

Press Statement – For immediate release

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Travel Retail Leaders Take Center Stage: ETRC Business Forum 2025 Sets Attendance Record

The European Travel Retail Confederation (ETRC) hosted its annual Business Forum on January 30th in Amsterdam, welcoming a record-breaking audience of 170 delegates from the European Duty Free and Travel Retail sector. On this occasion, ETRC revealed its brand-new publication, "Duty Free & Travel Retail – A Unique Marketplace", offering insightful content, data, and key facts about the European Duty Free & Travel Retail channel.

A comprehensive programme gathered industry leaders and experts to address the key issues facing European duty-free and travel-retail today. For the very first time, ETRC brought together the top executives of Europe's four largest travel retailers on the same roundtable for a fascinating exchange of views. Underlining their commitment to ETRC, Ray Hernan (CEO, ARI), Xavier Rossinyol (CEO, Avolta), Max Heinemann (co-CEO and founder, Gebr. Heinemann) and Frederic Chevalier (Deputy CEO, Lagardère Travel Retail) discussed key topics including innovation, the business model and strategies shaping the future of the sector.

Business Performance data and insights were center stage again at this year's Business Forum with the flagship presentation of the ETRC Index, compiled exclusively for ETRC by Pi Insight with the support of ForwardKeys for passenger data.

- The European Airport Duty Free sector has performed well during the first 3 quarters of 2024 from a value sales perspective, with total value sales of €7.14 billion, the equivalent to growth of 7% on YTD 2019 levels and 10% on YTD 2023 levels
- It should be noted however that unit sales overall continue to fall behind value sales and PAX while certain product sub-categories have still not fully recovered.
- Spend per PAX continues to show a positive trend, with growth in the first 3 quarters of 1.3% and 7.1% compared to the same period on 2023 and 2019 respectively.

Building on last year's presentation which included qualitative input from retailers, the report was this year complemented by the perspectives of category suppliers, including Kaatje Noens (Puig), Simon Van Moppes (Pernod Ricard), Camelia Dau (Ferrero) and Banu Eksi (Philip Morris International), who shared their insights on current and future trends in key categories.

The Forum also focused on sustainability issues, showcasing a dedicated panel of speakers who explored the transformative impact of EU sustainability legislation introduced by ETRC

Secretary General Julie Lassaigne, Camillo Rossotto (Avolta), Saskia Möller (Gebr. Heinemann), and Laurence Pardieu-Duthil (L'Oréal TR) shared the milestones of their company's sustainability journey – calling for industry collaboration to successfully meet both the regulators and consumers' demands.

To complete the day, top-class keynote speakers provided food for thought to the audience and question the status-quo. Bronwen Maddox, CEO of Chatham House and a former journalist, captivated the audience with her insights into geopolitics, offering a forward-looking analysis of Europe's trajectory following last year's EU elections in a fractured global order. Retail strategist Dr Marc Schumacher, concluded the day with a thought-provoking session challenging attendees to rethink conventional marketing approaches and adapt to the evolving landscape of consumer behaviour.

Nigel Keal, President of ETRC, said: "We are delighted by the record-breaking turnout at this year's Business Forum and networking dinner. The Forum continues to be a vital platform for exchanging ideas, addressing challenges, and shaping a sustainable and innovative future for European Duty Free and Travel Retail. ETRC aims to steer the industry towards a more collaborative approach, creating benefits for all business partners. We are in particular very proud for the trust the four European Travel Retailers leaders have placed in us resulting in a common roundtable to discuss the present and future of our industry."

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NOTE TO EDITORS:

The ETRC Publication "Duty Free & Travel Retail – A Unique Marketplace" can be accessed at the following page <https://etrc.org/publications/>

Compiled with the expertise of Pi Insight, the ETRC Business Performance Index presents trends on historic aggregated sales movements (taking 2017 as reference year) covering airside airport retail in sales across four main categories – Beauty, Liquor, Confectionery & Fine Foods and Tobacco. The Index covers airports responsible for more than 90% of European traffic. PAX data is kindly powered by ForwardKeys Traveller Statistics Tool.

For information about our partners, please visit www.pi-insight.com and www.forwardkeys.com

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About the European Travel Retail Confederation

The European Travel Retail Confederation (ETRC) is an industry association for the duty free and travel retail industry in Europe, serving the industry and its members to help create the right environment to allow the industry to achieve its potential and protect it when challenges arise.

ETRC is composed of national and regional affiliated trade associations representing over 200 European companies, Tax Free World Association (TFWA) representing 500 brand companies, and direct corporate membership from individual companies working in the duty free and travel retail trade across Europe and beyond. The European Travel Retail Confederation's operations are directed by its Supervisory and Managing Boards and carried out by a full-time secretariat. For more information about the organisation, please see our website – www.etc.org