KNIGHTSBRIDGE PARTNERSHIP

MONTHLY INSIGHTS REPORT

January 2025

KEY RESULTS – JANUARY 2025

Trading performance in the Knightsbridge District during January 2025 was lacklustre. Customer numbers did not increase from the previous January, and the amount and value of domestic spending in the District was lower than in January 2024. Customers, transactions and the ATV all declined annually in January, but by far the greatest drop was in the ATV, versus a rise in the ATV across UK towns and cities. Two of the three sectors that account for 90% of domestic spending in the District recorded declines from January 2024, with the only increase in being in Fashion. Fewer customers came from outside of the immediate catchment than in January 2024, which may well have played a part in the reduction in the ATV and in Food & Drink spending.

- Month on month decrease in footfall of -34.4% (-30.7% in the West End)
- Year on year on decrease in footfall of -0.4% (increase of +2.3% in the West End)

- Month on month decrease in domestic spending of -50.6% (-39.8% in UK towns and cities)
- Month on month decreases in all three metrics of customer numbers, transactions and ATV

- Annual decrease in domestic spending of -16.9% (decrease of -3.2% across UK towns and cities)
- Annual decrease in all three metrics of customer numbers, transactions and ATV
- Annual decrease in domestic spending in Food & Drink and General Retail, but an annual increase in Fashion spending
- Proportionately more domestic spending from the immediate catchment of Chelsea & Kensington than in January 2024
- Annual decrease in domestic spending in both Knightsbridge and Sloane Square, but annual increase in both Kings Road and Marylebone

INSIGHTS COMMENTARY – JANUARY 2025

Trading performance in the Knightsbridge District during January 2025 was lacklustre. Customer numbers did not increase from the previous January, and the amount and value of domestic spending in the District was lower than in January 2024. Customers, transactions and the ATV all declined annually in January, but by far the greatest drop was in the ATV, versus a rise in the ATV across UK towns and cities. Two of the three sectors that account for 90% of domestic spending in the District recorded declines from January 2024, with the only increase in being in Fashion. Fewer customers came from outside of the immediate catchment than in January 2024, which may well have played a part in the reduction in the ATV and in Food & Drink spending.

Footfall in the Knightsbridge District was virtually level with January 2024 (-0.4%) and the value of domestic spending declined annually in January (-16.9%). The drop in spending was far greater than the annual average for UK towns and cities (-3.2%), but slightly lower than the drop recorded in Sloane Street (-19.8%). However, the result for Knightsbridge was in sharp contrast with a rise in domestic spending in the comparable locations of Marylebone and Kings Road (+4.4% and +2.9%).

The drop in domestic spending was driven by declines in all three spend metrics of customers, transactions and ATV. Customers and transactions declined by -3.9% and -4.1% respectively, which wasn't a dissimilar decline from the national average of a -5.2% drop in customers and a -4.9% drop in transactions. However, the decline in ATV in Knightsbridge during January was far larger at -13.4%, whilst rising by +1.8% across UK towns and cities.

To some degree, this result may well have been a result of fewer domestic customers coming from outside of the immediate catchment, who make a special, often longer, trip to the District and who are likely to spend a greater amount during their trip (81% versus 85.5% in January 2024). The key shifts in customer origins in January 2025 were a greater proportion of domestic shoppers from Greater London (3.8% versus 2.4% in January 2024) but fewer customers from elsewhere in GB, outside of London and the South East (57.3% versus 60.1% in January 2024).

Three sectors account for 90% of domestic spending in the Knightsbridge District (Fashion, Food and Drink and General Retail). There were significant annual drops in spending in Food & Drink and General Retail (-16.8% and -32.8%). The drop in domestic spending on Food & Drink is likely to reflect the smaller proportion of customers coming from further afield, who would typically spend longer in the District and dine during their visit. However, domestic spending in Fashion rose by a staggering +60.5% from January 2024, versus a drop in domestic spending in this sector of -2.7% across UK towns and cities. The significant rise in Fashion spending during January was driven by rises in all three metrics of customers, transactions and ATV. However, by far the greatest rise was in the ATV for Fashion which was +47.2% higher than in January 2024, compared with rises of +10.3% in customers and +9.1% in transactions. This suggest that a number Fashion purchases of a particularly high value were made during January 2024.

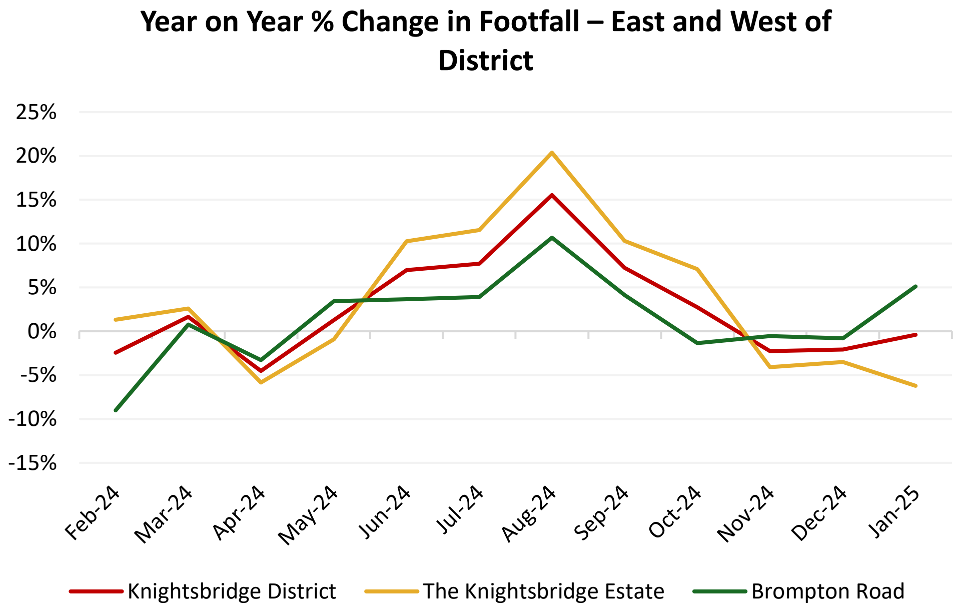
KEY HIGHLIGHTS – FOOTFALL – JANUARY 2025

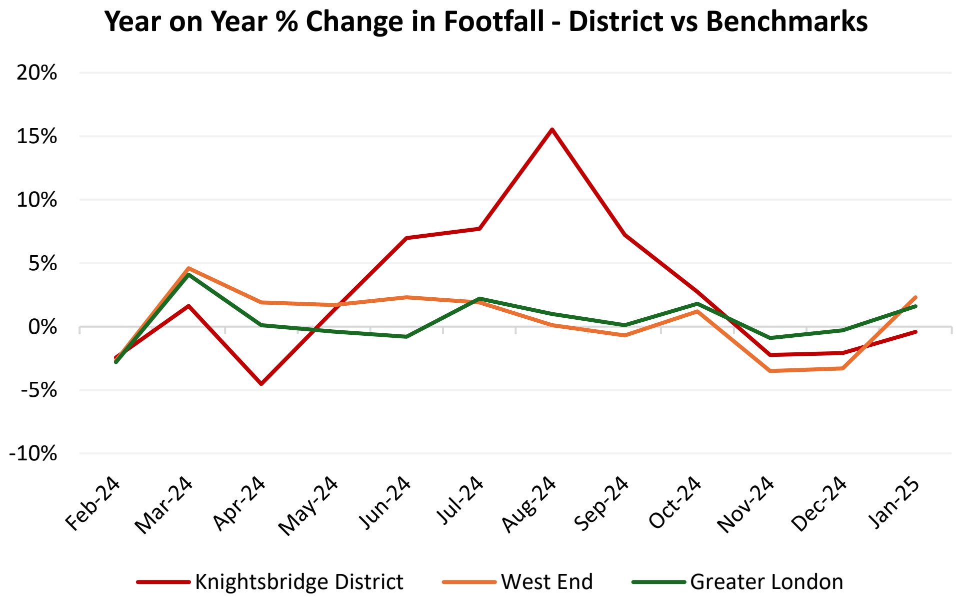
Knightsbridge Footfall		
	YoY % Change	MoM % Change
January 2025	-0.4%	-34.4%

Source: MRI

Footfall Benchmarks – January 2025		
	YoY % Change	MoM % Change
West End of London	2.3%	-30.7%
Greater London	1.6%	-23.1%

Source: MRI





KEY HIGHLIGHTS – DOMESTIC SPEND – JANUARY 2025

Domestic Spend – January 2025		
	YoY % Change	MoM % Change
Total £ Spend	-16.9%	-50.6%
Number of Transactions	-4.1%	-38.1%
Number of Customers	-3.9%	-47.1%
£ Average Transaction Value	-13.4%	-20.2%
Average Revenue per Customer	-13.6%	-6.6%

Domestic Spend – UK Benchmark – January 2025		
	YoY % Change	MoM % Change
Total £ Spend	-3.2%	-39.8%
Number of Transactions	-4.9%	-30.7%
Number of Customers	-5.2%	-24.1%
£ Average Transaction Value	+1.8%	-13.1%
Average Revenue per Customer	+2.1%	-20.6%

Domestic Spend – Key Categories – January 2025		
	YoY % Change	MoM % Change
Fashion	60.5%	-47.7%
Food and Drink	-16.8%	-38.0%
General Retail	-32.8%	-54.0%

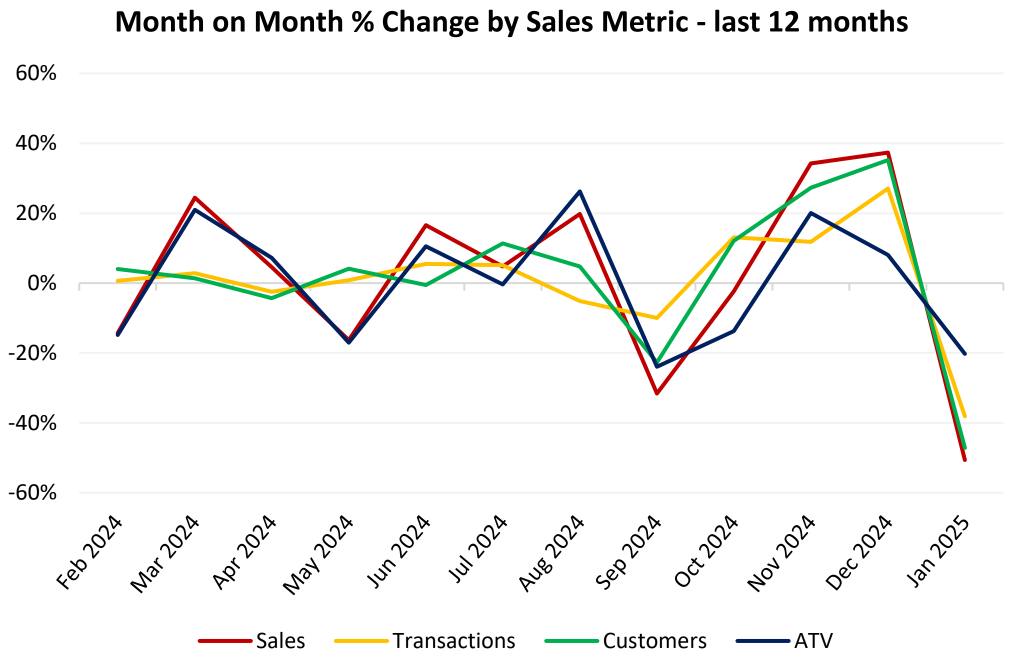
Domestic Spend – UK Benchmark – January 2025		
	YoY % Change	MoM % Change
Fashion	-2.7%	-57.7%
Food and Drink	-4.9%	-39.1%
General Retail	-4.2%	-55.8%

Source: Beauclair

Source: Beauclair

Insights commentary by Rendle Intelligence and Insights

KEY HIGHLIGHTS – DOMESTIC SPEND – JANUARY 2025



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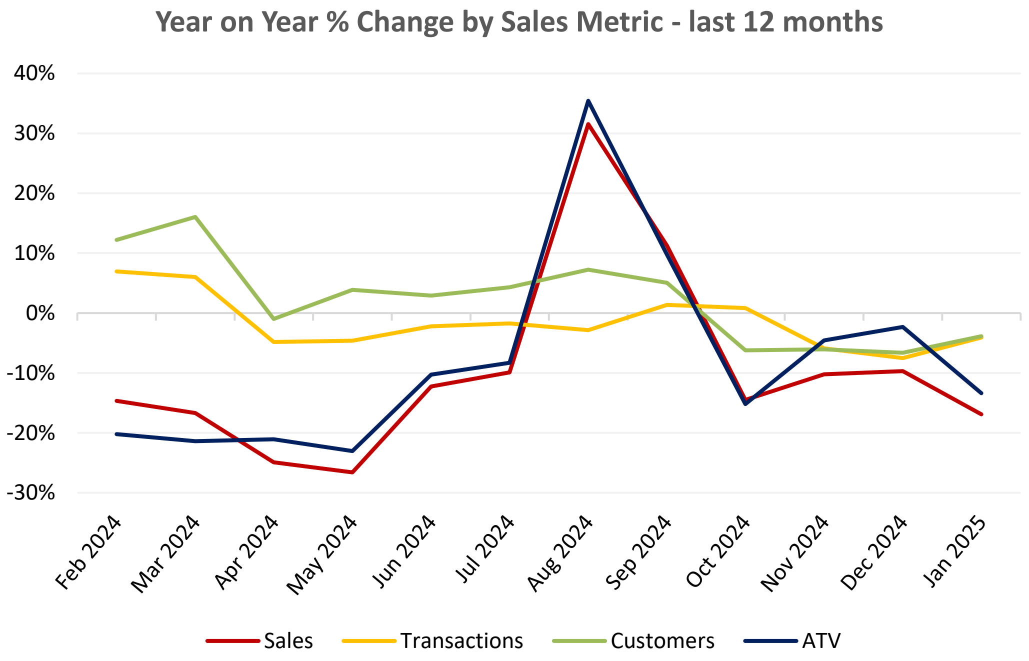

Source: Beauclair

KEY HIGHLIGHTS – DOMESTIC SPEND – JANUARY 2025

Domestic Spend - Contribution by Area		
	Jan-25	Jan-24
Chelsea & Kensington	19.0%	14.5%
Central London	1.7%	1.6%
South London	7.5%	10.2%
West London	7.6%	8.1%
Greater London	3.8%	2.4%
Brighton & West Sussex	0.5%	0.6%
Surrey & Berkshire	2.5%	2.5%
Rest of GB	57.3%	60.1%

Domestic Spend - Area Comparison - January 2025		
	YoY % Change	MoM % Change
Knightsbridge	-16.9%	-50.6%
Kings Road	2.9%	-38.4%
Marylebone	4.4%	-39.6%
Sloane Square	-19.8%	-52.4%
Comparator Average	-4.2%	-43.4%
GB Benchmark	-3.2%	-39.8%

Source: Beauclair

Domestic Spend - Demographic Contribution		
	Jan-25	Jan-24
A- City Prosperity	40.5%	40.0%
B - Prestige Positions	15.2%	13.1%
C - Country Living	3.1%	3.9%
D - Rural Reality	1.0%	1.0%
E - Senior Security	2.3%	1.6%
F - Suburban Stability	1.5%	1.3%
G - Domestic Success	7.4%	8.2%
H - Aspiring Homemakers	4.5%	3.2%
I - Family Basics	2.2%	1.6%
J - Transient Renters	0.6%	0.3%
K - Municipal Tenants	8.1%	4.6%
L - Vintage Value	0.5%	0.6%
M - Modest Traditions	0.5%	0.5%
N - Urban Cohesion	6.4%	5.7%
O - Rental Hubs	6.4%	14.4%

Source: Beauclair

INSIGHTS COMMENTARY – NOTES – JANUARY 2025

- MRI monthly footfall is based on a 445 calendar. January 2025 spans five weeks from Monday 30th December 2024 to Sunday 2nd February 2025, and it is compared with the five weeks from Monday 1st January 2024 to Sunday 4th February 2024. December 2024 spans five weeks from Monday 25th November 2024 to Sunday 29th December 2024.

- Beauclair spend data for the month is sourced from debit card transactions from UK bank accounts, and is based on the period covered by the calendar month.