

# Monthly Insights Report

December 2025



## Insights Commentary – December 2025

**The trading performance of the Kings Road District continued to be strong during December, with an increase in footfall (+7%) which was more than double that in the West End (+3.2%), and also in spending (+5.4%).**

**Both domestic and international spending rose annually during December, although the uplift in international spending (+11.2%) – which accounts for 26% of total spending in the District – was more than three times the increase in domestic spending (+3.5%).**

**The profile of domestic and international spending during December 2025 differed. International spending rose from 2024 due to rises in both the number of transactions (+6.2%) and the average transaction value (ATV) (+4.8%). In contrast, whilst the ATV for domestic purchases rose during December (+11.1%), the number of domestic transactions declined (-6.6%).**

**The final month capped a positive year overall, with a rises over the 12 months from 2024 in both footfall (+3%) and spending (+8%). Spending rose in the District from 2024 in every month during 2024. Both domestic and international spending rose over the 12 months in 2025 from 2024, however the growth in international spending (+11.3%) was greater than for domestic spending (+6.9%).**

- ❖ Year on year on increase in footfall of +7% across the District (+3.2% in the West End)
- ❖ Year on year increase in footfall in the west of the District (+4.3%), and in the east (+8.2%)
- ❖ Year on year increase in footfall for the year (3%)
- ❖ Year on year increase in total spending (+5.4%)
- ❖ Year on year increase in domestic spending (+3.5%) – decline in transactions (-6.6%) and increase in ATV (+11.1%)
- ❖ Year on year increase in international spending (+11.2%) – increase in both transactions (+6.2%) and in ATV (+4.8%)
- ❖ Year on year increase in both domestic and international spending for the year (+6.9% and +11.3%) increasing total spending (+8.0%)
- ❖ Domestic spending accounts for 74% of total spending, and international spending 26%
- ❖ Average transaction value of domestic purchases in December 2025 was £37.49 vs £64.30 for international purchases

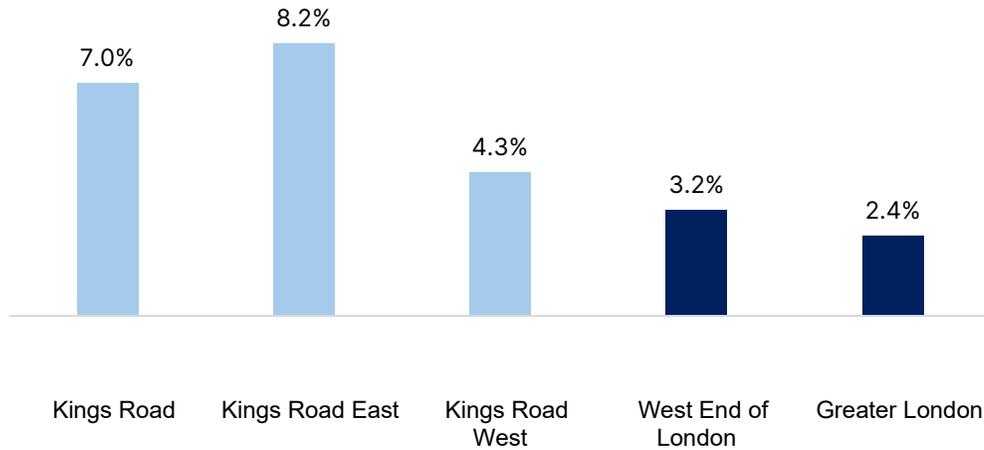
# Key Highlights – Footfall – December 2025

Footfall – December 2025		
	YoY % Change	MoM % Change
Kings Road	7.0%	-7.1%
Kings Road East	8.2%	-6.7%
Kings Road West	4.3%	-8.2%

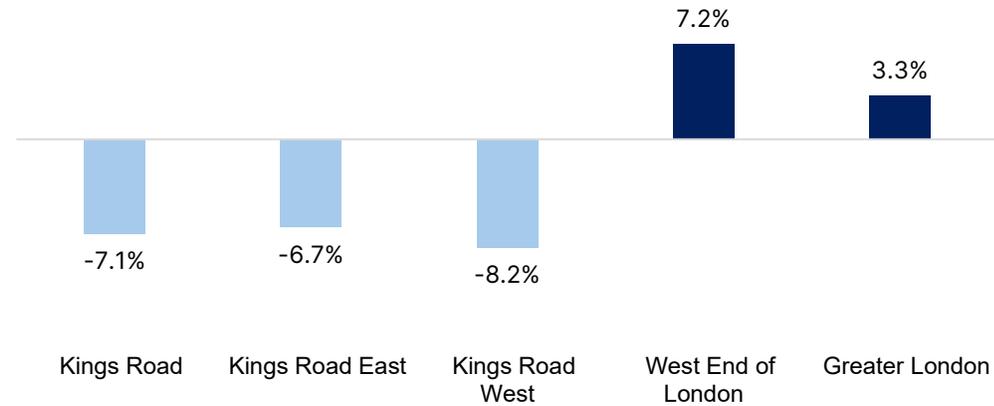
Footfall Benchmarks – December 2025		
	YoY % Change	MoM % Change
West End of London	3.2%	7.2%
Greater London	2.4%	3.3%

Footfall – Av Jan-Dec 2025	
	YoY % Change
Kings Road	3.0%
West End of London	1.9%
Greater London	0.8%

Year on Year % Change in Footfall - December 2025

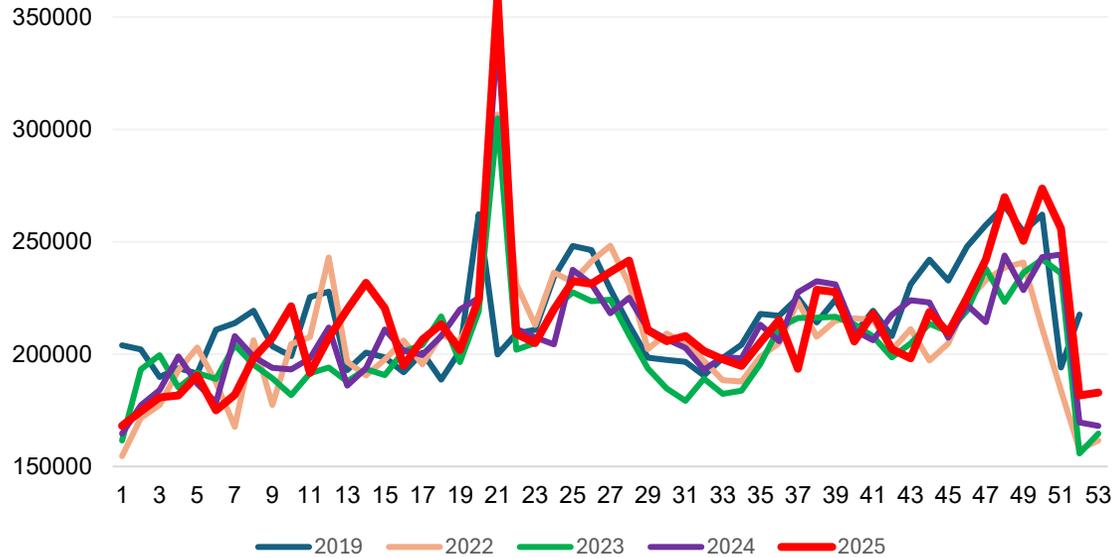


Month on Month % Change in Footfall - December 2025

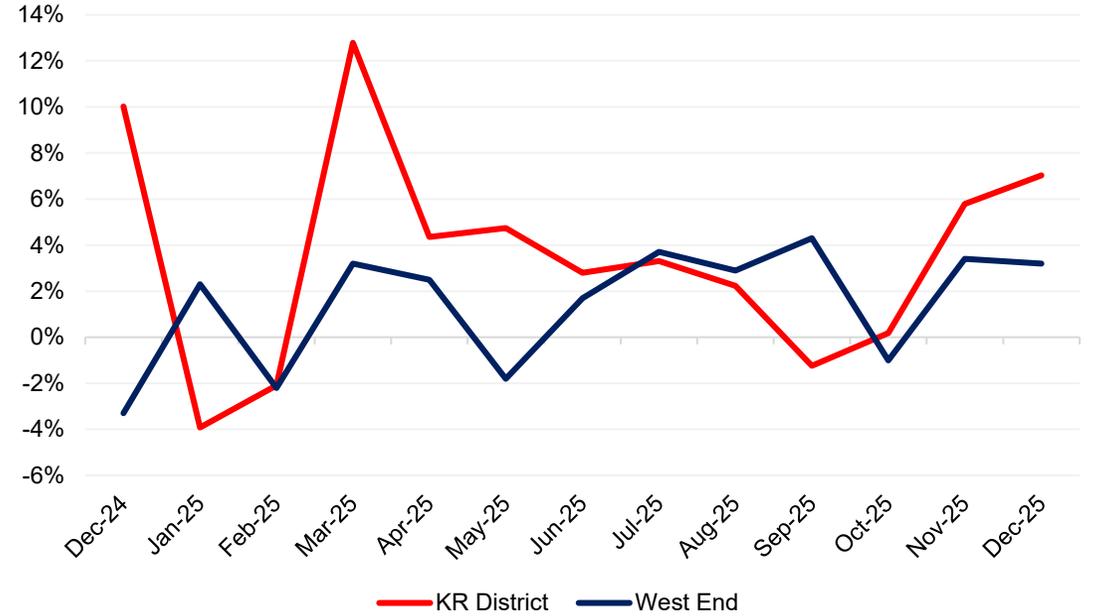


# Key Highlights – Footfall – December 2025

Weekly Footfall<sup>1</sup>



Year on Year % Change in Footfall by Month - KR District vs West End



<sup>1</sup>Locations: King's Rd (Chelt'ham Terr) East; King's Rd (Chelt'ham Terr) West; King's Rd 34 (Trotters) East; King's Rd 34 (Trotters) West

Source: MRI

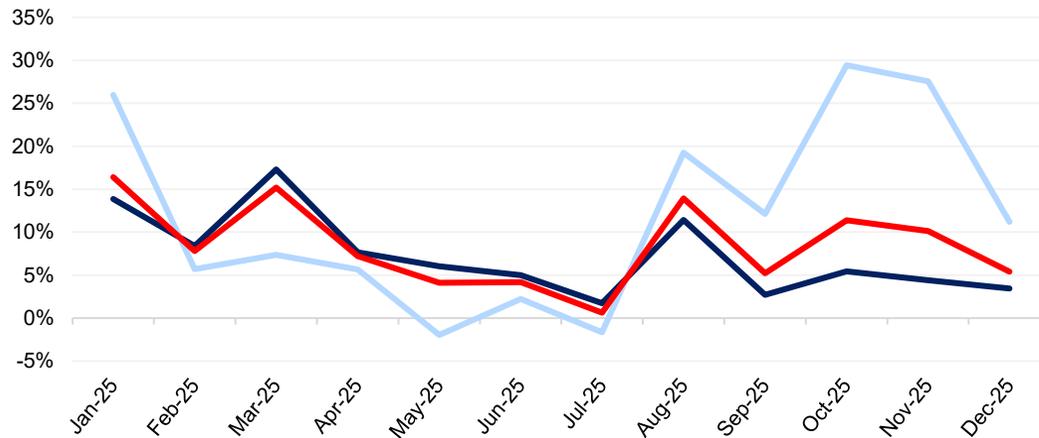
# Key Highlights – Domestic and International Spending – December 2025

Domestic vs International Spending (£ million)			
	Domestic spending	International spending	Total spending
Dec-25	£8.84	£3.18	£12.02
Dec-24	£8.55	£2.53	£11.07

Domestic vs International Spending - % Change - December 2025			
	Domestic spending	International spending	Total spending
YoY % Change	3.5%	11.2%	5.4%
MoM % Change	10.8%	-1.2%	7.4%
YoY % change YTD	6.9%	11.3%	8.0%

Domestic vs International Spending Split		
	Domestic spending	International spending
Dec-25	74%	26%
Dec-24	75%	25%

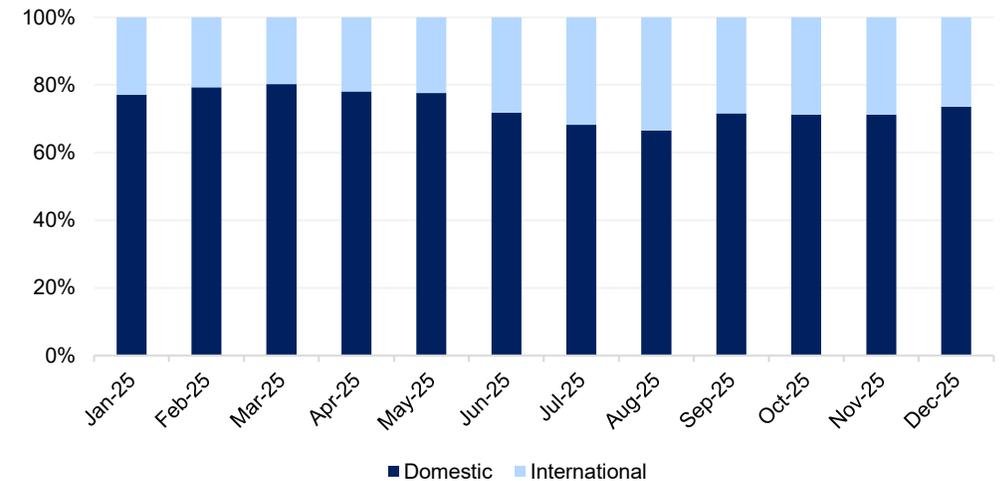
Year on Year % Change in Spending



Source: Savills

— Domestic — International — Total

Domestic vs International Spending



■ Domestic ■ International

# Key Highlights – Domestic and International Transactions – December 2025

## Domestic Spending - YoY % Change - December 2025

	Transactions	Average Transaction Value
Dec-25	-6.6%	11.1%
Dec-24	-10.1%	21.4%

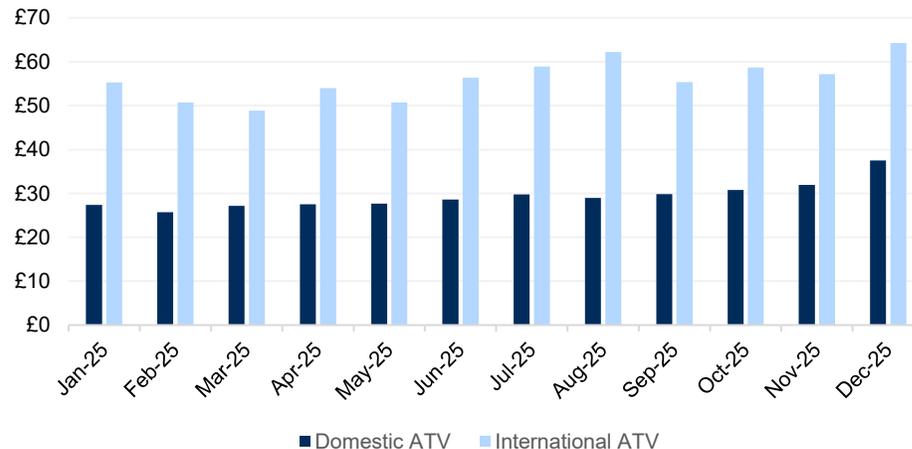
## International Spending - YoY % Change - December 2025

	Transactions	Average Transaction Value
Dec-25	6.2%	4.8%
Dec-24	0.1%	14.9%

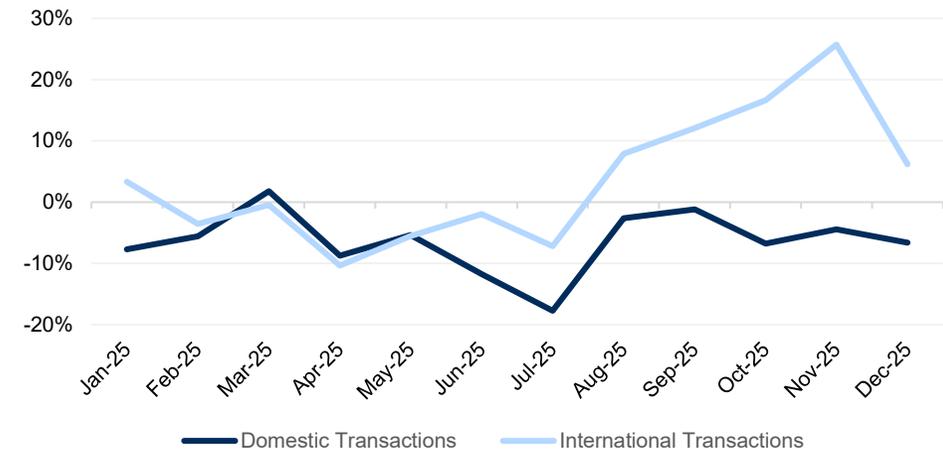
## Average Transaction Value - December 2025

	Domestic Spending	International Spending
Dec-25	£37.49	£64.30
Dec-24	£33.74	£61.35

Average Transaction Value - Domestic and International



Year on Year % Change in Transactions



# Review of 2025

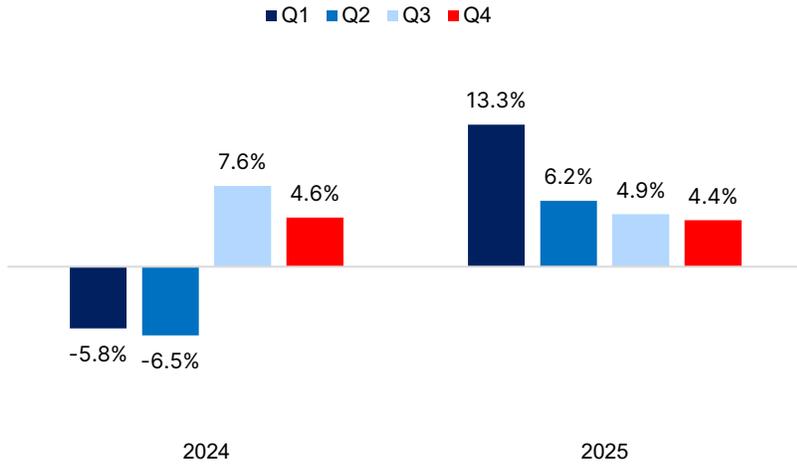
Year on Year % Change in Spending - Jan to Dec			
	Domestic	International	Total
2024	-0.2%	14.5%	3.2%
2025	6.9%	11.3%	8.0%

Footfall – Jan to Dec 2025	
	YoY % Change
Kings Road	3.0%
West End of London	1.9%
Greater London	0.8%

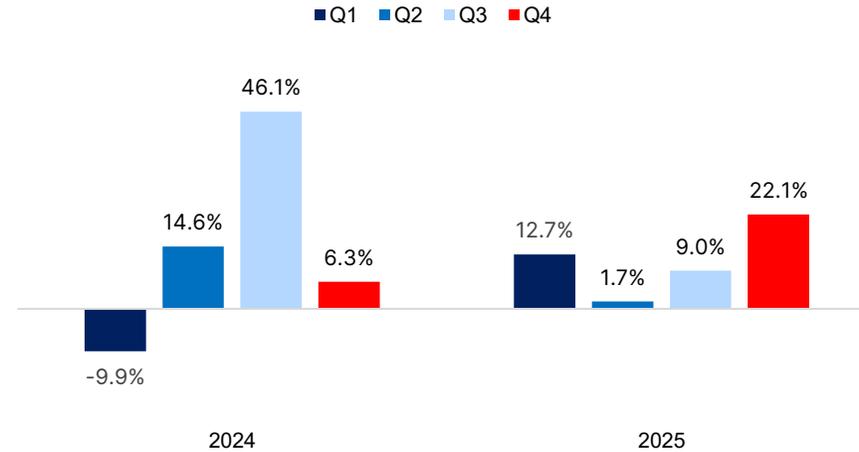
Source: Savills

Source: MRI

Year on year % change in Domestic spending



Year on year % change in International spending



## Notes

- MRI monthly footfall is based on a 445 calendar. November 2025 spans Monday 3<sup>rd</sup> November 2025 to Sunday 30<sup>th</sup> November 2025. December 2025 spans 1<sup>st</sup> December 2025 to 4<sup>th</sup> 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.