



FOOD & BEVERAGES CUSTOMER BREAKDOWN 2018

The Food & Beverages division continues to perform strongly in Harrods, with customers coming from all around the world to be a part of the Food Halls experience.

OVERVIEW

- Food & Beverages accounts for 4% of Harrods' overall trade
- 34% of Harrods customers shop in Food & Beverages
- The average spend of a Food & Beverages customer has increased 2% vs LY
- 40% of Food & Beverages customers are existing customers

CUSTOMER PROFILE

- 48% of Food & Beverages customers are between 21 and 39 years old and account for 40% of trade
- 49% of Food & Beverages customers are UK residents and generate 42% of Food & Beverages trade
- Food & Beverages customers are 68% female and 32% male

CUSTOMER INSIGHT

- UK customers make up 22% of all Harrods Rewards trade
- 200,107 Rewards customers have shopped in Food & Beverages over the past 12 months

FOOD & BEVERAGES CUSTOMER READERSHIP HARRODS MAGAZINE*

- 56% of readers are interested in reading about food
- 71% have purchased an item featured editorially with 40% purchasing food
- 75% have visited the store having read about a product or event
- 72% of readers have purchased an item that was advertised in the magazine
- 73% of readers agree that seeing a brand featured in *Harrods* magazine improves their perception of the brand

Source: Annual Customer Review 2017-2018, **Harrods* magazine (print) Reader Survey 2018

Harrods