Protecting duty free & travel retail

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Serving duty free and travel retail worldwide

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Our advocacy priorities

- Protect the concept of duty & tax free shopping
- Demonstrate the value generated by our sector
- Develop and safeguard commercial opportunities

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Duty free concept is under pressure

Two current examples: Egypt and the UAE

Egypt

- A 3% development levy has been applied to duty free sales in departures and arrivals.
- Attempts to overturn the decision have so far been unsuccessful.

UAE arrivals duty free

- A number of fiscal and regulatory measures have eroded the duty-free status of the arrivals channel, significantly reduced product availability and caused a substantial reduction in sales and airport concession revenues.

In both cases, the very concept of duty free is being eroded, leading to a loss of trust among consumers, and significant declines in sales

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We need robust sales data to demonstrate the value we create

What we can already show – Generation Research 2025 figures

US$76bn
global duty free & travel retail sales 2025

US$7.5bn
Middle East duty free sales 2025

US$1.1bn
Africa duty free sales 2025

WHAT IS MISSING

- Robust, global sell-out data
- The global value of our sector and its contribution to travel & tourism
- Data indexes across all regions

WHAT WE ASK

- Share aggregated sales by region and category, arrivals and departures
- Give lawmakers in every region numbers that illustrate our value and economic impact

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Successful advocacy in action

THE RESULT

MOP4 rejected duty free as a significant source of illicit trade

- Secretariat report: most Parties don't see duty free as a significant channel for illicit trade
- Article 13.2, on duty free and illicit trade, was removed from the Protocol

THE EVIDENCE

40+

jurisdictions where Customs confirmed duty free does not contribute to illicit trade

WHY IT WORKED

One global message

One common narrative, adapted locally

Evidence and impact

Facts, figures and the DFWC industry study

Coordination

Global strategy turned into regional and national outreach

Local voices

Associations, retailers and airports

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Thank you



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