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THE MEADFA CONFERENCE

15 - 17 NOV. 2026

FOUR SEASONS HOTEL
RABAT AT KASR AL BAHR



DUTY FREE SALES FIGURES 2025

Comparative importance FY 2025 vs FY 2024

MEADFA

Source: Best & Most, Generation Research AB, Sweden - contact@generation.se

SALES IN US BILLION	FY 2025		FY 2024		CHANGE FY 2025 VS FY 2024
	SALES	MARKET SHARE	SALES	MARKET SHARE	
EUROPE	$25.3bn	33.2%	$23.6bn	31.8%	▲ 7.0%
AMERICAS	$11.7bn	15.4%	$11.6bn	15.7%	▲ 0.5%
AFRICA	$1.1bn	1.4%	$0.9bn	1.2%	▲ 16.8%
ASIA PACIFIC	$30.5bn	40.2%	$31.3bn	42.2%	▼ -2.4%
MIDDLE EAST	$7.5bn	9.8%	$6.8bn	9.1%	▲ 9.5%
TOTAL WORLD	$76bn	100.0%	$74.2bn	100.0%	▲ 2.4%


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CEO, Lagardère Travel Retail Middle East



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Serving duty free and travel retail worldwide

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WEBINAR

Middle East conflict: Global implications for duty free and travel retail

10 June 2026


AÉROPORTS
2030
DUTY FREE


الخطوط الملكية المغربية
Royal Air Mo
CN-MAY
CN-MAY


AIRPORTS
OF MOROCCO
مطارات المغرب
الوصول
Arrivées
Arrivals

ACI AFRICA

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Managing Director, Organico Group



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OUR SPEAKERS



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Sountou BOUSSO
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OUR SPEAKERS



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Partner, Sport Industry Lead, Oliver Wyman



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Avolta
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مزايا MAZAYA
Masra مسرى Duty Free
Chkoudra Private Blend
hama
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Swedish Smokeless Solutions
ARI Middle East
Aphrodite Duty Free
DFP World
Dubai Duty Free
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Estée Lauder Companies
Imperial Brands
IAM Inter-African Marketing
JTI
Pernod Ricard Global Travel Retail
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Mondelēz International
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OPENING COCKTAIL

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SHERIF TOULAN

CEO, International Duty Free Trading & Agencies

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INTERNATIONAL DUTY FREE SHOPS

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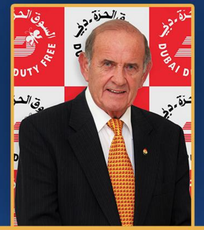
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