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Product Synopsis

â€œAirport Retail Trends in Asia-Pacific, 2012â€“2013â€• is a new report by Canadean that analyzes trend airport retail and explores how opportunities and demand are set to change in 2012â€“2013. Furthermore, this report not only provides a comprehensive overview of customer visits and time spent at airport retail stores in 2012, but also showcases average expenditure. Additionally, it identifies average expenditure on food and beverages. This report identifies the product and purchasing trends at airport retail outlets, and the significance of websites in pre-planned purchases. In addition, this report outlines the key products that occupy the most airport retail space, and the survey analyzes the most popular products purchased by respondents at airport retail outlets. Furthermore, the report provides insight into the key drivers that help promote frequent visits and identifies the most important customer concerns in purchasing at duty-free outlets. The report also provides access to information categorized by age, gender, annual income, and travel frequency. www.bharatbook.com/market-research-reports/retail-market-research-report/airport-retail-trends-in-asia-pacific-2012-2013.html

Introduction and Landscape

Why was the report written?

This report is the result of an extensive survey drawn from Canadeanâ€™s exclusive panel of Asia-Pacific respondents. This report provides the reader with a definitive analysis of trends in airport retail and explores how opportunities and demand are set to change in 2012â€“2013. Furthermore, this report not only grants access to the opinions and purchasing behaviors of travelers, but also examines their expectations of total expenditure in airport retail outlets and necessary developments for better consumer footfall. The report also provides access to information categorized by age, gender, annual income, and travel frequency. Business Report

What is the current market landscape and what is changing?

The average expenditure of Asia-Pacific travellers per visit to duty-free and duty paid airport retail outlets is US$104 and US$54 respectively.

What are the key drivers behind recent market changes?

Competitive prices, renowned brands at discounted prices, and last minute gifts were stated as the most important motivational factors of purchases at airport retail stores.

What makes this report unique and essential to read?

â€œAirport Retail Trends in Asia-Pacific, 2012â€“2013â€• is a new report by Canadean that analyzes consumer trends in airport retail and explores how opportunities and demand are set to change in 2012â€“2013. Furthermore, this report provides a comprehensive overview of consumer visits and time spent at airports retail stores in 2012 and reveals the average consumer expenditure at airport retail outlets, and also identifies average consumer expenditure on food and beverages. This report also identifies product and purchasing trends at airport retail outlets and the significance of websites in purchases, and the frequency of utilization of the â€˜shop and collectâ€™ facility. In addition, this chapter outlines the key products which occupy the most airport retail space, and the survey analyzes the

most popular products purchased by the consumers at airport retail outlets. Furthermore, the report provides insight into the key drivers that help promote frequent visits and identifies the most important consumer concerns for purchasing at duty-free outlets. This report not only grants access to the opinions and behaviors of consumer respondents, but also examines their actions surrounding business priorities. The report also provides access to information categorized by age, gender, annual income, and travel frequency.

Key Report Features

Project trends

Projects opinions and purchasing behaviors of travelers and examines their expectations of total expenditure in airport retail outlets and necessary developments for better consumer footfall.

Spend activity

Reveals the average expenditure of Asia-Pacific respondents per visit to duty-free and duty paid airport retail outlets.

Uncover challenges

Uncover key challenges and opportunities in shopping at duty-free and duty paid outlets and identify the key actions required to overcome the challenges.

Perceive growth outlook of pre-planned and impulsive buying behaviors

Perceive the significance of pre-planned and impulsive buying behaviors at airport retail outlets.

Identify key product categories at airport retail outlets

Identify key product categories that occupy the most airport retail space and recognize the most popular products purchased in the last six months at airport retail outlets.

Key Market Issues

In total, 46% of purchases at duty-free airport retail stores were â€˜pre-plannedâ€™, while 54% of purchases were â€˜impulsiveâ€™

Overall, Asia-Pacific travelers declared that 46% of their purchases at duty-free airport retail stores were pre-planned, while 54% of purchases were impulsive in the last six months.

60% of overall purchases made at duty paid airport retail outlets are â€˜impulsiveâ€™

In total, 60% of their overall purchases made at duty paid airport retail outlets turned out to be impulsive, whereas the remaining 40% constituted pre-planned purchases in 2012.

â€˜Food, beverages and tobaccoâ€™, â€˜perfumes, cosmetics and personal careâ€™ and â€˜apparel, ac
and luxury goodsâ€™ were the leading product categories

Asia-Pacific respondents identified â€˜food, beverages and tobaccoâ€™, â€˜perfumes, cosmetics and pers
careâ€™, and â€˜apparel, accessories and luxury goodsâ€™ as the leading product categories that occup
most airport retail space.

â€˜Tobaccoâ€™, â€˜alcoholic beveragesâ€™, â€˜perfumes, cosmetics and personal careâ€™, and â€˜jew
accessoriesâ€™

Respondents purchased â€˜tobaccoâ€™, â€˜alcoholic beveragesâ€™, â€˜perfumes, cosmetics and perso

â€˜jewelry, watches and accessoriesâ€™ products more from duty-free airport retail shops in the last six months.

â€˜stationery and cardsâ€™ and â€˜printed mediaâ€™ were the key products purchased from â€˜duty paid

In total, 66%, and 63% of Asia-Pacific respondents identified â€˜stationery and cardsâ€™, and â€˜printed mediaâ€™ as key products purchased from duty paid shops.

For more information kindly visit :

Airport Retail Trends in Asia-Pacific, 2012-2013

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