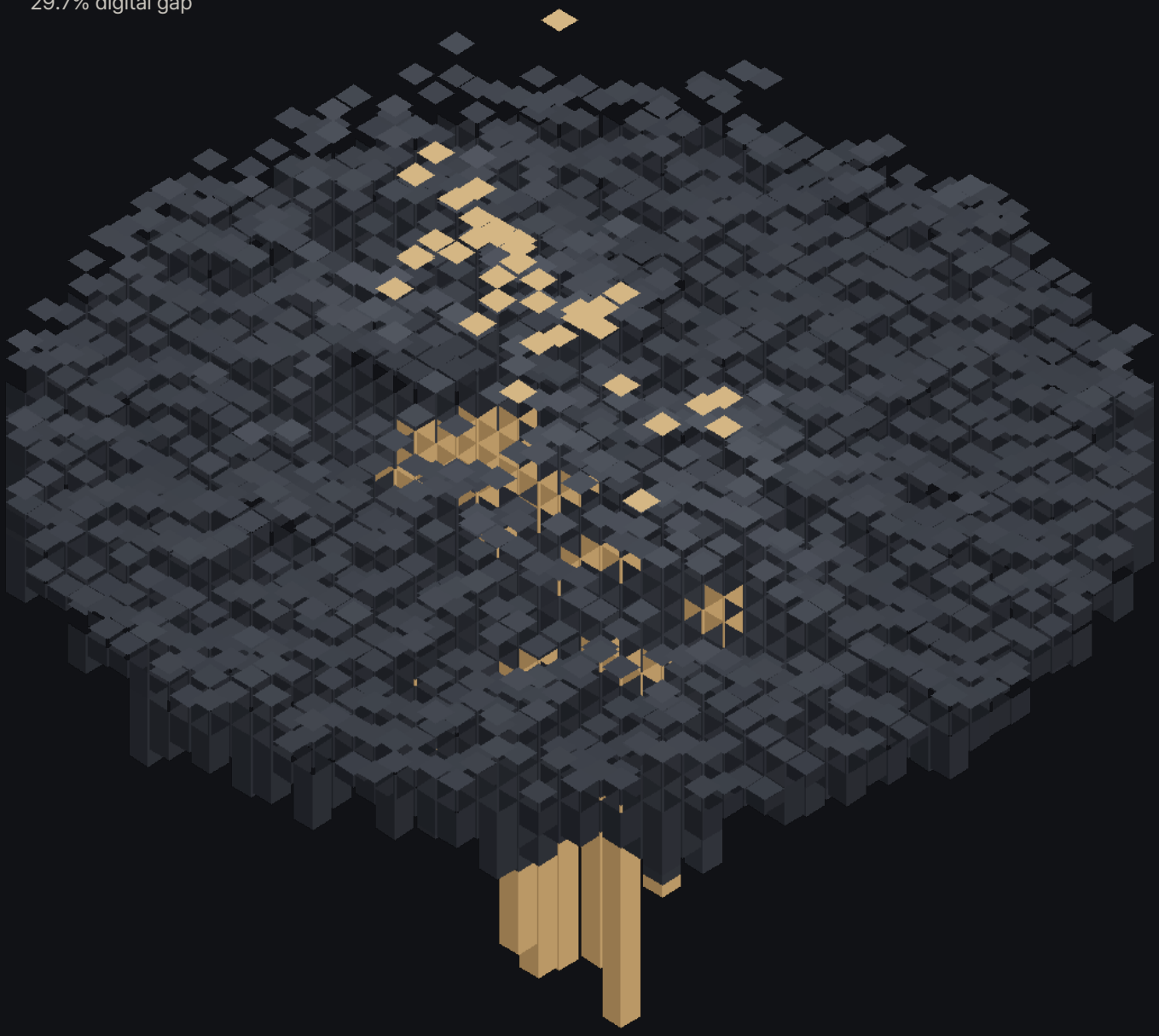
COMMERCIAL INTELLIGENCE GB LON

London
Offline Trade Intelligence

597,477 measured places within 30 km (172,829 inside 5 km) | 70.3% website coverage, 5.4% chain share, 29.7% digital gap



CITY DOSSIER GB

London offline trade intelligence

We counted 597,477 places within 30 km of the centre of London, and 172,829 inside 5 km. 70.3% keep a website a customer can open, 5.4% trade under a chain name, so 29.7% of the block is visible on a map and not findable on a phone.
Aggregate counts only. No store level row appears in this edition.

597,477
places counted, 30 km ring

70.3%
keep a website a customer can open (177,550 do not)

5.4%
carry a chain name, lower bound

SEGMENTS, MEASURED

n = 597,477

Segment	Places	Share	With a website	Gap
Professional services	129,560	21.7%	73.5%	26.5%
Retail	106,461	17.8%	70.6%	29.4%
Food and beverage	77,636	13.0%	70.1%	29.9%
Home and repair	74,638	12.5%	66.9%	33.1%
Other	51,863	8.7%	73.7%	26.3%
Beauty and wellness	42,850	7.2%	61.6%	38.4%
Real estate	22,615	3.8%	67.9%	32.1%

WHAT THE COUNTS SAY

01 **The gap sits in beauty and wellness.**
42,850 places, 7.2% of the ring, and only 61.6% keep a website. The city average is 70.3%, so this segment is 8.7 points behind the block.

02 **Night lights, thirteen years.**
Expansion index 10.5 of 100, rank 52 of 58 measured cities, radiance -12.3% since 2019, outer ring -2.4%. LED conversion removes short wavelength light, so read the ring growth, not the level.

PAID EDITION District level tables, 500 m and 1 km rings for named candidate sites, six adjacent categories, opening priority and a checklist. 12 to 16 pages with an aggregate CSV by district. Medical and hospital excluded. Gulf requests are quoted at three times the standard rate.

Source: TOYB measured, Overture Maps Foundation places 2026 11 18 release, NASA VIIRS night lights through EOG, World Bank and national statistical offices for population and income. Non identified aggregate counts only.

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