



BEAUTY

CUSTOMER BREAKDOWN 2019

The highly anticipated new Beauty Hall has now been unveiled - the first phase in the three-part refurbishment of Beauty in Harrods. Customers enter the store to be greeted by leading beauty super brands with an unrivalled selection of the most sought after make-up, skincare and fragrance products. This expansion makes Harrods one of the largest beauty destinations in the world.

OVERVIEW

- Trade in Harrods beauty increased by 5% in 2018
- 2019 has seen the space in Harrods Beauty increase by 53%
- 7.7% of beauty trade in the UK is accounted for by Harrods
- Beauty represents 8% of all Harrods trade
- The average spend of a beauty customer increased by 5% in 2018

CUSTOMER PROFILE

- 76% of the department base is female
- 44% of beauty customers are UK residents
- 23% of beauty customers are aged 21-40 and generate 28% of the trade
- Customers who shop in beauty spend an average of £6,513 in Harrods annually

BEAUTY CUSTOMER READERSHIP HARRODS MAGAZINE*

- 76% of Harrods Magazine readers are female
- 9 in 10 have visited the store having read about a product or event
- 67% have purchased something featured editorially in the magazine
- One third follow Harrods on Instagram
- 77% have purchased something that was advertised in Harrods Magazine

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

HARRODS
PARTNERSHIPS

