Oxford Street vs. Westfield, which shopping destination wins?

Online, high streets, or shopping centres – which categories see the most consumer spend? To find out, Cardlytics used purchase intelligence to analyze spend from over two million consumers across a range of retailers, across London’s Oxford Street, Westfield London and online. The results emphasize that despite the increasing prominence of online retail, bricks and mortar shops still play a crucial role in the retail world. As such, retailers that engage customers across multiple channels will ultimately win more spend.

Online vs. In-Store Spend

Those who shop online spend the most with an average spend per year of £259. This is driven by more frequent purchases. Online shoppers purchase something online every nine weeks, compared with every ten weeks for both the High Street and shopping centres.

Average Spend per Year

<table>
<thead>
<tr>
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<th>Online Only</th>
<th>Shopping Centre Only</th>
<th>High Street Only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average</td>
<td>£279</td>
<td>£171</td>
<td>£117</td>
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</tbody>
</table>

Where Do Customers Live?

The majority of High Street and shopping centre customers live in London. However, extending your marketing to other regions is key, as 43% of High Street customers and 34% of shopping centre customers travel in from the Southeast and other areas to shop.

50% of Shoppers Only Spend In-Store

Despite the continuing growth in online retail sales, 50% of shoppers only shop in bricks and mortar stores – either on the High Street, in the shopping centre, or both – avoiding online shopping all together.