

# Monthly Insights Report

February 2026



## Insights Commentary – February 2026

**The trading performance of the Kings Road District remained positive during February 2026, with an annual increase in spending (+6%). However, much of this increase was driven by an uplift in international spending (+15.1%), while domestic spending grew far more modestly (+3.7%).**

**The annual growth in domestic spending was impacted by customers making fewer transactions than in February 2025 (-14.7%). With domestic customers accounting for 77% of total spending this suggests fewer customers visited the District, and indeed this was reflected in footfall which declined significantly from February 2025 (-9.5%). The annual decline in footfall during February was the first since September 2025, and only the fifth month of footfall decline since January 2024, and by far the most severe. Previously the largest annual decline in footfall in the District was during January 2025 (-3.9%).**

**While the number of transactions made by domestic customers declined noticeably during February, the impact on overall spending growth was mitigated by a significant rise in the average transaction value of domestic spending (+22.4%). This indicates that those domestic customers who made purchases spent more. Spending growth was also supported by a rise in the number of transactions made by international customers (+4.6%) alongside a higher average transaction value for international spending (+10.2%).**

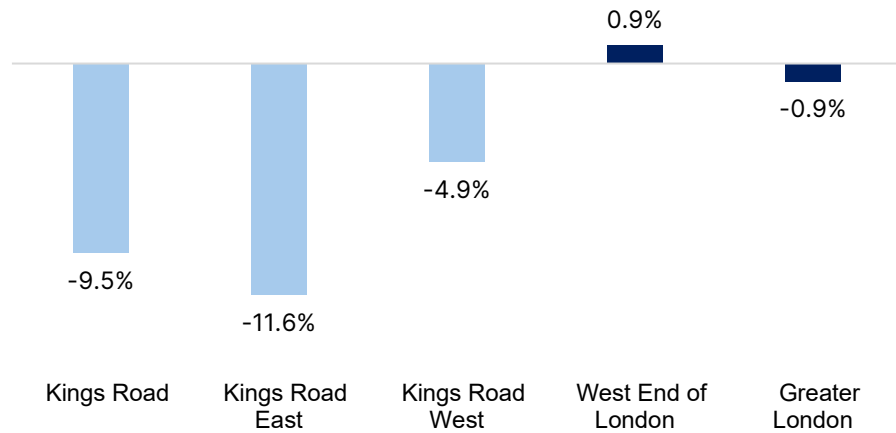
- ❖ Year on year on decrease in footfall of -9.5% across the District (+0.9% in the West End)
- ❖ Year on year decrease in footfall in the west of the District (-4.9%), and in the east (-11.6%)
- ❖ Year on year increase in total spending (+2.5%)
- ❖ Year on year increase in domestic spending (+3.7%) – decline in transactions (-14.7%) and increase in ATV (-22.4%)
- ❖ Year on year increase in international spending (+15.1%) – increase in transactions (+4.6%) and increase in ATV (+10.2%)
- ❖ Domestic spending accounts for 77% of total spending, and international spending 23%
- ❖ Average transaction value of domestic purchases in February 2026 was £31.51 vs £55.96 for international purchases

# Key Highlights – Footfall – February 2026

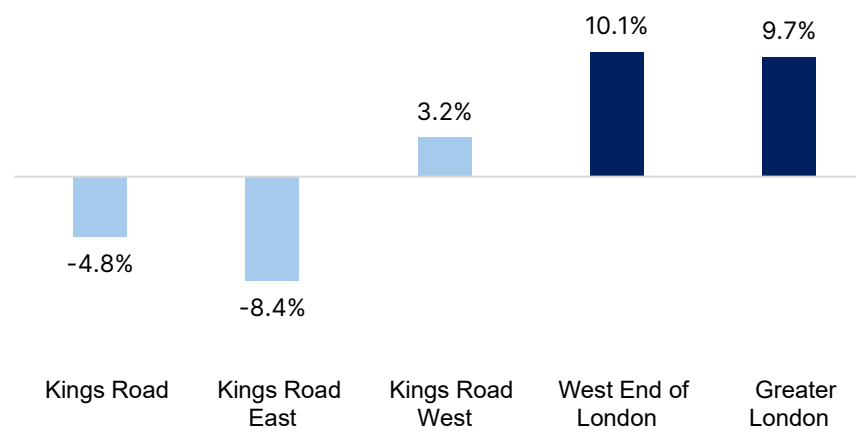
Footfall – February 2026		
	YoY % Change	MoM % Change
Kings Road	-9.5%	-4.8%
Kings Road East	-11.6%	-8.4%
Kings Road West	-4.9%	3.2%

Footfall Benchmarks – February 2026		
	YoY % Change	MoM % Change
West End of London	0.9%	10.1%
Greater London	-0.9%	9.7%

Year on Year % Change in Footfall - February 2026

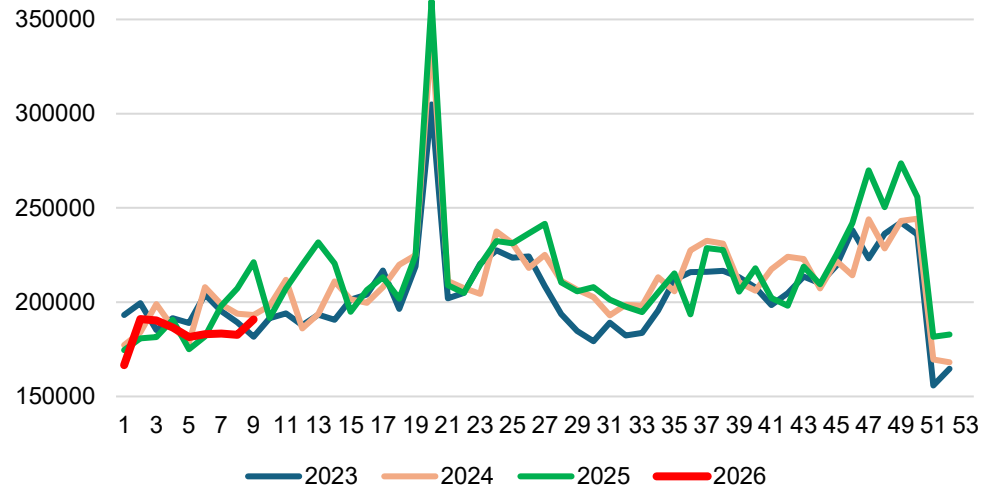


Month on Month % Change in Footfall - February 2026

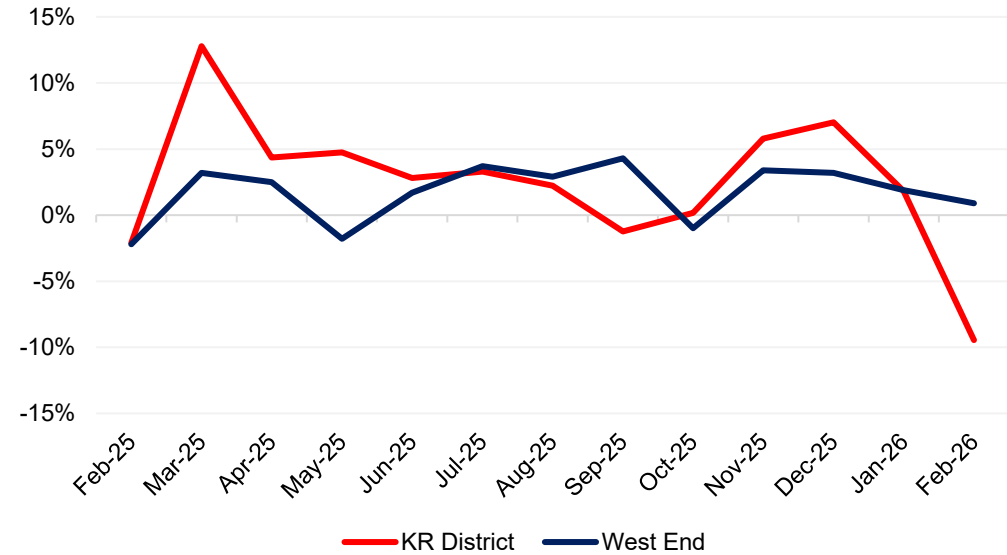


# Key Highlights – Footfall – February 2026

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

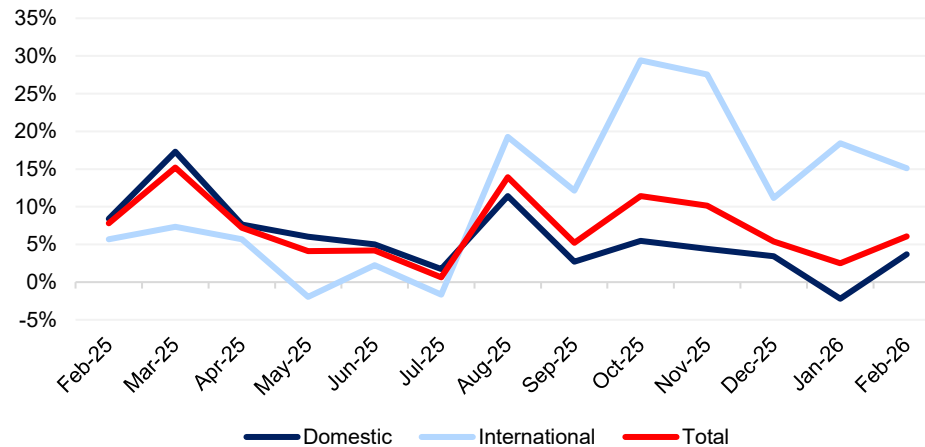
# Key Highlights – Domestic and International Spending – February 2026

Domestic vs International Spending (£ million)			
	Domestic spending	International spending	Total spending
Feb-26	£6.46	£1.88	£8.34
Feb-25	£6.23	£1.63	£7.86

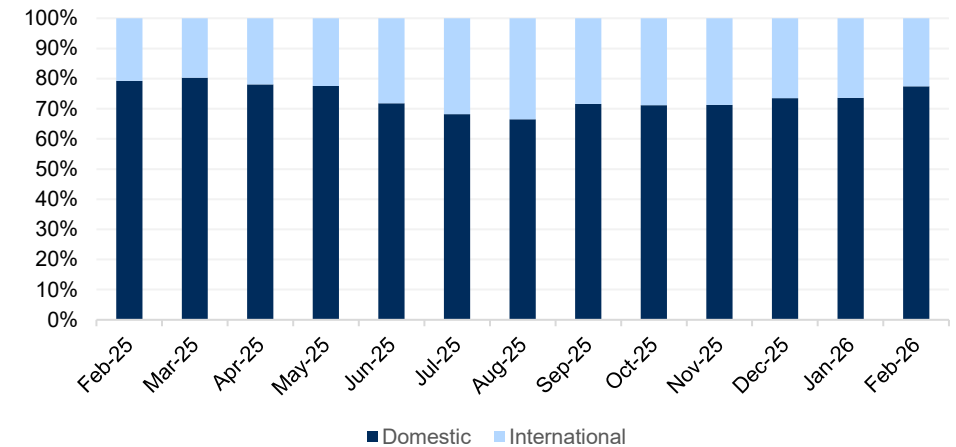
Domestic vs International Spending - % Change - February 2026			
	Domestic spending	International spending	Total spending
YoY % Change	3.7%	15.1%	6.0%
MoM % Change	2.4%	-17.0%	-2.7%
YoY % change YTD	0.7%	16.9%	4.2%

Domestic vs International Spending Split		
	Domestic spending	International spending
Feb-26	77%	23%
Feb-25	79%	21%

Year on Year % Change in Spending



Domestic vs International Spending



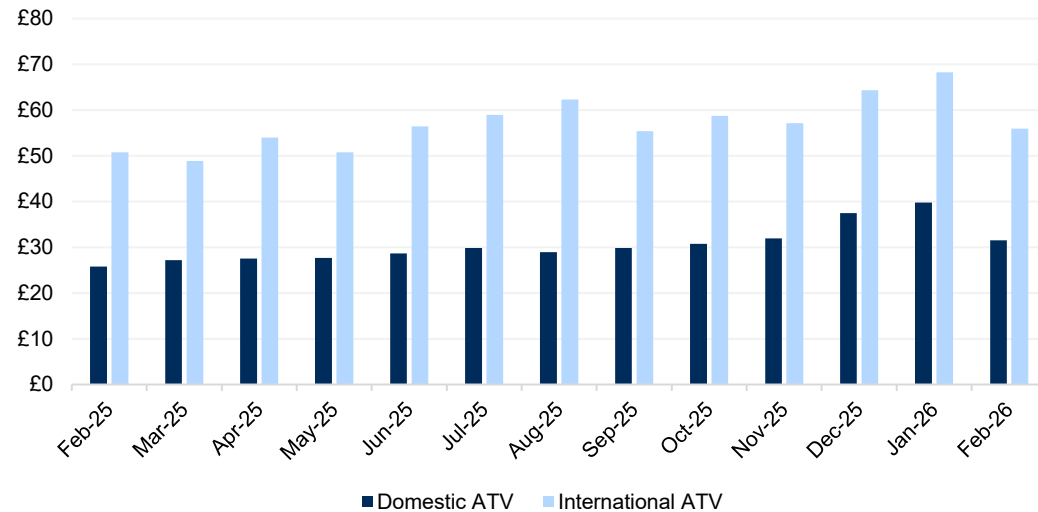
# Key Highlights – Domestic and International Transactions – February 2026

Domestic Spending - YoY % Change - February 2026		
	Transactions	Average Transaction Value
Feb-26	-14.7%	22.4%
Feb-25	-5.6%	15.4%

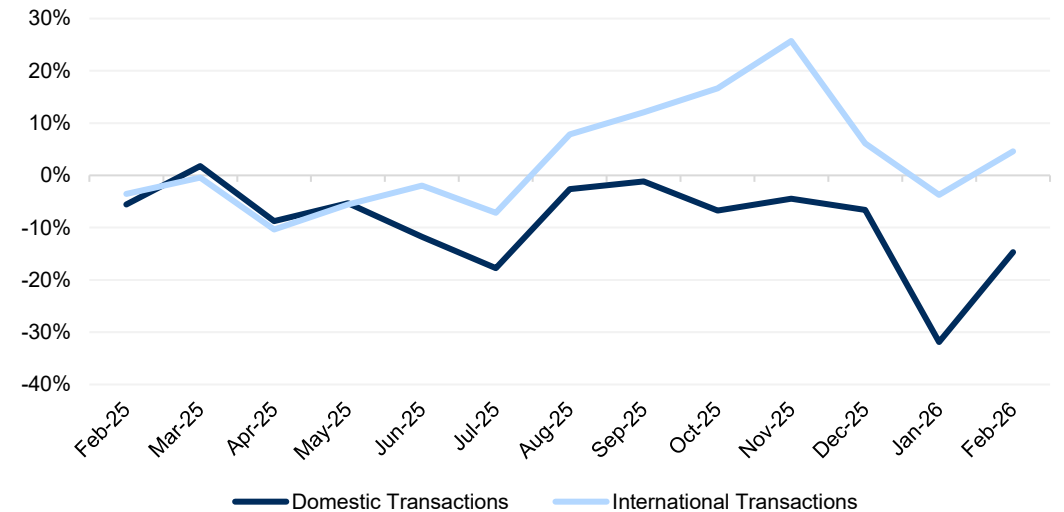
International Spending - YoY % Change - February 2026		
	Transactions	Average Transaction Value
Feb-26	4.6%	10.2%
Feb-25	-3.6%	9.8%

Average Transaction Value - February 2026		
	Domestic Spending	International Spending
Feb-26	£31.51	£55.96
Feb-25	£25.75	£50.77

Average Transaction Value - Domestic and International



Year on Year % Change in Transactions



## Notes

- MRI monthly footfall is based on a 445 calendar. January 2026 spans Monday 5<sup>th</sup> January 2026 to Sunday 1<sup>st</sup> February 2026, and February spans Monday 2<sup>nd</sup> February 2026 to Sunday 1<sup>st</sup> March 2026. Annual % change is based on a comparison with the same weeks during 2025.
- 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.