MRI Software releases London Marathon Retail Footfall Data

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Retail tech experts MRI Software have published the Central London retail footfall data during the London Marathon compared to last year's.

The data shows that footfall across the city was up 8.6% compared to last year's event, with a particularly big jump of 19.5% during the evening as runners and supporters celebrated.

Jenni Matthews, Senior Brand, PR & Content Manager (EMEA) at MRI Software, commented:

"Central London was lively on Sunday as thousands took part in the 2025 London Marathon. Footfall across the city was up 8.6% compared to last year's event, with a particularly big jump of 19.5% during the evening. Leisure and hospitality venues likely enjoyed a much-needed boost, with many people sticking around to relax, refuel, and enjoy the atmosphere. The warm weather no doubt helped too, tempting even more people outside to soak up the day."