

KNIGHTS BRIDGE
PARTNERSHIP

MONTHLY INSIGHTS REPORT

August 2025



KEY RESULTS – AUGUST 2025

The trading performance of Knightsbridge District during August 2025 was not straightforward; domestic sales dropped annually by more than a quarter however, this was largely due to distortion created by some high value purchases during August 2024 which did not take place this year. More positive results were provided by much smaller drops in footfall and the number of domestic customers, alongside an increase in sales from international customers for the second consecutive month in what are the peak months of the year for international sales.

Three sectors account for around 90% of domestic sales in Knightsbridge (Fashion, Food & Drink and General Retail) and the trading profile of each during August 2024 varied. The very high value purchases made during August last year were Fashion items, which meant that the average transaction value for Fashion during August was less than a quarter that in August 2024. Alongside this, however, was a significant increase this year in the number of customers making Fashion purchases during August.

Food & Drink domestic sales suffered a double-digit drop, largely due to fewer customers during August 2025, whilst its ATV was only slightly below August 2024. In contrast General Retail sales rose, wholly due to an increase in its ATV – indicating that those who did buy spent more - whilst there was a modest drop in the number of customers making purchases.

- ❖ Month on month decrease in footfall of -0.2% (-3.8% in the West End)
- ❖ Year on year on decrease in footfall of -4.4% (+2.9% in the West End)

- ❖ Month on month decrease in domestic spending of -8.2% (+1.4% in GB towns and cities)
- ❖ Month on month increase in customers but a decline in transactions and ATV
- ❖ Month on month decreases in domestic spending on Fashion, Food & Drink and General Retail

- ❖ Annual decrease in domestic spending of -28.8% (-4.8% across GB towns and cities)
- ❖ Annual decrease in ATV (-26.3%), with smaller decreases in customer numbers (-2.5%) and transactions (-3.3%)
- ❖ Annual decreases in domestic spending on Fashion (-73.8%) and Food & Drink (-13.9%), but an increase in General Retail (+15.3%)

- ❖ Proportionately domestic spending from the immediate catchment of Chelsea & Kensington declined and increased from elsewhere across GB
- ❖ The demographic profile of customers was the same as in August 2024
- ❖ Domestic spending in the Sloane Square area increased annually, but declined in Kings Road and Marylebone Road areas

- ❖ International spending increased from August 2024 (+6.1%) and accounted for 65% of total spending during August 2025, the same as in August 2024

INSIGHTS COMMENTARY – AUGUST 2025

The trading performance of Knightsbridge District during August 2025 was not straightforward; domestic sales dropped annually by more than a quarter however, this was largely due to distortion created by some high value purchases during August 2024 which did not take place this year. More positive results were provided by much smaller drops in footfall and the number of domestic customers, alongside an increase in sales from international customers for the second consecutive month in what are the peak months of the year for international sales.

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Domestic sales within Knightsbridge District during August 2025 declined annually by -28.8%. However, this drop was largely a consequence of distortion created by an annual drop of 77% in the ATV for Fashion due to high value purchases being made during August 2024 that did not take place this year. Alongside this, however, declines in footfall and the number of domestic customers were much more modest (-4.4% and -2.5%) and international sales rose (+6.1%) following an increase during July (+15.3%). July and August are peak months of the year for sales from international customers, accounting for 65% of total sales in each month.

The drop in the value of Fashion sales (-73.8%) during August 2025 was wholly due to a drop in the ATV (-77.7%) whilst the number of customers and transactions both rose (+18.9% and +17.5%). Food & Drink sales declined (-13.9%), mainly due to fewer customers and transactions (-0.9% and -5.4%) whilst the ATV only declined very slightly (-2.4%). The increase in sales in General Retail (+15.3%) was wholly due to a higher ATV than last year (+17.4%) whilst customers and transactions declined (-6.8% and -1.7%).

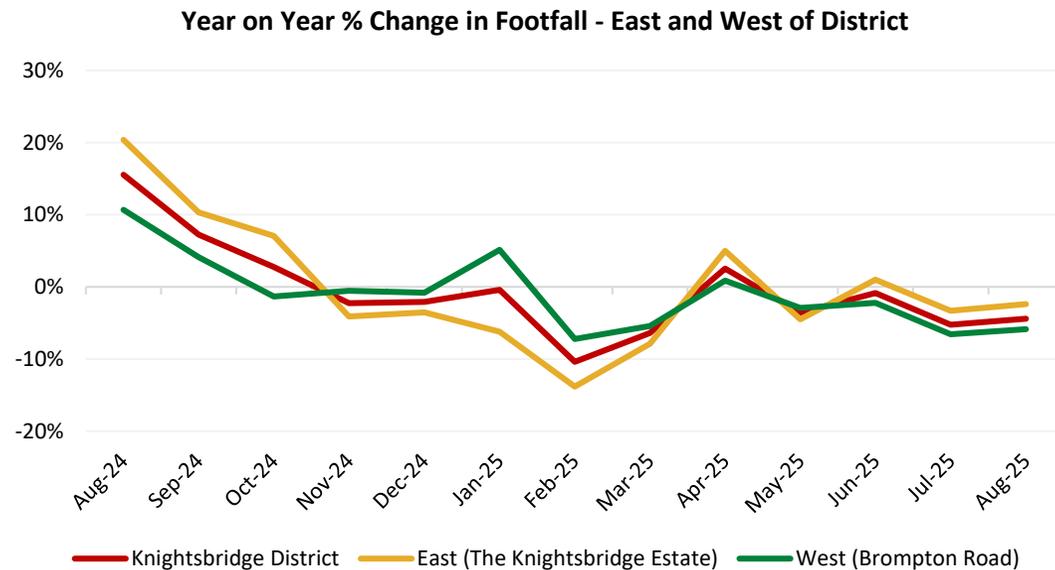
The majority of sales during August 2025 originated from outside of London and the South-East (67.6% from the rest of GB), which contrasts with August 2024 when local residents spent a significant amount in the District (37.5% versus 8.4% this year).

Sales in two of the three comparison locations declined (by -4.1% in Kings Road and -2.3% in Marylebone) whilst increasing in Sloane Square (+9.6%).

KEY HIGHLIGHTS – FOOTFALL – AUGUST 2025

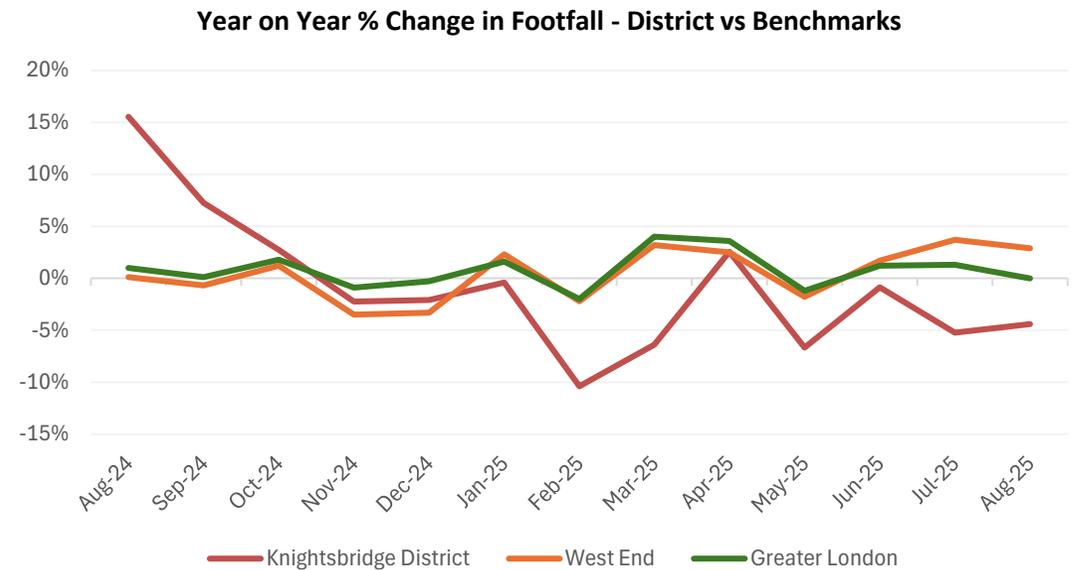
Knightsbridge Footfall - August 2025		
	YoY % Change	MoM % Change
Knightsbridge	-4.4%	-0.2%
The Knightsbridge Estate	-2.4%	-0.9%
Brompton Road	-5.9%	0.4%

Source: MRI



Footfall Benchmarks - August 2025		
	YoY % Change	MoM % Change
West End of London	2.9%	-3.8%
Greater London	0.0%	-5.4%

Source: MRI



KEY HIGHLIGHTS – DOMESTIC SPEND – AUGUST 2025

Domestic Spend - August 2025		
	YoY % Change	MoM % Change
Total £ Spend	-28.8%	-8.2%
Number of Transactions	-3.3%	-5.1%
Number of Customers	-2.5%	1.0%
£ Average Transaction Value	-26.3%	-3.3%
Average Revenue per Customer	-26.9%	-9.1%

Domestic Spend – UK Benchmark - August 2025		
	YoY % Change	MoM % Change
Total £ Spend	-4.8%	+1.4%
Number of Transactions	-5.4%	-0.8%
Number of Customers	-0.9%	+3.3%
£ Average Transaction Value	+0.6%	+2.2%
Average Revenue per Customer	-3.9%	-1.8%

Domestic Spend – Key Categories - August 2025		
	YoY % Change	MoM % Change
Fashion	-73.8%	-10.4%
Food & Drink	-13.9%	-1.5%
General Retail	15.3%	-4.5%

Domestic Spend – UK Benchmark - August 2025		
	YoY % Change	MoM % Change
Fashion	-4.6%	6.2%
Food & Drink	-2.2%	5.4%
General Retail	-7.6%	1.7%

Source: Beauclair

Source: Beauclair

KEY HIGHLIGHTS – DOMESTIC SPEND – AUGUST 2025

Domestic Spend – Key Categories – % of total spend		
	Aug-25	Aug-24
Fashion	16%	44%
Food & Drink	11%	9%
General Retail	66%	41%
Other	8%	7%

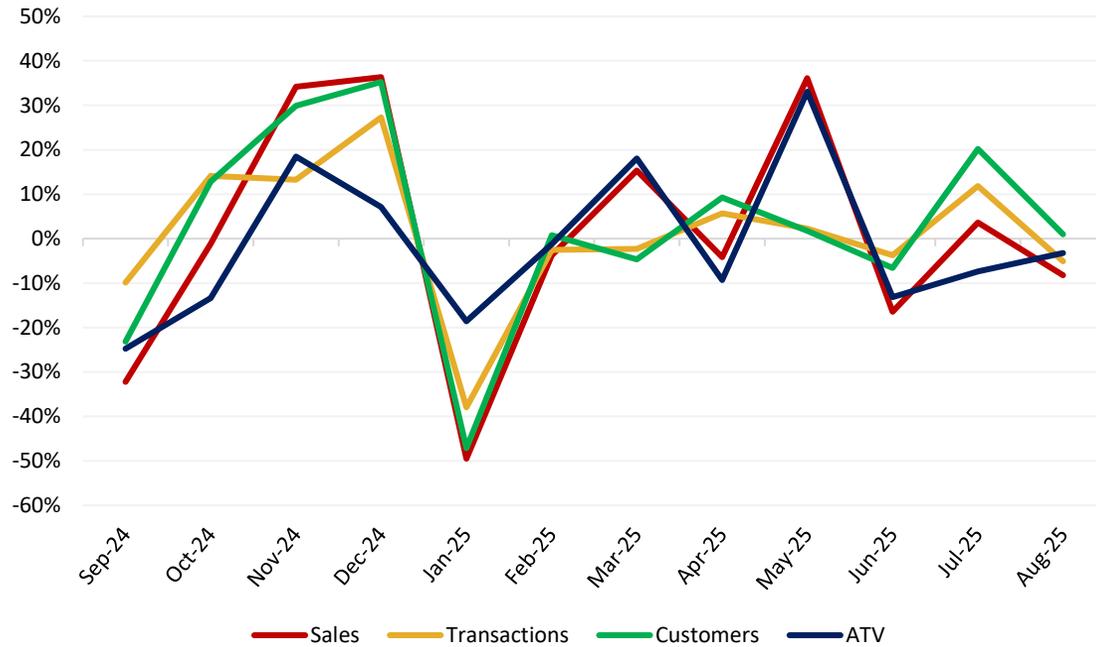
Source: Beauclair

Domestic Spend – Metrics of Key Categories – YoY % Change - August 2025			
	Fashion	Food & Drink	General Retail
Total £ Spend	-73.8%	-13.9%	15.3%
Number of Transactions	17.5%	-11.8%	-1.7%
Number of Customers	18.9%	-14.6%	-6.8%
£ Average Transaction Value	-77.7%	-2.4%	17.4%
Average Revenue per Customer	-77.9%	0.8%	23.7%

Source: Beauclair

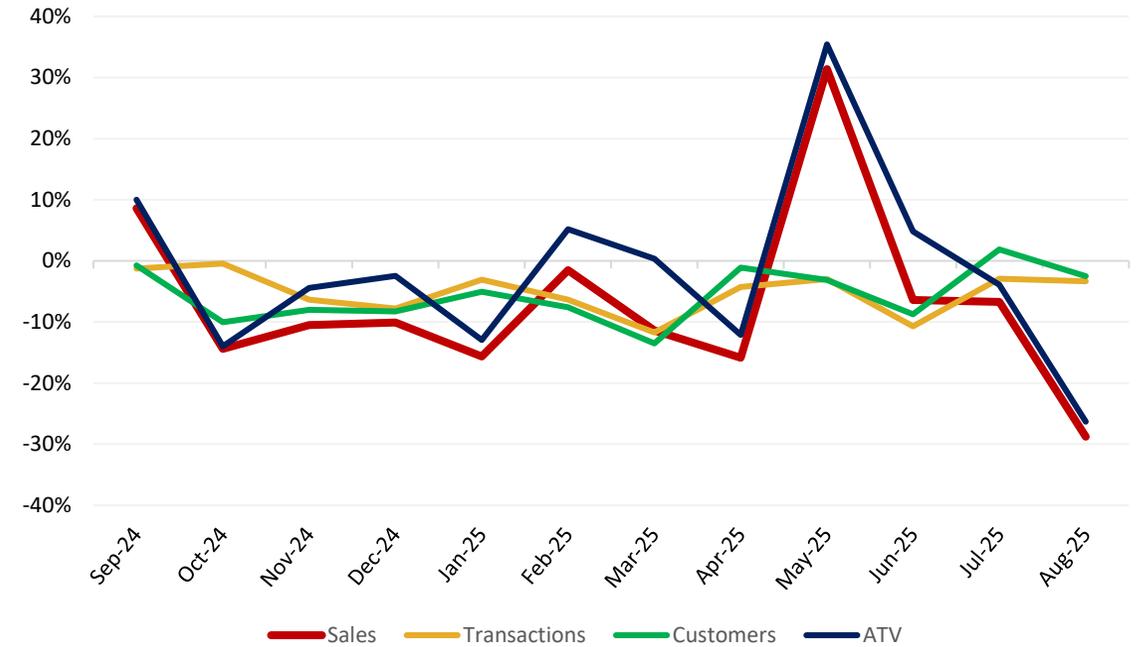
KEY HIGHLIGHTS – DOMESTIC SPEND – AUGUST 2025

Month on Month % Change by Sales Metric - last 12 months



Source: Beauclair

Year on Year % Change by Sales Metric - past 12 months



Source: Beauclair

KEY HIGHLIGHTS – DOMESTIC SPEND – AUGUST 2025

Domestic Spend - Contribution by Area

	Aug-25	Aug-24
Chelsea & Kensington	8.4%	37.5%
Central London	3.8%	0.5%
South London	5.6%	4.8%
West London	5.2%	2.6%
Greater London	4.4%	2.8%
Brighton & West Sussex	0.6%	0.3%
Surrey & Berkshire	4.4%	6.7%
Rest of GB	67.6%	44.9%

Domestic Spend - Area Comparison – August 2025

	YoY % Change	MoM % Change
Knightsbridge	-28.8%	-8.2%
Kings Road	-4.1%	-16.9%
Marylebone	-2.3%	-10.3%
Sloane Square	9.6%	-24.8%
Comparator Average	0.4%	-17.3%
GB Benchmark	-4.8%	1.4%

Source: Beauclair

Domestic Spend - Demographic Contribution

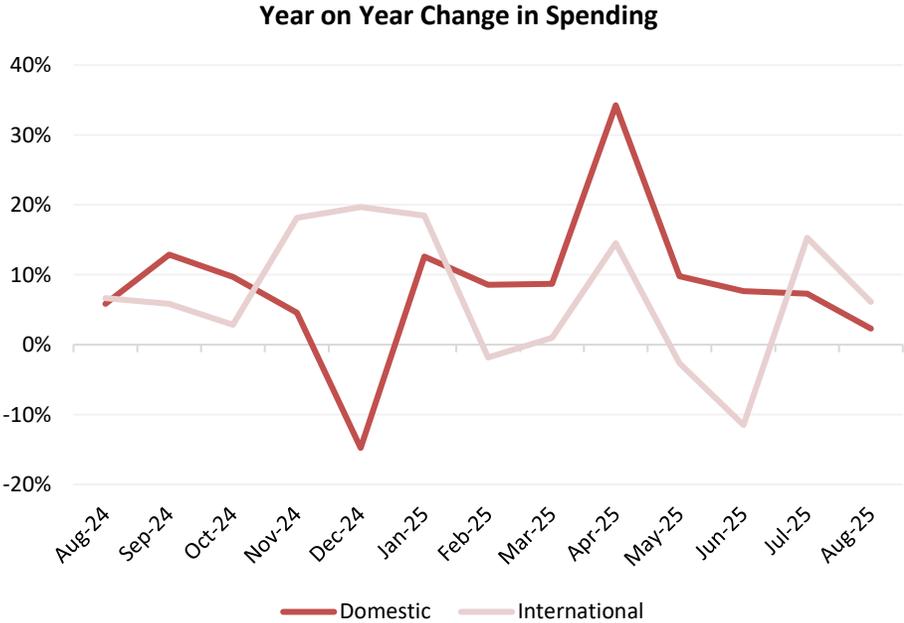
	Aug-25	Aug-24
A- City Prosperity	1.3%	1.1%
B - Prestige Positions	7.3%	7.4%
C - Country Living	3.5%	3.5%
D - Rural Reality	2.8%	2.8%
E - Senior Security	6.9%	6.6%
F - Suburban Stability	6.3%	6.5%
G - Domestic Success	10.5%	10.5%
H - Aspiring Homemakers	13.5%	13.6%
I - Family Basics	13.7%	12.8%
J - Transient Renters	7.0%	7.3%
K - Municipal Tenants	5.0%	5.2%
L - Vintage Value	3.5%	3.7%
M - Modest Traditions	5.6%	5.3%
N - Urban Cohesion	3.7%	3.6%
O - Rental Hubs	9.4%	10.1%

Source: Beauclair

KEY HIGHLIGHTS – DOMESTIC VS INTERNATIONAL SPEND – AUGUST 2025

Domestic vs International Spending Split		
	Domestic spending	International spending
Aug-25	35%	65%
Aug-24	35%	65%

Domestic vs International Spending - % Change – August 2025			
	Domestic spending	International spending	Total spending
YoY % change	2.3%	6.1%	4.8%
MoM % change	-10.4%	-5.3%	-7.1%



Source: Savills

INSIGHTS COMMENTARY – NOTES

- MRI monthly footfall is based on a 445 calendar. July 2025 spans Monday 7th July to Sunday 3rd August 2025. August 2025 spans Monday 4th August 2025 to Sunday 31st August 2025. Annual % change is based on a comparison with the same weeks in 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. Data is sourced from businesses located within a defined geographic boundary of the BID District agreed between Beauclair and the BID.
- Savills spending data for the month is sourced from domestic and international Visa card transactions. The data is based on a total sample (not like for like), and so the result will reflect additions and reductions to the number of merchants in the sample, in addition to customer activity.