



**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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