

# Uptick in footfall and spend in Q4 benefits duty free alcohol market

According to m1nd-set's latest travel retail research, footfall for the alcohol category has significantly increased compared with pre-Covid levels and reached a peak in Q4 2021. Chief Operating Officer Clara Susset shares insights exclusively with *TRBusiness*.

The average amount spent on alcohol in duty free remained more or less stable between 2017-Q1 2020. This increased noticeably in 2021, reaching a peak in the fourth quarter.

Convenience, lower prices and product authenticity were the predominant reasons why shoppers decided to buy alcohol in duty free shops rather than in the domestic market or online. Susset observes that since the pandemic began, sharing has become more frequent and gifting

purchases have significantly decreased. She says:

"When combined, the importance of gifting and sharing has remained stable compared with pre-Covid and continues to be the main reason for buying alcohol at duty free shops.

"Compared to pre-Covid, alcohol duty free shoppers are more likely to be driven by the offer of products different from their usual [purchases] and by recommendations from the sales staff."

The majority of alcohol DF&TR buyers in 2021

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Clara Susset, COO, m1nd-set



planned their purchases, but only generally (i.e. they were undecided about the specific brand/product). One in four planned specifically, while one in five bought completely on impulse. «

## Footfall - Alcohol (Duty Free Category Visitors out of Total Travellers)

