11% of June 2023 sales, had flat growth. Health & Beauty, with just 2% of sales, dropped by -8% on a year-on-year basis.
- On a year-on-2019 basis, Fashion sales continue to sky-rocket +83%, Health and Beauty is up +17%, while General Retail sales are flat, and Food & Drink is down -8%.
- Share of sales to customers from the combined areas of Chelsea & Kensington, Central London, South London and West London have declined further from 36% in June 2019 to 23% in June 2023, while over the same time period share of sales to customers from the rest of Greater London have increased from 5% to 11%.
- Share of sales to customers from Rest of GB is up from 54% in May to 59% in June 2023, in line with June 2019.

Source: Beauclair

BUSINESS INSIGHT – SPEND DATA

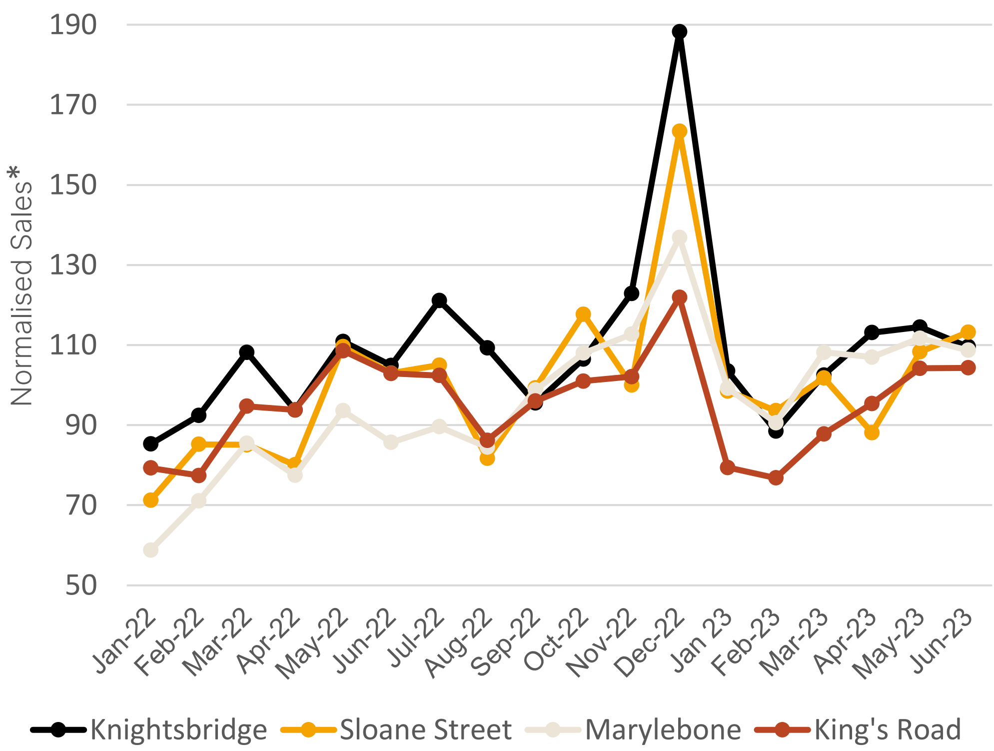
June 2023

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 – June 23

Retail sales in Knightsbridge increased +4% from June 2022 to June 2023, ahead of King's Road (+1%), but behind Sloane Street (+9%) and Marylebone (+27%). We see the same trends on a year-on-2019 basis.



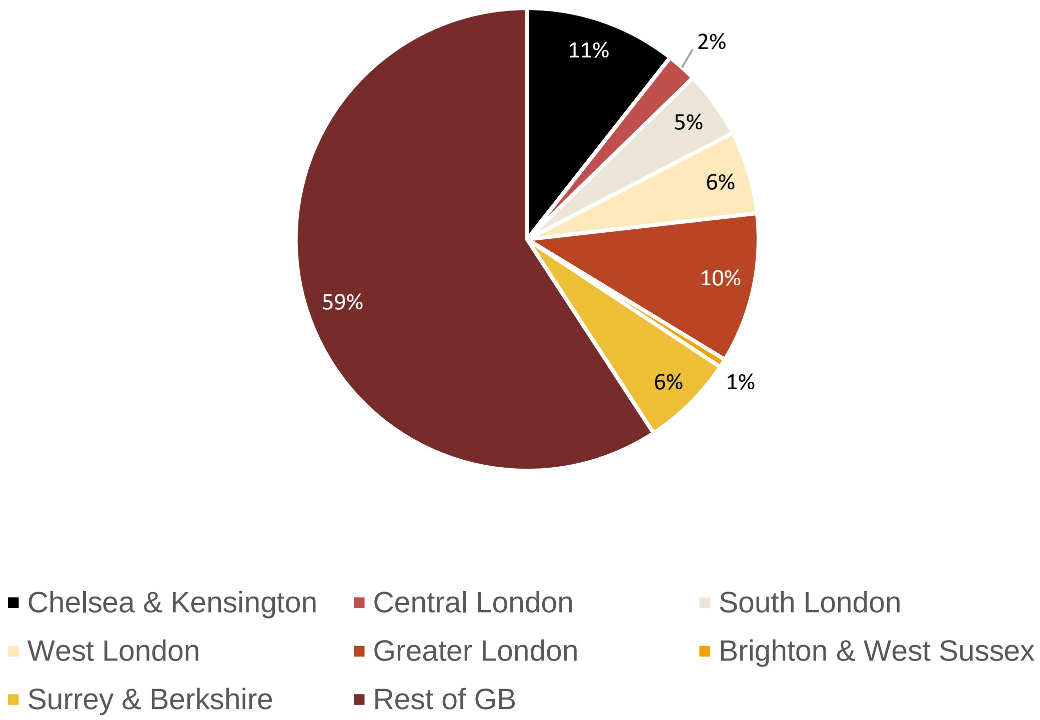
*Values are normalised to average month in 2019

KNIGHTSBRIDGE PARTNERSHIP

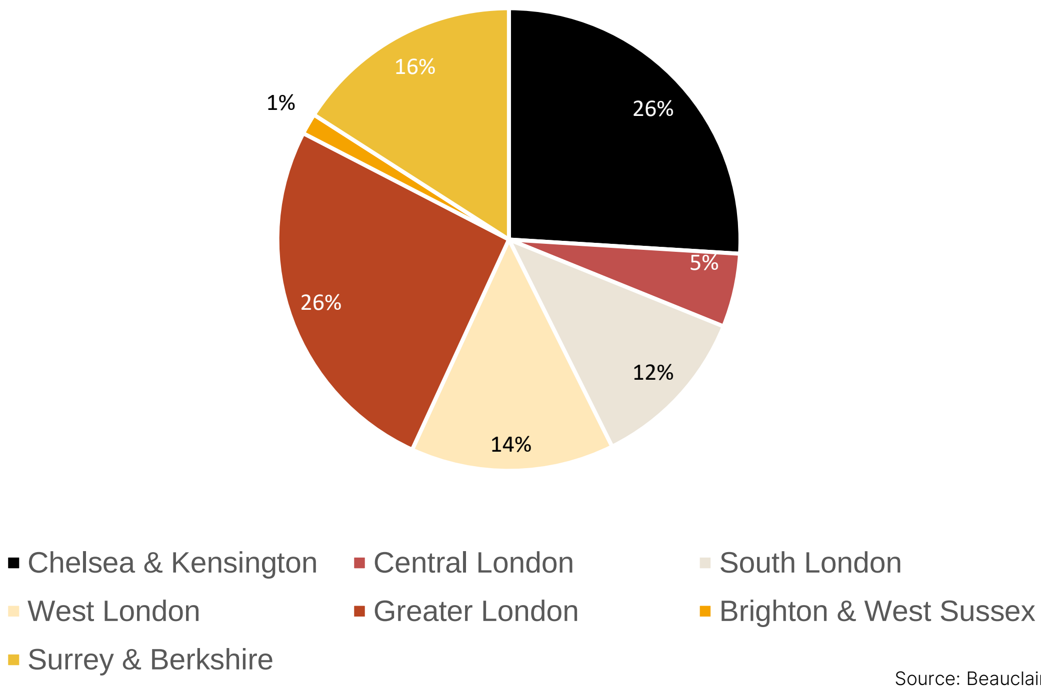
BUSINESS INSIGHT - CUSTOMERS

Origin Sales Contribution

In June 2023, 59.2% of total sales were from the rest of GB category, a rise of 5% compared to May and 10.6% from customers in Kensington and Chelsea.



Origin Sales Contribution excl. Rest of GB



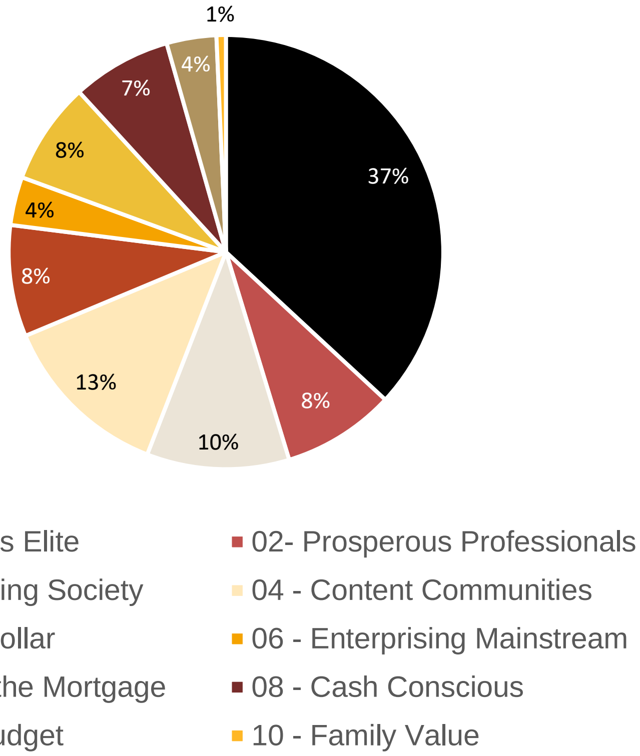
Source: Beauclair

BUSINESS INSIGHT - CUSTOMERS

Demographic Sales Contribution

In June, 36.9% of Knightsbridge catchment fall within the 01- Business Elite customer affluence score, which is the most affluent CAMEO type. This was a decline of 4.3% compared to May 2023.

In June, 68.7% of customers fell within the top 4 customer affluence categories, compared to 70.5% in May 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

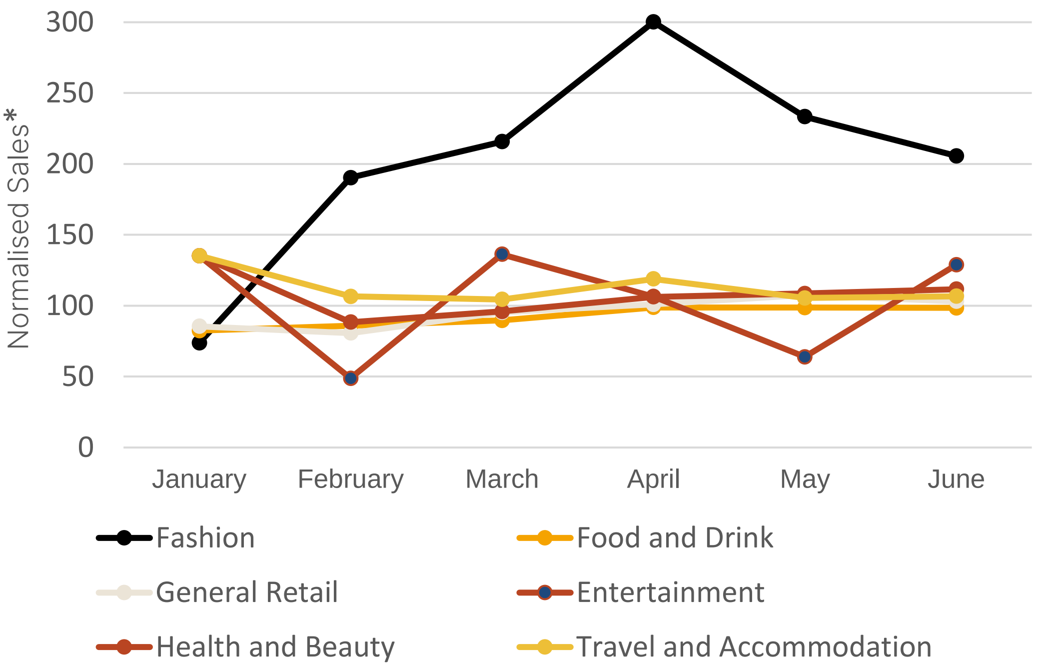
In June, food and drink, general retail, travel and accommodation saw an increase in the average transaction value compared to 2022.

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

SECTOR	ATV June 22	ATV June 23	Percentage Change	
Fashion	£117.92	£67.53	42.7%	↓
Food & Drink	£13.93	£14.56	4.5%	↑
General Retail	£137.33	£137.73	0.3%	↑
Entertainment	£93.50	£44.39	52.5%	↓
Health and Beauty	£106.33	£87.74	17.5%	↓
Household	£249.97	£95.27	61.9%	↓
Travel and Accommodation	£59.50	£76.38	28.4%	↑

Sector Sales

June 2023 vs June 2022, Food & Drink had the strongest sales growth +14%, although it contributes just 6% of Knightsbridge sales. General Retail sales, 76% of sales overall, grew by +4%. Fashion, 11% of June 2023 sales, had flat growth. Health & Beauty, with just 2% of sales, dropped by -8% on a year-on-year basis.



*Values are normalised to average month in 2019