

# Traveller Trends Reshaping Travel Retail: Focus on Digital living

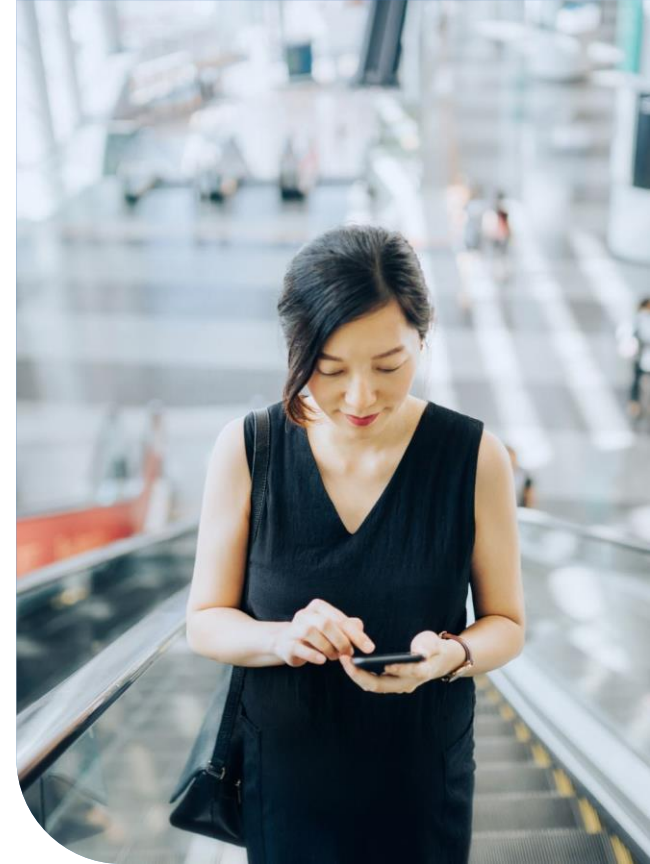
TFWA Workshop: Reimagining Travel Retail

October 2024

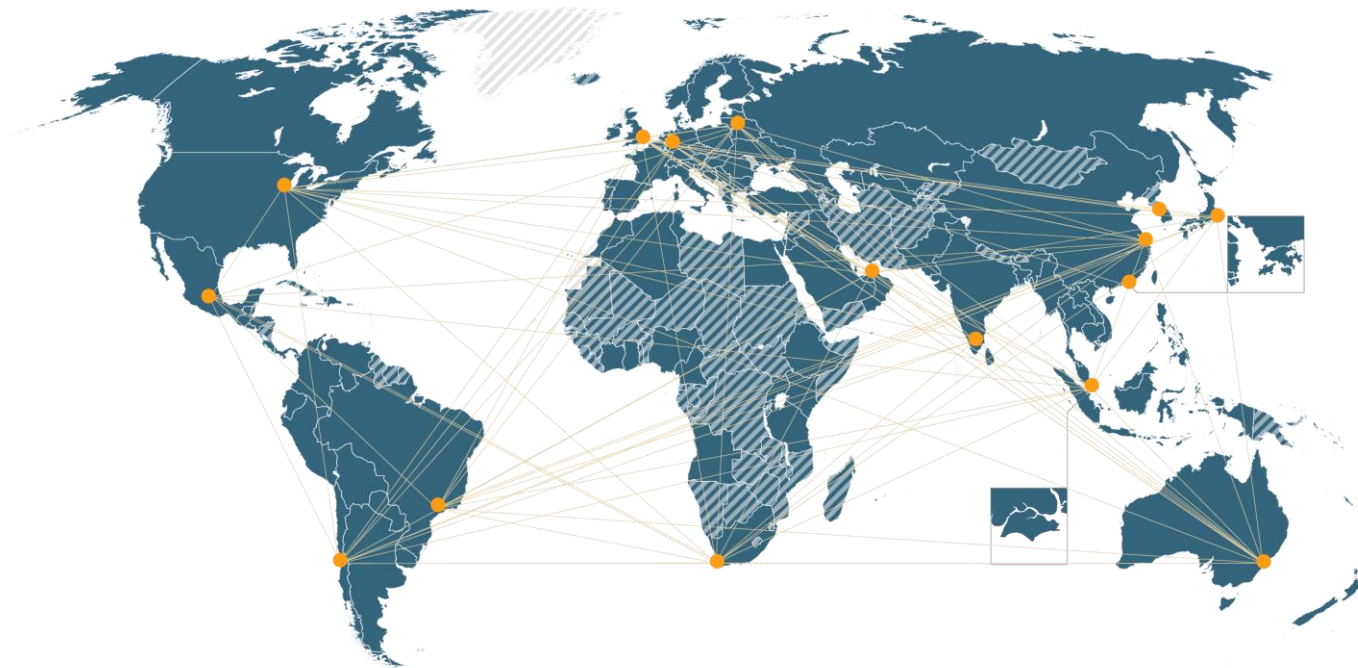


# Contents

- Introduction about Euromonitor
- What is Digital Living?
- How does it manifest in different regions?
- What are the key trends?
- Which traveller profiles are impacted most?
- What does it mean to the travel retail industry?



# Who are we and where are we present?



● 16 OFFICES

London	Tokyo
Chicago	Sydney
Singapore	Bangalore
Shanghai	São Paulo
Vilnius	Hong Kong
Santiago	Seoul
Dubai	Düsseldorf
Cape Town	Mexico City

■ 100 COUNTRIES

in-depth analysis on  
consumer goods and  
service industries

210 COUNTRIES  
+ AND TERRITORIES

- demographic, macro- and socio-economic data on consumers and economies

“

By **automating** travel processes (check-in, security checks, etc.), you can maximise the time spent in duty free shopping.

With **leaps forward in technology** like Gen AI, consumers will increasingly expect **seamless, personalised phygital** experiences, elevating the joy of real life.

*Senior Head of Travel Research, Euromonitor International*

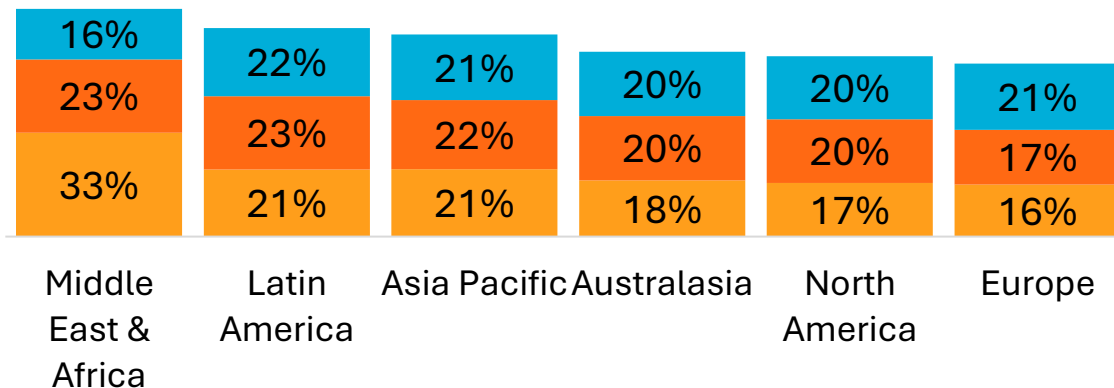


# Population Change, a key driver of digital living

Gen Z and Gen Alpha set new standards for **convenience** and **connectivity**.

% of the population that is Gen Alpha, Gen Z, and Millennial, by region, 2030

■ Gen Alpha ■ Gen Z ■ Millennials



Source: Euromonitor Economies and Consumers Annual Data 2023-2030

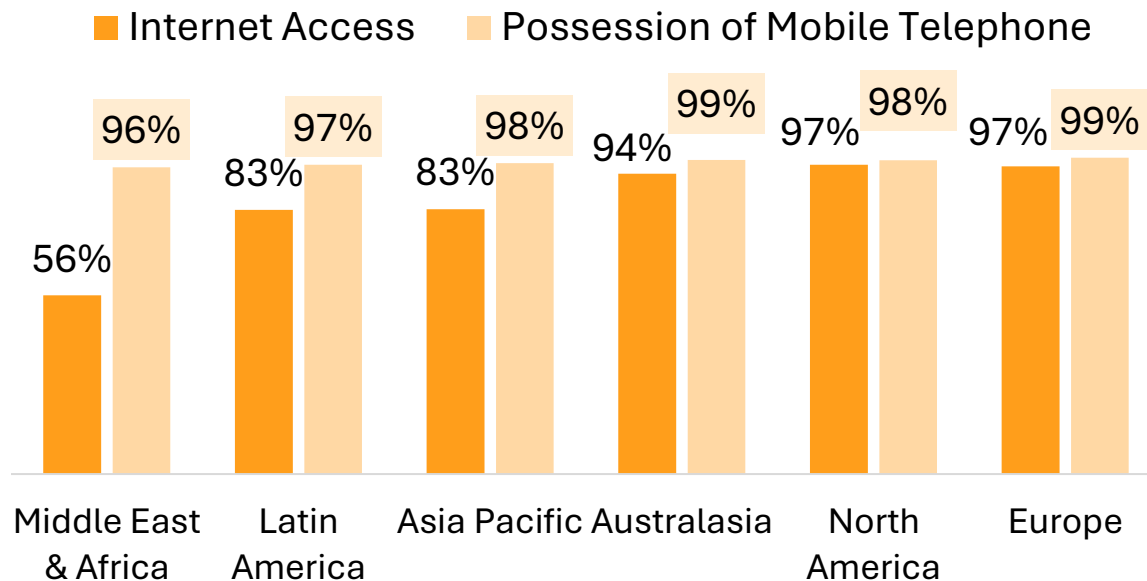
MEA: MENA, Africa and GCC, Australasia: Australia and New Zealand;

North America: US, Canada; Europe: Eastern and Western Europe.

# Technology, a key driver of digital living

**M-Commerce** is booming with technological advancements and the **metaverse** is expected to transform retail experiences.

% of the population with access to technologies, by region, 2030



Source: Euromonitor Economies and Consumers Annual Data 2023-2030  
MEA: MENA, Africa and GCC, Australasia: Australia and New Zealand;  
North America: US, Canada; Europe: Eastern and Western Europe.

## Regional manifestation of digital living



### AMERICAS

Digital wallets and airline apps

### EUROPE

Omnichannel shopping

### MIDDLE EAST & AFRICA

Expedited digital check-in process

### ASIA PACIFIC & AUSTRALASIA

Cutting-edge in-store experience

Source: Euromonitor expert interviews conducted custom for TFWA in April-May 2024



## Key sub-trends of digital living



Seamless 'phygital'  
journey



From scroll to action



Retailtainment



## Seamless 'phygital' journey

67%

of the surveyed Asia Pacific population use in-store mobile payment at least once a month in 2023

43%

of the surveyed Latin American population expect to work remotely in their future working life

*Source: Euromonitor International Voice of the Consumer: Lifestyles Survey, fielded January to February 2024, n=40,236 global respondents*



Hybrid travel retail concepts are becoming integral to the airport experience.

## From scroll to action

**26%**

of surveyed millennials shared their purchase with social network in the last six months of 2023

**28%**

of surveyed Luxury Seekers agree that more of their everyday activities will shift to online platforms

*Source: Euromonitor International Voice of the Consumer: Lifestyles Survey, fielded January to February 2024, n=40,236 global respondents*



Airports today offer brands social experiences to engage travellers and boost online visibility.

# Retailtainment

67%

of surveyed Luxury Seekers  
Travellers prefer online virtual  
experiences to real-world ones in  
2023

28%

of the surveyed US population have  
used virtual reality only in 2023, up  
from 25% in 2022

Source: Euromonitor International Voice of the Consumer: Lifestyles Survey, fielded  
January to February 2024, n=40,236 global respondents



Gamification boosts footfall, retention,  
and revenue by creating emotional  
connections.



## RETAILTAINMENT AT AIRPORTS



ASIA

Singapore's Changi Airport  
develops metaverse and  
automated concepts



Source: ChangiVerse; Danamic.org





BEAUTY AND SKINCARE; ALCOHOLIC  
DRINKS



EUROPE, ASIA

Cutting-edge VR technology for  
creating distinctive and  
memorable activations



## Top three traveller profiles most impacted by the digital living trend

### Digital Traveller

Surveyed digital travellers see **loyalty rewards apps or programmes** as a major in-store shopping motivator

23%

### Luxury Seeker

Surveyed luxury seekers value **online virtual experiences**

77%

### Eco-adventurer

Surveyed eco-adventurers claim that buying **eco-conscious** or **ethical** products makes them feel good

35%

Source: Euromonitor International Voice of the Consumer: Lifestyles Survey, fielded January to February 2024, n=40,236 global respondents



# What does it mean to the travel retail industry?



**Consumer-centric  
approach**

Align with  
travellers' values



**Omnichannel  
presence**

Use digital tools to  
build loyalty



**Communication  
channels**

Widen outreach



**Cultural  
localisation**

Engage travellers  
with culture

# Thank you

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