KNIGHTSBRIDGE
PARTNERSHIP

MONTHLY INSIGHTS REPORT

December 2025

KEY RESULTS – DECEMBER 2025

The trading performance of Knightsbridge during December was a mixed picture; footfall declined noticeably from 2024 (-8.8%) in contrast with a rise in the West End (+3.2%). This difference reflected the result for 2025 as a whole, with a drop in footfall in the District over the 12 months to December (-4.2%) versus a rise in the West End (+1.9%).

Whilst footfall declined annually during December, there was a healthy increase in spending within the District (+7.6%). Just over half of all spending in the District is from international consumers (57%), and it was international spending that underpinned this uplift, increasing by +13.1% versus a rise of just +1.1% in domestic spending. Over the year as a whole, however, spending decreased slightly from 2024 (-1.2%), with a slightly greater drop in domestic spending than international spending (-1.6% vs -0.9%).

Consistent with the drop in footfall, the number of transactions declined annually during December – both domestic (-9.2%) and international (-1.6%) - with the uplift in spending being supported by a rise in the average transaction value (ATV) (+11.4% for domestic purchases and +14.9% for international purchases).

The ATV during December for both domestic and international purchases, was the lowest of any month during 2025, which was in line with the trend during 2024. The ATV for international purchase peaked in September, and in November for domestic purchases. The ATV for international transactions is around double that for domestic purchases in every month of the year.

- Year on year on decrease in footfall of -8.8% (+3.2% in the West End)
- Year on year decrease in footfall for the year of -4.2%

- Year on year increase in total spending of +7.6%
- Year on year increase in domestic spending of +1.1%
- Year on year increase in international spending of +13.1%

- Year on year decrease in total spending for the year of -1.2%
- Year on year decrease in domestic spending for the year of -1.6%
- Year on year decrease in international spending for the year of -0.9%

- Year on year decrease in domestic transactions of -9.2%
- Year on year decrease in international transactions of -1.6%

- Year on year increase in the ATV of domestic purchases of +11.4%
- Year on year increase in the ATV of international purchases of +14.9%

- International spending accounted for 57% of total spending

KEY HIGHLIGHTS – FOOTFALL – DECEMBER 2025

Knightsbridge Footfall - December 2025	YoY % Change	MoM % Change
Knightsbridge	-8.8%	13.5%
The Knightsbridge Estate	-4.2%	13.4%
Brompton Road	-11.8%	13.5%

Footfall Benchmarks – December 2025	YoY % Change	MoM % Change
West End of London	3.2%	7.2%
Greater London	2.4%	3.3%

Footfall – Av Jan-Dec 2025	YoY % Change
Knightsbridge	-4.2%
West End of London	1.9%
Greater London	0.8%

Source: MRI

Insights commentary by Rendle Intelligence and Insights

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KEY HIGHLIGHTS – SPENDING – DECEMBER 2025

Domestic vs International Spending (£ million)			
	Domestic spending	International spending	Total spending
Dec-25	£20.94	£27.69	£48.63
Dec-24	£20.71	£24.49	£45.20

Domestic vs International Spending - % Change - December 2025			
	Domestic spending	International spending	Total spending
YoY % Change	1.1%	13.1%	7.6%
MoM % Change	107.1%	109.3%	108.4%
YoY % change YTD	-1.6%	-0.9%	-1.2%

Domestic vs International Spending Split		
	Domestic spending	International spending
Dec-25	43%	57%
Dec-24	46%	54%

Source: Savills

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KEY HIGHLIGHTS – TRANSACTIONS – DECEMBER 2025

Transactions - YoY % Change - December 2025		
	Transactions	Average Transaction Value
Domestic	-9.2%	11.4%
International	-1.6%	14.9%

Average Transaction Value - December 2025		
	Domestic Spending	International Spending
Dec-25	£26.58	£69.50
Dec-24	£23.86	£60.46

Source: Savills

Insights commentary by Rendle Intelligence and Insights

KEY HIGHLIGHTS – SPENDING BY QUARTER - 2025

Year on year % Change in spending by quarter- 2025			
	Domestic Spending	International Spending	Total Spending
Q1 2025	10.2%	7.5%	8.7%
Q2 2025	1.4%	-8.7%	-4.8%
Q3 2025	-6.9%	2.8%	-0.4%
Q4 2025	-5.4%	-2.6%	-3.8%

Insights commentary by Rendle Intelligence and Insights

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INSIGHTS COMMENTARY – NOTES

- MRI monthly footfall is based on a 445 calendar. November 2025 spans Monday 3rd November 2025 to Sunday 30th November 2025. December 2025 spans 1st December 2025 to 4th January 2026. Annual % change is based on a comparison with the same weeks during 2024.

- 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. It is estimated that the data accounts for circa 60% of total spending in the District.