



Press Statement – For immediate release
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ETRC provides members with full year 2021 Index: Numbers show pathway for recovery

The Travel Retail sector continues to be highly impacted as a result of the COVID-19 pandemic with passenger levels and value & volume sales being significantly reduced compared to 2019 – the ETRC Business Performance Index Full Year 2021 released this week by ETRC to their members showed.

The Travel Retail sector is however showing strong signs of recovery, with value & unit sales improving at an overall level and underpinned by several key dynamics. In 2021, Travel Retail sales were down to -59.8% vs 2019 but still recovering quicker than passenger numbers (-65% vs. 2019). Compared with 2020, sales are up +46.8% whilst passenger number were up +32%.

Notably, spend per passenger increased significantly in 2021 vs. both 2020 (+11%) and 2019 (+14%). Boosted by a strong performance in the second half of the year, all categories have returned to growth in 2021, although some categories continue to show a stronger rate of recovery than others. Dr. Jennifer Cords, President of ETRC, named this *“the shopping revenge”* of the traveller and more importantly a confirmation for Travel Retail being an important brand building channel. Furthermore she highlighted the importance of data when presenting to policy-makers the important role that Travel Retail plays in the wider transport and tourism economy.

Steve Hillam, Managing Director at Pi Insight added: *“We have good reasons to be optimistic for strong recovery in 2022 with solid foundations in place and air passenger traffic numbers continued recovery, albeit still hampered by the lack of non-European passengers.”*

Julie Lassaigne, Secretary General of ETRC concluded: *“I am particularly proud we can provide this service to our members. 2021 has been an incredibly challenging year, but the second half showed the resilience and attractiveness of Duty Free and Travel Retail in Europe and we are confident this trend will continue.”*

Developed as an exclusive service to ETRC members, the ETRC Index is compiled by Pi Insight thanks to data contributed by participating Travel Retailers of ETRC and the support of ForwardKeys for passenger data.



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NOTE TO EDITORS

Compiled with the expertise of Pi Insight, the ETRC Business Performance Index presents trends on historic aggregated sales movements 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.etrc.org