

# Travel Retail in China

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## Abstracts

Travel retail posted robust current value growth of 12% in 2013 owing to the increasing awareness of the importance of leisure travel for personal wellbeing, supported by rising disposable incomes. More Chinese consumers tended to choose travel as the priority for relaxation purposes from the pressures of studying and working life, so that they gradually enhanced the frequency, time duration as well as their budgets for leisure travel, thus boosting total expenditure on travel retail overall in...

Euromonitor International's Travel Retail in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2009-2013, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2018 illustrate how the market is set to change.

**Product coverage:** Travel Retail Sales by Category, Travel Retail Sales by Channel, Travel Retail Sales by Corporate Business vs Leisure.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Travel Retail market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Ctrip.com International Ltd in Travel and Tourism (china)

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