



CORPORATE PARTNERSHIPS

CUSTOMER BREAKDOWN 2019

Harrods has many valuable partners that help elevate the retail experience for customers. These partners cover a range of categories from airlines and hotels to automotive and financial services. Through Corporate Partnerships brands can engage with a highly desirable customer base through multiple touchpoints in-store and collaborative experiences.

CUSTOMER PROFILE

- 89% of Harrods Trade is from Harrods Rewards customers
- 72% of Harrods customers are female and 32% Male
- 43% of Harrods customers are UK residents
- 8% of Harrods customers are from China and generate 21% of Harrods trade
- 7% of customers are black tier (spending £10,000+) and generate 44% of trade in Harrods
- 10% of Harrods customers are ages 31-40 and generate the most trade

CUSTOMER READERSHIP *HARRODS* MAGAZINE*

- 95% of readers rated Harrods Magazine as very good to excellent
- 4 in 5 say two or more people read their copy within a week
- 43% own two or more properties
- 67% have purchased something that was featured editorially in the magazine
- Nearly half own two or more cars
- 23% of readers stated their annual household income as being in excess of £250k
- Almost half take six or more holidays per year
- 1 in 10 take eight holidays or more per year
- 1 in 3 readers have downloaded the Harrods app

Source: Harrods Customer Insight 2018-2019, **Harrods* Magazine (print) Reader Survey 2019

HARRODS
PARTNERSHIPS

