



HOME

CUSTOMER BREAKDOWN 2019

The offering of Harrods' Home department brings together the world's best in craft from furniture, homeware and technology. In Harrods, customers find well designed pieces that will be unique to their style and taste. Harrods Partnerships is dedicated to providing tailor-made media solutions for brands to elevate their brand awareness with a valued customer.

OVERVIEW

- Home represents 4% of all Harrods trade
- The average annual spend in Homewares and Technology increased by 3% in 2018

CUSTOMER PROFILE

- 100% of trade in Furniture is generated by Harrods Rewards customers
- 69% of customers in Technology are between 21 and 49 years old
- 42% of customers shopping in Homeware are UK residents
- 71% of customers shopping in toys are female

HOME CUSTOMER READERSHIP HARRODS MAGAZINE*

- 94% of Harrods Magazine readers read their copy within a week
- 43% own two or more properties
- Nearly half own two or more cars
- 9 in 10 have visited the store having read about a product or event
- 1 in 3 readers have downloaded the Harrods app
- 23% have stated their annual household income as being in excess of £250k

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

HARRODS
PARTNERSHIPS

