Euromonitor International

World Market for Duty-Free: Unlocking Value and New Opportunities

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INTRODUCTION

Scope
Key findings

GLOBAL OVERVIEW

Global duty-free sales set for recovery by 2025
Regional sales dominated by China’s passion for domestic duty-free
Key markets for inbound duty-free sales led by Australia and South Korea
Fate of inbound duty-free strongly linked to Chinese outbound tourism spending
Popular product categories quicker to recover
Outbound duty-free spending boom forecast in 2023 driven by Asia
Changing consumer trends impact shopping behaviour post-pandemic
Shopping for quality appeals at either end of the income spectrum
SWOT analysis

KEY TRENDS

The future of duty-free shopping
Tourism rebound brings a much needed boost for duty-free shopping
L’Oréal Travel Retail and TripAdvisor strike a partnership
Duty-free shoppers worldwide bet on luxury products
Evolution of loyalty programmes and cross-border travel
Lagardère Travel Retail Peru: reimagining the shopping space concept
Emerging technologies set to transform duty-free shopping
Lotte Duty Free taps into the metaverse

KEY TRENDS

Cities attracting more downtown multi-brand duty-free shopping
Duty-free zones: ambitious plans that seek to diversify and expand reach

CORPORATE STRATEGIES

Strategic priorities of global players
Lotte Duty Free: focusing on Southeast Asia and K-pop culture
Dubai Duty Free benefiting from the strong performance of its home city
Gebr Heinemann banking on increased focus on loyalty and digitalisation
Europe’s leading travel retailers enjoy buoyant international demand
Case study: Dufry/Autogrill – combined strength to navigate uncertainty
Future store concepts go all out for digital, experiential and sustainable
DFS: partners with the next gen of social influencers to meet consumers where they are

EUROPE

European duty-free market overview
Europe’s international source markets are key to success
Luxury goods central to VAT-reclaim sales
China and Gulf states are key source markets
UK turns down duty-free opportunity
UK travellers become an opportunity post-Brexit
Duty-free creates virtuous circle for Åland islands tourism
More European domestic duty-free destinations
Global Blue: connecting retailers and travellers when making VAT-free purchases

ASIA PACIFIC

Market overview: Asia Pacific
China is the key source market for the region, with a continuously growing appetite

China’s duty-free haven Hainan is far from being a mature market
China: Government policies encourage domestic duty-free
SWOT analysis of Chinese consumers’ outbound duty-free spending
Vietnam plans to set up duty-free zone in Da Nang to be opened by 2027
Increasing focus on domestic duty-free to diversify customer base
Alternative source markets that can be developed in the region
DFS Group: Leading in providing luxurious experiential retail experience in duty-free

KEY TAKEAWAYS

Key takeaways: opportunities to explore

WORLD MARKET FOR DUTY-FREE: UNLOCKING VALUE AND NEW OPPORTUNITIES

Call to action for duty-free

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/world-market-for-duty-free-unlocking-value-and-new-opportunities/report.