

Press Statement – For immediate release

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Protect, Persuade, Prosper: Turning Insight into Action at the ETRC Business Forum 2026

The European Travel Retail Confederation (ETRC) hosted its annual Business Forum on 22 January 2026 in Amsterdam, bringing together over 165 delegates from across the European Duty Free and Travel Retail channel.

Held under the theme 'Protect, Persuade, Prosper', the Forum explored how the sector can protect its operating environment, strengthen its voice and translate insight into practical responses as regulatory pressure increases, consumer behaviour evolves and technology reshapes the travel experience.

A highlight of the day was the discussion entitled 'Re-Enchanting Travel Retail', which featured Luis Marin (*Avolta*), Joost Rosmuller (*Mondelēz International World Travel Retail*), Elias Liolios (*Hermes Airports*) and Martijn Steur (*Kinetic consultancy*). Panellists examined how to drive revenue growth for all stakeholders, inspire greater collaboration and enhance the customer experience – building on the recently released study commissioned by ETRC from Sterling University on Exploring and testing business models in Travel Retail.

Nigel Keal, President of ETRC, commented on this year Forum: *"This year's Business Forum showed the value of bringing the industry together around clear data, shared experience and practical discussion. As regulatory and market pressures increase, turning insight into action will depend on collaboration across the value chain and a coordinated, credible voice in support of European Duty Free and Travel Retail."*

The tone for the day was set by Dr Linda Yueh CBE, economist and broadcaster, who outlined how geo-economics, geopolitics and rapidly advancing technology are reshaping the global landscape and influencing the outlook for European travel retail.

Attention then turned to advocacy in practice, where speakers Benjamin Dillmann (*Deutscher Travel Retail Verband*), Giacomo Moroni (*Moët Hennessy*) and Ricardo Oliveira (*ETRC*) shared real experiences—both successes and lessons learned—emphasising how closer coordination and collaboration among stakeholders can strengthen the channel's ability to operate and grow.

The highly anticipated ETRC Business Performance Index for Q3 2025, compiled exclusively for ETRC by Pi Insight with passenger data supported by ForwardKeys, highlighted the following key trends:

- The European Airport Duty Free sector has continued to progress on a positive trajectory during the first 3 quarters of 2025, with total value sales of €7.63 billion, the equivalent to growth of 5.8% growth on YTD 2024
- Unit sales +4.9% and passenger numbers +5.4%, reinforcing alignment across core metrics
- Unit sales showed progression of 4.9% on YTD 2024 and PAX showed growth of 5.4%, further strengthening the alignment trend across the three core metrics
- Average spend per passenger performed slightly above 2024 levels (+0.4% YoY)
- Positive growth across all major categories, with the exception of a marginal decline in Spirits.

The Index presentation was followed by a discussion on growth drivers across key sales channels, with insights from Philipp Ahrens (*Vienna Airport*), Fi Logan-Wyeth (*Retail inMotion*), and Piret Mürk-Dubout (*Tallink Silja*).

The Forum concluded with a session led by Lee Warren, who encouraged participants to consider how behavioural insight and influence can be applied more effectively in leadership and commercial decision-making.

ENDS

For more information, please contact:

Julie Lassaigne
Secretary General, ETRC
Email: julie.lassaigne@etrc.org

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