KNOWLEDGE BARK

Delivered by Scotland Food & Drink Partnership

Exploring Opportunities Travel Retail: 2023 outlook

August 2022



SUMMARY

Market



- Travel retail is a complex channel which includes airport retail (duty free & food services), cruise & ferry, border stores and other smaller channels.
- Airport retail is the biggest channel with a focus on international travellers.
- Retail is operated through a concession model which is costly for retailers which in turn must focus on high value and profit categories & products.

Category & Consumer



- **Alcohol and confectionary** are the biggest opportunities in food & drink, especially in the duty free stores.
- Whisky is the biggest alcohol category with single malts a driver of good performance. Gin continues to perform well while tequila is on the rise more recently.



 Shopper mission has an impact on purchase with confectionary most popular on impulse while alcohol is most popular on planned purchases. Passenger nationality and destination has an impact on purchase too.

2023 Outlook

- Travel retail has suffered deeply from the plunge in international travel with the **pandemic**.
- However green shoots from Summer 2022 show the road to recovery could be as early as 2023 for some regions like Europe and Americas, if airport capacity can be improved.



 There is a shift towards a younger and less affluent passenger while business travelling is not set to come back to prepandemic levels. This may impact the premiumisation trend.

How can I reach this market?

- Understand which products in your range could fit the **travel** retail shopper missions, premiumisation trend but also the younger shopper demographic.
- Be ready to prove your product's performance in domestic market to retailers and tell your provenance story fitting the local airport offer ("made in Scotland"). If suitable, also consider a travel retail exclusive.



 Target UK airports as a priority and thus Dufry (WDF branch which operates the majority of UK airports) and to a lesser extent Lagardere (Aelia). Also consider retailers like WH Smith, Boots and food services.

OVERVIEW OF THE MARKET

What you need to know about the channel, categories & consumers.

THE TRAVEL RETAIL CHANNEL IN QUESTION: A COMPLEX CHANNEL FOCUSED ON THE PREMIUM SEGMENT

• The first duty free shop was opened at Shannon airport in Ireland in 1947.

 As aviation developed, duty free sales increased rapidly over the years, making airports the biggest travel retail channel.



- You should also be aware of other travel retail routes to market:
 - Cruise and Ferries (on- and off-trade)
 - Food services in airports
 - Airlines (on-board)
 - Border stores (more prominent in America)
 - Downtown duty free & offshore duty free stores (specific to Asia)





RETAILERS HAVE BEEN CONSOLIDATING ACROSS THE WORLD SINCE THE 00s

- The particularity of airport travel retail is that it is operated on a concession model. Retailers such as Dufry pay a fee to the airport for operating the store.
- Retailers compete worldwide rather than against domestic markets although cross reading of prices against domestic is present.
- This tends to be a costly model which has resulted in consolidation of retailers across the world as well as a focus on ranging high margin categories and products in a tight space.
- Given its worldwide nature, logistic costs are also a barrier for supplier to enter the market. It also means retailers are risk averse when it comes to listing NPDs.
- See <u>www.dutyfreehunter.com</u> for a global database of duty free stores



 2021 saw Asian retailers cementing strong positions despite slow international travel due to the pandemic. Access to offshore stores like Hainan (CDFG), the world's largest duty free store, and to downtown duty free stores (Lotte & Shilla) helped these retailers.



Dufry operates **the majority of the UK airports** through their **WDF branch** with Heathrow the UK biggest airport. **Edinburgh** is in the top 5 and is also with WDF. See the list of stores <u>here</u>.

• **Aelia (Lagardere)** operates London Luton and City. It also operates the "**Discover Glasgow**" store at the Glasgow airport and the same format in Aberdeen.



A KEY WAY TO LOOK AT THE TRAVEL RETAIL CONSUMER IS THEIR NATIONALITY AND WHERE THEY ARE HEADING

- Passenger nationality profile and the make-up of travel routes of an airport will have a very big impact on travel retail purchase.
- **Duty free purchase** are usually the biggest driver of retail sales and thus the top international airports (see on the left) tend to see the highest sales (though it depends by category).
- Another consideration is the mix between domestic and international passengers in an airport as well as the number of long haul flights.





V-70.08%

% Change vs. 2019



Retail Perfomance (19/20)

\$697m

AMSTERDAM, NL (AMS)

International Passengers 2020 (m/s) 20.88

▼-70.87% % Change vs. 2019

210 Direct destinations 2021 SEE BUY FLY (GEBR. HEINEMANN/SCHIPHOL) KAPPÉ Duty-Free Concessionaire €67.82m2

Retail Perfomance (19/20)





International Passengers 2020 (m's) 16.83

▼-73.3%

% Change vs. 2019

212

Direct destinations 2021

FRANKFURT AIRPORT RETAIL (FRAPORT 8 GEBR. HEINEMANN JV)

Duty-Free Concessionaire

€78.9m° Retail Performance (19/20)



ISTANBUL. TR (IST*)

International Passengers 2020 (m's)

15.94

▼-59.71%

% Change vs. 2019

232

Direct destinations 2021

UNIFREE DUTY FREE (GEBR. HEINEMANN)

N/A Retail Perfomance (19/20)

Duty-Free Concessionaire



DOHA, OA (DOH)

International Passengers 2020 (m's)

12.5

▼-67.71%

% Change vs. 2019

136

Direct destinations 2021

OATAR DUTY FREE

Duty-Free Concessionaire

N/A

Retail Performance (19/20)



LONDON HEATHROW, UK (LHR)

Direct destinations 2021

International Passengers 2020 (m's) 20.6

▼-72.84% % Change vs. 2019

133

WORLD DUTY FREE (DUFRY) Duty-Free Concessionaire

£234m Retail Perfomance (19/20)



INCHEON. KR (ICN)

International Passengers 2020 (m's)

11.95

V-83.06%

% Change vs. 2019

82

Direct destinations 2021

LOTTE DUTY FREE, SHILLA DUTY FREE, HYUNDAI DUTY FREE, SM DUTY FREE, CITYDUTY FREE, GRAND DUTY FREE,

Duty-Free Concessionaire

>\$400m⁶

Retail Perfomance (19/20)

SINGAPORE. SG (SIN)

International Passengers 2020 (m/s)

11.63

▼-82.79%

% Change vs. 2019

72

Direct destinations 2021

LOTTE DUTY FREE, SHILLA DUTY FREE

Duty-Free Concessionaire

>**S\$500**m⁷ Retail Perfomance (19/20)

MADRID. BARAJAŚ SPAIN (MAD)

International Passengers 2020 (m/s)

11.05

▼-75.4%

% Change vs. 2019

139 Direct destinations 2021

MADRID DUTY FREE (DUFRY)

Duty-Free Concessionaire

Retail Perfomance (19/20)





PARIS, FRANCE (CDG) International Passengers

2020 (m/s)

19.05 **▼-72.71**% % Change vs. 2019

Direct destinations 2021 SOCIÉTÉ DE DISTRIBUTION AEROPORTUAIRE (SDA) Duty-Free Concessionaire

€313m

200

Retail Perfomance (19/20)



Traffic data source: ACI, World Annual Traffic Reports



INTERNATIONAL TRAVELLERS CONSIDER SHOPPING AS PART OF THE HOLIDAY EXPERIENCE, ESPECIALLY THOSE FROM ASIA AND MIDDLE EAST

Perception of DF shopping,

% of travellers who agree

	GLOBAL	TREND		GLOBAL	TREND
Part of the travel experience	48%	•••	Great place to Buy gifts	43%	ممم
Great place to try new brands	48%	••••	Truly different experience	41%	~~
Variety of products makes DF a great place for shopping	47%		Prices are usually cheaper	36%	
More motivated to buy "DF exclusives"	45%	~	Exclusive and unique products	30%	

Source: Duty Free World Council, 2020 Q1. By nationality ref to 2015 survey.



"Given that product ranges are significantly greater online, consumers are naturally more intrigued by exclusives they can find only in travel retail." according to m1ndset CEO, Peter Mohn.



THE SHOPPER MISSION IS IMPORTANT SO AS TO UNDERSTAND WHICH OF YOUR PRODUCTS COULD FIT THE RETAILER'S RANGE



Buy for now or for the plane

Buy for back home

















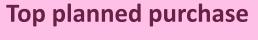
Source: Duty Free World Council, 2020 Q1.



ALCOHOL AND CONFECTIONARY ARE THE MAIN OPPORTUNITIES IN DUTY FREE STORES. DON'T FORGET FOOD SERVICES AS A WAY IN TOO.

- Depending on the shopper mindset, top categories are different with confectionary ranking first on impulse purchase while alcohol is first for planned purchase.
- Impulse purchase is growing according to m1nd-set although it's unclear how the pandemic has impacted this behaviour.
- In 2016, 19% of shoppers purchased on impulse compared to 24% in 2019.
- Travel exclusive are especially important in alcohol.







Source: m1nd-set research, 20,000 passengers worldwide, 2019



FOCUS ON THE ALCOHOL CATEGORY PLAYERS...

- Traditionally, whisky is the biggest seller in the channel making up 40% of GT spirits volumes pre pandemic.
 - Top brands by volume pre pandemic were Johnnie Walker, Jack Daniel's and Chivas.
 - **Single malts** are the growing segment as well as whisky from around the world (American, Irish, Japanese) while blended whisky is more stagnant.
- Cognac is the other big player in travel retail spirit dominated by Hennessy Cognac.
- Vodka is the third biggest category dominated by Absolut and Smirnoff. But the focus of consumers tends to shift from vodka to gin in the past few years and now tequila which is seeing high demand in 2022.
- Liqueurs also tend to be a strong performing category in travel retail.

Top alcohol brands pre-pandemic

#	Brand	% Change Volumes 2017 to 2018	CAGR Volume 2013 to 2018
1	Johnnie Walker Scotch	7.8%	3.0%
2	Jack Daniel's Whiskey	1.8%	3.8%
3	Chivas Scotch	4.5%	1.5%
4	Absolut Vodka	-1.9%	-4.3%
5	Hennessy Cognac	-2.3%	5.7%
6	Ballantine's Scotch	5.9%	1.8%
7	Baileys Cream Liqueur	-2.1%	0.0%
8	Bacardi Rum	-3.3%	-4.0%
9	Smirnoff Vodka	-13.5%	-3.2%
10	Martell Cognac	2.9%	12.1%

Units: 000's of nine-litre cases

Source: IWSR Drinks Market Analysis 2019



... AND THE ALCOHOL CATEGORY TRENDS

- **Travel retail exclusives and premium offers** are a big driver of purchase in this category with sometimes whisky prices fetching record prices.
- The trend towards **premiumisation** in travel retail shows no sign of slow down right. However the prospect of cost-of-living crisis and the shift towards younger passengers may focus this trend towards value for money and experiential products (see slide 20-21).
- Passenger nationality has an influence on spend mix and levels with Chinese, American and Russian passengers often spending most on alcohol. **Destinations** like Spain are popular with white spirit such as gin.
- There is a travel retail limit on alcohol which retailers and brands need to educate shoppers on. Arriving into the UK, if the limit is exceeded then no duty free can be applied.
- Food services are another avenue to explore for accessing the travel retail channel along with in flight service. Airports are investing more and more to make the "after security" an area of experience and varied offer. This may open opportunities for local suppliers though big chains tend to dominate so far, in partnership with specialised suppliers like SSP.



Earlier this month at Dubai International Airport (DXB), a full collection of The Macallan Six Pillars was sold to a private collector for a new record price of \$816,748, the highest price ever paid at retail for the exclusive set.

Forbes

Duty-Free Retail Continues To Attract Highly Coveted Scotch Whiskies—And Set Records

Kevin Rozario Contributor © I cover retail and the global traveling shopper.

Before security After security























Restaurants and bars at Edinburgh airport



SOME EXAMPLES OF SCOTTISH BUSINESSES WITH A PROFILE IN TRAVEL RETAIL: WHAT CAN WE LEARN FROM THEM?

New Edinburgh Gin launches exclusively with Dufry

1. By Jill Sayles in in Europe, Latest News. Liquor & Wines, Product News O July 15, 2022 Scomments Off
The product will go into UK World Duty Free stores and other main airports in Europe



Strawberry & Pink Peppercorn Edinburgh Gin (1L / 40% ABV / £29.99) will complement the existing Dufry range of full-strength gins, Rhubarb & Ginger, Watermelon & Lime and Classic, along with the three Edinburgh Gin liqueurs, Rhubarb & Ginger, Raspberry and Elderflower. Flavoured gin is driving growth in the category and currently represents 40% of sales in the UK off trade.

- ✓ **Consumer shopping mission**: treat for myself (souvenir) or perfect gift for my loved ones
- ✓ Why should I buy it in travel retail? It's a unique flavour
- ✓ **Retailer story**: Taps in flavoured gin category trend in domestic market and exclusive flavour

Walker's Shortbread launches GTR range to expand worldwide with Dufry

👢 By DFNI Staff Writer 📗 in Airports, Confectionery & Fine Foods, Europe, Clobal, Latest News, Product News, Retail News ② April 6, 2022 . 🥦 Comments Off

The 19 product gifting range will expand to 55 global sites with Dufry



The gifting range launched in the UK in April at Dufry's Heathrow and Gatwick airport stores and will expand worldwide in June reaching 55 sites with Dufry. UK-themed products round off the range with three Sense of Place Gift Boxes featuring historical landmarks such as Edinburgh Castle and Big Ben. [...] The range is in line with Walker's sustainability commitment to featuring recyclable paper and recyclable Gifting Tubes with paper bases.

- ✓ **Consumer shopping mission**: perfect gift for my loved ones
- ✓ Why should I buy it in travel retail? It's a unique pack with a premium feel
- ✓ Retailer story: taps into gifting opportunity adapted to travel as well as sustainability trend



MORE EXAMPLES OF TRAVEL RETAIL ACTIVATIONS (click on image for the article)



EUROPE

Distell reveals festival-inspired Glasgow Airport activation for Bunnahabhain

Passengers travelling through Glasgow Airport can discover two new limited edition releases of Bunnahabhain whiskies, which are being showcased...



Nestlé and Dubai Duty Free partner for launch of Quality Street regional edition

The Mackintosh's Quality Street Oriental Selection features four regional flavours and was introduced in selected Dubai Duty Free stores this month ahead of the Eid al-Adha holidays. Read



Independent distiller Loch Lomond Whiskies recently unveiled two limited-edition single malts that will celebrate golf's prestigious Oper Championship.

Loch Lomond The Open Course Edition 2022, and Loch Lomond The Open Special Edition 2022, were created to mark the 150th year of The Open Championship, of which Loch Lomond Whiskies is the official spirit partner.

The 150th Open will be played on Scotland's historic links of The Old Course at St Andrews this July.



Interview: Whyte & Mackay on maintaining the momentum in prestige malts

Leading Scotch whisky distiller Whyte & Mackay is reinforcing its premiumisation agenda with activity around its malts collection, including the planned release of new expressions for flagship brand The Dalmore. Read More



Nestlé and Lotus Biscoff join forces to create limited-edition Kit Kat flavour

The taste-bud tempting combo of Kit Kat's milk chocolate wafers and Lotus Biscoff's crunchy, caramelised cinnamon spread arrives in travel retail via an exclusive, limited-edition format.



THE OPPORTUNITY FOR SCOTTISH BUSINESSES IN DUTY FREE SHOPS

- ✓ Target WDF Dufry UK listing with a focus on Scottish airports, especially Edinburgh and Glasgow (playing on provenance story of your product) as well as London airports (highest international passenger traffic, gateway into UK). Also consider retailers like WHSmith and Boots.
- ✓ A secondary target is **Lagardere** with their Aelia duty free shop at Luton airport as well as the "Discover Glasgow" shop at the Glasgow airport and the same format in Aberdeen.
- Demonstrate your **domestic success** to convince on listing as well as **highlight your provenance story**, fitting the **local airport offer** ("made in Scotland"). Retailers are very risk averse in travel retail and want to have confidence in listings as space is very expensive to them. They also often expect marketing investment.



Edinburgh airport (WDF duty free shop)



Heathrow airport (WDF world of whisky shop)



Glasgow airport Discover Glasgow shop



KEY QUESTIONS TO ASK YOURSLEF IF YOU ARE INTERESTED IN THIS CHANNEL

SHOW THE RETAILER YOU UNDERSTAND	QUESTIONS TO ASK YOURSELF		
The shopper mission	Is my product more fitted for gifting, a personal treat, a souvenir, something for the flight? Which are my best seller in the domestic markets? Which nationalities would be keen on my product?		
The domestic and passenger trend			
The range tiering	What can you offer to the retailer? Do you have an exclusive flavour you could propose? Is your product premium or super premium? Is it attractive for young shopper segments?		
How you fit in the global travel landscape	What's your unique value add? Why should a retailer give you shelf space which comes at a big premium for them given the concession model? What is your provenance story? Can it fit in local offer / "made in Scotland" range?		



Edinburgh airport store pictures (Aug 22)







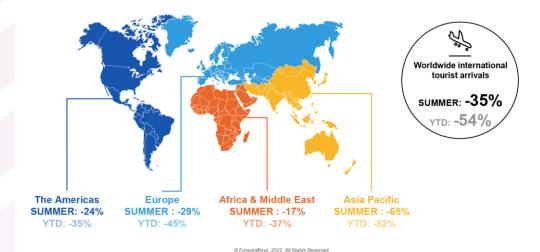


OUTLOOK FOR 2023

Green shoots from Summer 2022 show the road to recovery could be as early as 2023 for some regions.

THE SECTOR BRACES FOR ANOTHER FEW TOUGH YEARS BUT **RECOVERY IS ON THE HORIZON**

Worldwide international arrivals in Jan-June 2022 and Jul-Sep 2022 as of 8 June 2022; vs same period in 2019



Easing of restrictions Top resilient reignites interest in Sun and Beach Asia Pacific Europeandestinations

Flight searches for long-haul travel to destinations in Asia Pacific made between 1 Jan and 12 Jun 2022: % share of all searches

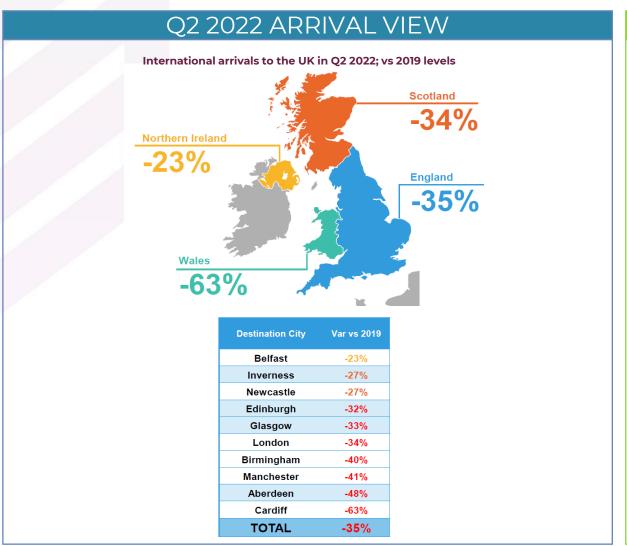


India	22%
Thailand	15%
Philippines	8%
ndonesia	7%
Australia	7%
Pakistan	6%
Vietnam	4%
Sri Lanka	3%
China	3%
Japan	3%

- In 2021, the world's airports saw 4.6 billion passengers, an increase of 28.3% from 2020 but a drop of 49.5% from 2019 results.
- The top 20 airports, representing 19% of global traffic (863 million passengers incl. domestic travel), saw a gain of 42.9% from 2020 but a drop of 31.9% vs. 2019.
- 2022 initial numbers seems to show a more positive picture despite the Summer travel disruptions (capacity & labour challenges) as well as high cost of fuel for airlines.
- Pent up demand otherwise known as "revenge travel" is a factor with consumers looking for beach and exotic destinations.
- The Americas is estimated to recover in 2023, joining Europe, but Asia Pacific and Africa are not tipped to return to 2019 passenger volumes until 2024/2025 with China still closed.



SCOTLAND HAS SEEN A SLIGHTLY MORE "RECOVERED" AIR TRAVEL IN Q2 THAN ENGLAND, Q3 LOOKING PROMISING DRIVEN BY LONG HAUL FLIGHTS



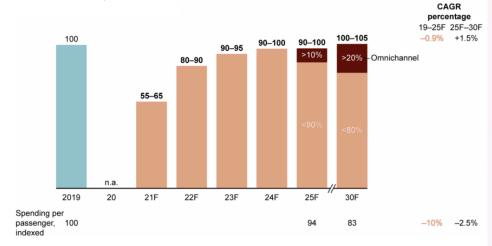




CHANGES TO PASSENGER MIX AND BEHAVIOUR ARE TO BE EXPECTED

- Bain & Company highlights a shift towards a younger & less affluent passenger which may impact duty free spend. According to the white paper published in 2022: "By 2025, this group will make up more than 50% of all passengers, while the share of business travel, long-haul groups, and Chinese passengers—traditional consumers of the luxury goods sold at airports—declines."
- Other macro trends which will influence the sector are similar to domestic markets but travel retail has a long way to catch up:
 - Frictionless technology (click and collect at the airport whether on board or at arrival, omnichannel targeting)
 - **Experiential services** at the airport (gym, concert, classes, experiential stores and ever more diverse restaurant & bar offers)
- **DUFRY** . Alibaba Group
 - Recent partnerships including **Alibaba with Dufry** and **JD.com** with **Lagardère** aim to accelerate the development of omnichannel business models and customer experiences linked to brands.
- Another trend not mentioned in the Bain report is sustainability with airports, retailers and brands making efforts on net zero targets and product innovation such as packaging and ingredients. This is especially a focus in Europe & Americas.
- According to m1nd-set, 64% of travellers would be prepared to pay more for a
 product if it is environmentally friendly and 43% will actively look for more
 sustainable products when shopping at the airport (2020 research).

Travel retail turnover will remain below pre-Covid levels through 2030 Global travel retail market, indexed



Note: Data rendered in real terms, excluding food & beverage Sources: IATA; Bain proprietary travel retail forecasting model; Bain analysis



'Open Up Your Horizons'

– DFS launches Annual
Beauty Campaign
through the Metaverse
and in-store



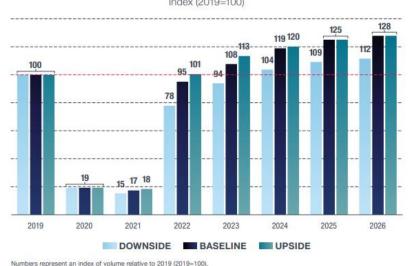
Silent Pool's Green Man Wildwood Gin wins new travel retail listings



OTHER TRAVEL RETAIL CHANNELS MAY REPRESENT AN OPPORTUNITY WHILE AIR TRAVEL RECOVERS

• Cruise and Ferries are bouncing back fast with a lot of cruise ships now back in full operations according to dfni. Unlike air travel, cruise traffic is expected to be back to pre-pandemic levels by early 2023. In UK-Europe routes, the return of duty free sales post Brexit has benefited cruise retail sales a lot.





• **Border stores** have maintained relative strengths throughout the pandemic given local travel and travel by road was prioritised.

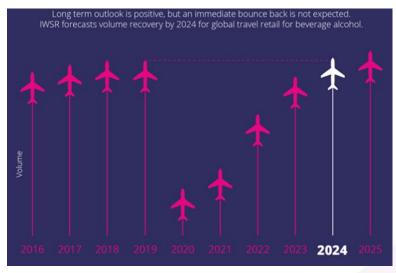
Source: CLIA: Tourism Economics

• In Asia, **off-shore and downtown duty free** were a big factor to offset the decline in air travel and will continue to be as long as countries like China have travel restrictions. Hainan in China (where the government tripled duty free allowances to the equivalent of circa GBP 11,000, which can also be spent online post-trip) is expected to represent 18% of total global duty-free business before 2024.

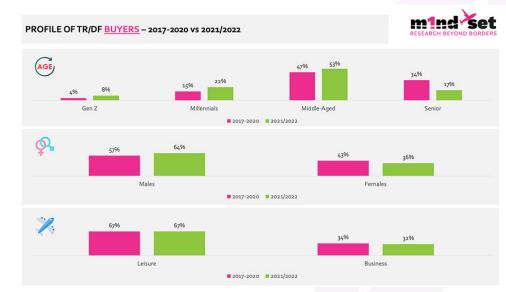
OUTLOOK IN THE ALCOHOL CATEGORY

- The alcohol category was hit hard by the pandemic, seeing
 -70% in sales in 2020 according to IWSR.
- But In-spirit predicts a **very gradual recovery with 2024** likely reaching similar levels to pre-pandemic. Alcohol travellers are more likely to say they are willing to fly immediately or withing the next 6 months (data collected Q1 2021) according to Inspirit.
- The sales recovery will be linked to the rebound in international travel, especially from China. However as noted previously, spend may stay muted with looming inflation and geopolitical issues as well as change in passenger mix.
- Catering to younger demographics, namely Gen Z and millennials, will be key to the category success and may impact the premiumisation trend. Indeed, these segments are savvier, checking price vs. domestic market and looking for a treat and exclusives, thus putting emphasis on experiential products.

Alcohol Global Travel Retail Volume



Source: 1n Spirit (IWSR + m1nd-set), 2021





DRIVERS TO PURCHASE - 2021/2022





Males		Females	
Good value for money	32%	Good value for money	29%
Price adv. vs local market	25%	Price adv. vs local market	28%
Loyalty to brand	22%	Loyalty to brand	26%
It was convenient	22%	Suitable as a self-treat	22%
Different from my usual product	17%	It was convenient	22%

Business		Leisure		
Good value for money	26%	Good value for money	34%	
Price adv. vs local market	24%	Price adv. vs local market	27%	
Loyalty to brand	24%	Loyalty to brand	24%	
Different from my usual product	19%	It was convenient	23%	
It was convenient	19%	Suitable as a self-treat	18%	



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 Target UK airports as a priority and thus Dufry (WDF branch which operates the majority of UK airports) and to a lesser extent Lagardere (Aelia). Also consider retailers like WH Smith, Boots and food services.

Free resources to discover more

Travel retail magazine and news:

- <u>Moodie Davitt</u>: regular update on everything travel retail from product launches to airport concession changes.
- TRBusiness is a similar source.
- Travel Markets Insider
- Global Travel Retail Magazine
- Duty Free News International

Official industry body:

- IATA
- Global Airport Council
- <u>Duty Free World Council</u> which publishes <u>insights</u>
- Cruise Lines International Association which also published research
- <u>Tax Free World Association</u> (TFWA)
- European Travel Retail Confederation

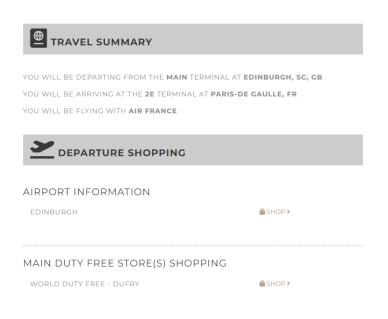
Newsletter from research agency specialised in travel retail & other resources:

- Sign up of the m1nd-set newsletter for monthly shopper deep dives.
- <u>Air4casts Passenger traffic (PAX)</u> and <u>ForwardKeys</u> which both have newsletters
- New airline routes tracking
- Global database of duty free stores on duty free hunter
- <u>Tri-pod podcast</u> focusing on the players in the travel retail industry
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Industry trade shows

- <u>Duty Free and Travel Retail Global Summit</u>: Cannes 02-06 October 2022
- <u>Travel Retail Sustainability Week</u>: online conference and pitching program.
 - 19-22 April 2022
- <u>Travel Retail Consumer Forum:</u> September 2022 (2021 Edition was held in London)
- Cruise Conference 2022: Barcelona 27-29 June 2022
- TFWA Asia Pacific Exhibition & Conference: Singapore 09-12 May 2022





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Partnership

Thank you

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