

Press Statement – For immediate release

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ETRC Reports Record Airport Duty Free Sales in 2024; Unveils First Nordic & Baltic Ferry Index

The European Travel Retail Confederation (ETRC) has released the ETRC Business Performance Index for the full year 2024, including the first iteration of the ETRC Nordic & Baltic Ferry Index. The ETRC Index reports are available exclusively to ETRC members.

The ETRC Airport Index shows that European airport duty free sales reached their highest value ever in 2024, with total sales of €9.50 billion, reflecting a +9.6% growth compared to 2023. This achievement marks a significant step forward in the sector's recovery, underscoring its resilience and vital role within the broader travel ecosystem as well as passenger experience.

While unit sales continue to lag behind value and passenger growth, spend per passenger increased by +1.3% compared to 2023 and by +7.0% compared to 2019, influenced by inflation and shift in consumer behaviour and purchasing patterns. Individual categories performed strongly in 2024, surpassing 2019 sales levels overall. However, alcohol remains below pre-pandemic figures, though Q4 showed encouraging signs.

The newly launched ETRC Nordic & Baltic Ferry Index, developed in close cooperation with key ferry operators in the region, provides for the first time an accurate and comprehensive view of the Nordic and Baltic Ferry Duty Free sector, based on actual data shared by the region's leading ferry operators.

Key findings reveal that the Nordic & Baltic Ferry Duty Free sector has experienced a mixed recovery since the pandemic. In 2024, total value sales reached €686.4 million, down 5.2% on 2023 and 24.7% lower than 2019 levels. This trend largely mirrors the evolution of passenger numbers, which also declined compared to both 2023 and 2019, against a challenging geopolitical backdrop for the region. Notably, spend per PAX showed a very strong increase following the pandemic but has since settled back to a level comparable with 2019.

Commenting on the launch of the ETRC Ferry Index, Piret Mürk-Dubout, Vice-President Maritime Affairs of ETRC said: *"This is a historical moment for us after two years of dedicated collaboration. I would like to express my gratitude to all ferry operators, Pi Insight and Shippax for their making this happen. We look forward to continue our work together and create meaningful impact for the channel."*

Julie Lassaigue, Secretary General of ETRC added: *"The launch of the Nordic & Baltic Ferry Index represents a major milestone for our industry, as it finally reveals the size and potential of the Ferry Duty Free channel in this important region. We are also pleased to see continued growth for European Airports Duty Free sales, driven by passenger recovery and strong consumer engagement."*

On behalf of ETRC, I extend our particular thanks to Pi Insight, our trusted partner on this project, to ForwardKeys and Shippax for providing passenger data for airport and ferry traffic respectively, and last but not least, to participating travel retailers and ferry operators for their trust and willingness to make the ETRC Indexes possible."

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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.etrc.org