



# BRAND PARTNERSHIPS

## CUSTOMER BREAKDOWN 2018

Brand partnerships at Harrods allow brands to engage with a highly desirable customer base through multiple touchpoints in-store.

### CUSTOMER OVERVIEW

- The Harrods customer's average spend in-store has increased 10% on last year.
- 48% of Harrods Rewards members are aged between 21 and 39, and this age group generates 49% of trade.
- International and dual residents make up 46% of all Harrods customers, and generate 63% of the store's trade.
- International and dual resident trade at Harrods has increased 8% on last year.

### CUSTOMER READERSHIP *HARRODS MAGAZINE*\*

- 94% of *Harrods Magazine* readers read their copy within a week of receiving it.
- 73% of readers agree that seeing a brand featured in *Harrods Magazine* improves their perception of the brand.

- 16% of readers state that their annual income is more than £250,000 per year.
- 43% of readers own two or more cars, 32% drive a 4x4 and 31% drive a sports car.
- 88% of readers listed travel as their main leisure activity.
- 57% of *Harrods Magazine* readers are mostly interested in reading about travel.
- 75% of readers take three or more holidays a year.
- 78% have visited the store after reading about a product or event in the magazine.

Source: Annual Customer Review 2017-18,  
\**Harrods Magazine* (print) Reader Survey 2018

Harrods