

# Europe Airport Retailing Market By Category (Liquor & Tobacco, Perfumes & Cosmetics, Fashion & Accessories, Food & Confectionery), By Type (Direct Retailer, Department Store, Specialty Retailer, Supermarkets), By Airport Size, By Geography-Analysis & Forecast to 2020

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# **Abstracts**

The Europe Airport Retailing market is estimated to grow at a CAGR of 14.4% in the forecast period of 2015-2020. With the fall of European currencies compare to other economies, fall of oil prices globally, and heavy investments in airport development such as expansion & refurbishment of terminals have driven the market for Airport Retailing in Europe. Decrease in jet fuel prices in the recent years have helped airlines operators in keeping low air fares for local as well as international travellers. The increase in passenger footfall could be easily witnessed at major European Airports due to which retailers are observing heavy footfall and increase interest of passengers in duty-free airport retailing. Airports, airline operators, and retailers are working seamlessly to give customers lifetime shopping experience by providing variety of products and offers at one place.

Airport retailing has become one of the major sources of income for airports and retailers where both are working closely to exploit available opportunities of airport retailing market.

In the recent years, the European economies have been seen crippling and struggling to cope with significant fall. Where the other industries are trying to withstand the turmoil, aviation industry has witnessed some major positive developments. Two being the major reasons, first, fall in oil prices has helped the airlines operators to keep low air



fares and second, devaluation of European currencies has encouraged international passengers. This has stimulated the market for European airport duty-free retaining directly as well as indirectly. Moreover, a strong urge of airports to sustain profits and achieve targeted ROI have also impelled heavy investments in expansion & refurbishment of terminals and increasing retailing spaces for duty-free retailers.

In 2014, the European Airport retailing market is dominated by Dufry, Gebr. Heinemann, and World Duty Free Group (WDFG). The major player such as Dufry is constantly evolving and expanding its presence worldwide by acquiring major players in each regions. For the long term sustainable market-hold the companies are emphasizing on key growth strategies, innovative marketing campaigns, new facility expansion and R&D activities.

Scope of the Report

This research report categorizes the Europe Airport Retailing Market into the following segments and sub segments:

I. Europe Airport Retailing Market Size and Forecast By Category

Perfumes & Cosmetics

Fashion & Accessories

Liquor & Tobacco

Food & Confectionery

II. Europe Airport Retailing Market Size and Forecast By Type

Direct Retailer

Department Store

Specialty Retailer

Supermarkets



III. Europe Airport Retailing Market Size and Forecast by Airport Size		
	Large Airports	
	Medium Airports	
	Small Airports	
IV. Europe Airport Retailing Market Size and Forecast by Geography		
	U.K.	
	Germany	
	France	
	Italy	
	Spain	
	Netherlands	



# **Contents**

#### 1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET SEGMENTATION & COVERAGE
- 1.2.1 YEARS CONSIDERED IN THE REPORT
- 1.3 STAKEHOLDERS

#### 2 RESEARCH METHODOLOGY

- 2.1 INTEGRATED ECOSYSTEM OF AIRPORT RETAILING MARKET
- 2.2 ARRIVING AT THE AIRPORT RETAILING MARKET SIZE
  - 2.2.1 TOP-DOWN APPROACH
  - 2.2.2 BOTTOM-UP APPROACH
- 2.3 ASSUMPTIONS

#### **3 EXECUTIVE SUMMARY**

#### **4 MARKET OVERVIEW**

- 4.1 INTRODUCTION
- 4.2 EUROPE AIRPORT RETAILING MARKET
- 4.3 MARKET DRIVERS AND RESTRAINTS

# 5 AIRPORT RETAILING: MARKET SIZE AND FORECAST, BY CATEGORY

- 5.1 INTRODUCTION
- 5.2 EUROPE AIRPORT RETAILING IN PERFUMES & COSMETICS
- 5.3 EUROPE AIRPORT RETAILING IN FASHION & ACCESSORIES
- 5.4 EUROPE AIRPORT RETAILING IN LIQUOR & TOBACCO
- 5.5 EUROPE AIRPORT RETAILING IN FOOD & CONFECTIONERY

### 6 AIRPORT RETAILING: MARKET SIZE AND FORECAST, BY TYPE

- **6.1 INTRODUCTION**
- 6.2 EUROPE AIRPORT RETAILING DIRECT RETAILER MARKET
- 6.3 EUROPE AIRPORT RETAILING DEPARTMENT STORE MARKET
- 6.4 EUROPE AIRPORT RETAILING SPECIALTY RETAILER MARKET



#### 6.5 EUROPE AIRPORT RETAILING SUPERMARKETS

# 7 AIRPORT RETAILING: MARKET SIZE AND FORECAST, BY AIRPORT TYPE

- 7.1 INTRODUCTION
- 7.2 EUROPE LARGE AIRPORTS MARKET, BY GEOGRAPHY
- 7.3 EUROPE MEDIUM AIRPORTS MARKET, BY GEOGRAPHY
- 7.4 EUROPE SMALL AIRPORTS MARKET, BY GEOGRAPHY

# **8 AIRPORT RETAILING MARKET, BY GEOGRAPHY**

- 8.1 INTRODUCTION
- 8.2 U.K. AIRPORT RETAILING MARKET
  - 8.2.1 INTRODUCTION
  - 8.2.2 U.K. AIRPORT RETAILING MARKET, BY CATEGORY
  - 8.2.3 U.K. AIRPORT RETAILING MARKET, BY TYPE
  - 8.2.4 U.K. AIRPORT RETAILING MARKET, BY AIRPORT SIZE
  - 8.2.5 HEATHROW AIRPORT
  - 8.2.6 GATWICK AIRPORT
  - 8.2.7 MANCHESTER AIRPORT
- 8.3 GERMANY AIRPORT RETAILING MARKET
  - 8.3.1 INTRODUCTION
  - 8.3.2 GERMANY AIRPORT RETAILING MARKET, BY CATEGORY
  - 8.3.3 GERMANY AIRPORT RETAILING MARKET, BY TYPE
  - 8.3.4 GERMANY AIRPORT RETAILING MARKET, BY AIRPORT SIZE
  - 8.3.5 FRANKFURT AIRPORT
  - 8.3.6 MUNICH AIRPORT
  - 8.3.7 BERLIN TEGEL AIRPORT
- 8.4 FRANCE AIRPORT RETAILING MARKET
  - 8.4.1 INTRODUCTION
  - 8.4.2 FRANCE AIRPORT RETAILING MARKET, BY CATEGORY
  - 8.4.3 FRANCE AIRPORT RETAILING MARKET, BY TYPE
  - 8.4.4 FRANCE AIRPORT RETAILING MARKET, BY AIRPORT SIZE
  - 8.4.5 PARIS-CHARLES DE GAULLE AIRPORT
  - 8.4.6 PARIS-ORLY AIRPORT
- 8.5 ITALY AIRPORT RETAILING MARKET
  - 8.5.1 INTRODUCTION
  - 8.5.2 ITALY AIRPORT RETAILING MARKET, BY CATEGORY
  - 8.5.3 ITALY AIRPORT RETAILING MARKET, BY TYPE



- 8.5.4 ITALY AIRPORT RETAILING MARKET, BY AIRPORT SIZE
- 8.5.5 LEONARDO DA VINCI-FIUMICINO AIRPORT
- 8.6 SPAIN AIRPORT RETAILING MARKET
  - 8.6.1 INTRODUCTION
  - 8.6.2 SPAIN AIRPORT RETAILING MARKET, BY CATEGORY
  - 8.6.3 SPAIN AIRPORT RETAILING MARKET, BY TYPE
- 8.6.4 SPAIN AIRPORT RETAILING MARKET, BY AIRPORT SIZE
- 8.7 NETHERLANDS AIRPORT RETAILING MARKET
  - 8.7.1 INTRODUCTION
  - 8.7.2 NETHERLANDS AIRPORT RETAILING MARKET, BY CATEGORY
  - 8.7.3 NETHERLANDS AIRPORT RETAILING MARKET, BY TYPE
  - 8.7.4 NETHERLANDS AIRPORT RETAILING MARKET, BY AIRPORT SIZE
  - 8.7.5 AMSTERDAM AIRPORT
- 8.8 SWITZERLAND AIRPORT RETAILING MARKET
  - 8.8.1 INTRODUCTION
  - 8.8.2 SWITZERLAND AIRPORT RETAILING MARKET, BY CATEGORY
  - 8.8.3 SWITZERLAND AIRPORT RETAILING MARKET, BY TYPE
  - 8.8.4 SWITZERLAND AIRPORT RETAILING MARKET, BY AIRPORT SIZE
  - 8.8.5 ZURICH AIRPORT
- 8.9 DENMARK AIRPORT RETAILING MARKET
  - 8.9.1 INTRODUCTION
  - 8.9.2 DENMARK AIRPORT RETAILING MARKET, BY CATEGORY
  - 8.9.3 DENMARK AIRPORT RETAILING MARKET, BY TYPE
  - 8.9.4 DENMARK AIRPORT RETAILING MARKET, BY AIRPORT SIZE
  - 8.9.5 COPENHAGEN AIRPORT
- 8.10 NORWAY AIRPORT RETAILING MARKET
  - 8.10.1 INTRODUCTION
  - 8.10.2 NORWAY AIRPORT RETAILING MARKET, BY CATEGORY
  - 8.10.3 NORWAY AIRPORT RETAILING MARKET, BY TYPE
  - 8.10.4 NORWAY AIRPORT RETAILING MARKET, BY AIRPORT SIZE
  - 8.10.5 OSLO AIRPORT
- 8.11 SWEDEN AIRPORT RETAILING MARKET
  - 8.11.1 INTRODUCTION
  - 8.11.2 SWEDEN AIRPORT RETAILING MARKET, BY CATEGORY
  - 8.11.3 SWEDEN AIRPORT RETAILING MARKET, BY TYPE
  - 8.11.4 SWEDEN AIRPORT RETAILING MARKET, BY AIRPORT SIZE
- 8.12 BELGIUM AIRPORT RETAILING MARKET
  - 8.12.1 INTRODUCTION
- 8.12.2 BELGIUM AIRPORT RETAILING MARKET, BY CATEGORY



- 8.12.3 BELGIUM AIRPORT RETAILING MARKET, BY TYPE
- 8.12.4 BELGIUM AIRPORT RETAILING MARKET, BY AIRPORT SIZE
- 8.13 AUSTRIA AIRPORT RETAILING MARKET
  - 8.13.1 INTRODUCTION
  - 8.13.2 AUSTRIA AIRPORT RETAILING MARKET, BY CATEGORY
  - 8.13.3 AUSTRIA AIRPORT RETAILING MARKET, BY TYPE
  - 8.13.4 AUSTRIA AIRPORT RETAILING MARKET, BY AIRPORT SIZE
  - 8.13.5 VIENNA INTERNATIONAL AIRPORT

#### 9 EUROPE AIRPORT RETAILING MARKET: COMPETITIVE LANDSCAPE

- 9.1 MERGERS & ACQUISITIONS
- 9.2 JOINT VENTURES
- 9.3 NEW PRODUCT LAUNCHES
- 9.4 EXPANSIONS

# 10 EUROPE AIRPORT RETAILING MARKET, BY COMPANY

- 10.1 AUTOGRILL
  - **10.1.1 OVERVIEW**
  - 10.1.2 KEY OPERATIONS DATA
  - 10.1.3 KEY FINANCIALS
  - 10.1.4 PRODUCTS AND SERVICE OFFERINGS
  - 10.1.5 RELATED DEVELOPMENTS
  - 10.1.6 MMM VIEW
- **10.2 DUFRY** 
  - 10.2.1 OVERVIEW
  - 10.2.2 KEY OPERATIONS DATA
  - 10.2.3 KEY FINANCIALS
- 10.2.4 PRODUCT AND SERVICE OFFERINGS
- 10.2.5 RELATED DEVELOPMENTS
- 10.2.6 MMM VIEW
- 10.3 GEBR. HEINEMANN
  - **10.3.1 OVERVIEW**
  - 10.3.2 GEBR. HEINEMANN REVENUE MIX, 2014 (%)
  - 10.3.3 PRODUCT AND SERVICE OFFERINGS
  - 10.3.4 RELATED DEVELOPMENTS
  - 10.3.5 MMM VIEW
- 10.4 WORLD DUTY FREE GROUP



10.4.1 OVERVIEW

10.4.2 KEY FINANCIAL

10.4.3 RELATED DEVELOPMENTS

10.4.4 MMM VIEW



# **List Of Tables**

#### LIST OF TABLES

Table 1 EUROPE AIRPORT RETAILING MARKET, 2013–2020 (USD MN)

Table 2 EUROPE AIRPORT RETAILING MARKET: DRIVERS AND RESTRAINTS

Table 3 EUROPE AIRPORT RETAILING MARKET, BY CATEGORY, 2013-2020 (USD MN)

Table 4 EUROPE AIRPORT RETAILING IN PERFUMES & COSMETICS, BY GEOGRAPHY, 2013-2020 (USD MN)

Table 5 EUROPE AIRPORT RETAILING IN FASHION & ACCESSORIES, BY GEOGRAPHY, 2013-2020 (USD MN)

Table 6 EUROPE AIRPORT RETAILING IN LIQUOR & TOBACCO, BY GEOGRAPHY, 2013-2020 (USD MN)

Table 7 EUROPE AIRPORT RETAILING IN FOOD & CONFECTIONERY, BY GEOGRAPHY, 2013-2020 (USD MN)

Table 8 EUROPE AIRPORT RETAILING MARKET, BY TYPES, 2013-2020 (USD MN) Table 9 EUROPE AIRPORT RETAILING DIRECT RETAILER MARKET, BY GEOGRAPHY, 2013–2020 (USD MN)

Table 10 EUROPE AIRPORT RETAILING DEPARTMENT STORE MARKET, BY GEOGRAPHY, 2013-2020 (USD MN)

Table 11 EUROPE AIRPORT RETAILING SPECIALTY RETAILER, BY GEOGRAPHY, 2013-2020 (USD MN)

Table 12 EUROPE AIRPORT RETAILING SUPERMARKETS, BY GEOGRAPHY, 2013-2020 (USD MN)

Table 13 EUROPE AIRPORT RETAILING MARKET, BY AIRPORT TYPES, 2013-2020 (USD MN)

Table 14 EUROPE LARGE AIRPORTS MARKET, BY GEOGRAPHY, 2013–2020 (USD MN)

Table 15 EUROPE MEDIUM AIRPORTS MARKET, BY GEOGRAPHY, 2013-2020 (USD MN)

Table 16 EUROPE SMALL AIRPORTS MARKET, BY GEOGRAPHY, 2013-2020 (USD MN)

Table 17 EUROPE AIRPORT RETAILING MARKET, BY GEOGRAPHY, 2013-2020(USD MN)

Table 18 U.K. AIRPORT RETAILING MARKET, BY CATEGORY, 2013-2020 (USD MN) Table 19 U.K. AIRPORT RETAILING MARKET, BY TYPE, 2013-2020 (USD MN) Table 20 U.K. AIRPORT RETAILING MARKET, BY AIRPORT TYPE, 2013-2020 (USD MN)



Table 21 GERMANY AIRPORT RETAILING MARKET, BY CATEGORY, 2013-2020 (USD MN)

Table 22 GERMANY AIRPORT RETAILING MARKET, BY TYPE, 2013-2020 (USD MN) Table 23 GERMANY AIRPORT RETAILING MARKET, BY AIRPORT TYPE, 2013-2020 (USD MN)

Table 24 FRANCE AIRPORT RETAILING MARKET, BY CATEGORY, 2013-2020 (USD MN)

Table 25 FRANCE AIRPORT RETAILING MARKET, BY TYPE, 2013-2020 (USD MN) Table 26 FRANCE AIRPORT RETAILING MARKET, BY AIRPORT TYPE, 2013-2020 (USD MN)

Table 27 ITALY AIRPORT RETAILING MARKET, BY CATEGORY, 2013-2020 (USD MN)

Table 28 ITALY AIRPORT RETAILING MARKET, BY TYPE, 2013-2020 (USD MN) Table 29 ITALY AIRPORT RETAILING MARKET, BY AIRPORT TYPE, 2013-2020 (USD MN)

Table 30 SPAIN AIRPORT RETAILING MARKET, BY CATEGORY, 2013-2020 (USD MN)

Table 31 SPAIN AIRPORT RETAILING MARKET, BY TYPE, 2013-2020 (USD MN) Table 32 SPAIN AIRPORT RETAILING MARKET, BY AIRPORT TYPE, 2013-2020 (USD MN)

Table 33 NETHERLANDS AIRPORT RETAILING MARKET, BY CATEGORY, 2013-2020 (USD MN)

Table 34 NETHERLANDS AIRPORT RETAILING MARKET, BY TYPE, 2013-2020 (USD MN)

Table 35 NETHERLANDS AIRPORT RETAILING MARKET, BY AIRPORT TYPE, 2013-2020 (USD MN)

Table 36 SWITZERLAND AIRPORT RETAILING MARKET, BY CATEGORY, 2013-2020 (USD MN)

Table 37 SWITZERLAND AIRPORT RETAILING MARKET, BY TYPE, 2013-2020 (USD MN)

Table 38 SWITZERLAND AIRPORT RETAILING MARKET, BY AIRPORT TYPE, 2013-2020 (USD MN)

Table 39 DENMARK AIRPORT RETAILING MARKET, BY CATEGORY, 2013-2020 (USD MN)

Table 40 DENMARK AIRPORT RETAILING MARKET, BY TYPE, 2013-2020 (USD MN) Table 41 DENMARK AIRPORT RETAILING MARKET, BY AIRPORT TYPE, 2013-2020 (USD MN)

Table 42 NORWAY AIRPORT RETAILING MARKET, BY CATEGORY, 2013-2020 (USD MN)



Table 43 NORWAY AIRPORT RETAILING MARKET, BY TYPE, 2013-2020 (USD MN) Table 44 NORWAY AIRPORT RETAILING MARKET, BY AIRPORT TYPE, 2013-2020 (USD MN)

Table 45 SWEDEN AIRPORT RETAILING MARKET, BY CATEGORY, 2013-2020 (USD MN)

Table 46 SWEDEN AIRPORT RETAILING MARKET, BY TYPE, 2013-2020 (USD MN) Table 47 SWEDEN AIRPORT RETAILING MARKET, BY AIRPORT TYPE, 2013-2020 (USD MN)

Table 48 BELGIUM AIRPORT RETAILING MARKET, BY CATEGORY, 2013-2020 (USD MN)

Table 49 BELGIUM AIRPORT RETAILING MARKET, BY TYPE, 2013-2020 (USD MN) Table 50 BELGIUM AIRPORT RETAILING MARKET, BY AIRPORT TYPE, 2013-2020 (USD MN)

Table 51 AUSTRIA AIRPORT RETAILING MARKET, BY CATEGORY, 2013-2020 (USD MN)

Table 52 AUSTRIA AIRPORT RETAILING MARKET, BY TYPE, 2013-2020 (USD MN) Table 53 AUSTRIA AIRPORT RETAILING MARKET, BY AIRPORT TYPE, 2013-2020 (USD MN)

Table 54 EUROPE AIRPORT RETAILING MARKET: MERGERS & ACQUISITIONS

Table 55 EUROPE AIRPORT RETAILING MARKET: JOINT VENTURES

Table 56 EUROPE AIRPORT RETAILING MARKET: NEW PRODUCT LAUNCHES

Table 57 EUROPE AIRPORT RETAILING MARKET: EXPANSIONS

Table 58 AUTOGRILL S.P.A. OPERATIONS DATA, 2010-2014 (USD MN)

Table 59 AUTOGRILL S.P.A. KEY FINANCIALS, 2010-2014 (USD MN)

Table 60 DUFRY OPERATIONS DATA, 2012-2014 (USD MN)

Table 61 DUFRY KEY FINANCIALS, 2012-2014 (USD MN)

Table 62 WORLD DUTY FREE GROUP KEY FINANCIALS, 2012-2014 (USD MN)



# **List Of Figures**

#### LIST OF FIGURES

Figure 1 EUROPE AIRPORT RETAILING MARKET: SEGMENTATION AND COVERAGE

Figure 2 AIRPORT RETAILING MARKET: INTEGRATED ECOSYSTEM

Figure 3 RESEARCH METHODOLOGY

Figure 4 TOP-DOWN APPROACH

Figure 5 BOTTOM-UP APPROACH

Figure 6 EUROPE AIRPORT RETAILING MARKET: SNAPSHOT

Figure 7 EUROPE AIRPORT RETAILING MARKET, 2013-2020 (USD MN)

Figure 8 EUROPE AIRPORT RETAILING MARKET: DRIVERS AND RESTRAINTS

Figure 9 EUROPE AIRPORT RETAILING MARKET, BY CATEGORY, 2015 & 2020 (USD MN)

Figure 10 EUROPE AIRPORT RETAILING MARKET IN PERFUMES & COSMETICS, BY GEOGRAPHY, 2015 & 2020 (USD MN)

Figure 11 EUROPE AIRPORT RETAILING MARKET IN FASHION & ACCESSORIES, BY GEOGRAPHY, 2015 & 2020 (USD MN)

Figure 12 EUROPE AIRPORT RETAILING MARKET IN LIQUOR & TOBACCO, BY GEOGRAPHY, 2015 & 2020 (USD MN)

Figure 13 EUROPE AIRPORT RETAILING MARKET IN FOOD & CONFECTIONERY, BY GEOGRAPHY, 2015 & 2020 (USD MN)

Figure 14 EUROPE AIRPORT RETAILING MARKET, BY TYPE, 2015 & 2020 (USD MN)

Figure 15 EUROPE AIRPORT RETAILING DIRECT RETAILER MARKET, BY GEOGRAPHY, 2013-2020 (USD MN)

Figure 16 EUROPE AIRPORT RETAILING DEPARTMENT STORE MARKET, BY GEOGRAPHY, 2013 - 2020 (USD MN)

Figure 17 EUROPE AIRPORT RETAILING SPECIALTY RETAILER MARKET, BY GEOGRAPHY, 2013 - 2020 (USD MN)

Figure 18 EUROPE AIRPORT RETAILING SUPERMARKETS, BY GEOGRAPHY, 2013 - 2020 (USD MN)

Figure 19 EUROPE AIRPORT RETAILING MARKET, BY AIRPORT TYPES, 2015 & 2020 (USD MN)

Figure 20 EUROPE LARGE AIRPORTS MARKET, BY GEOGRAPHY, 2015 & 2020 (USD MN)

Figure 21 EUROPE MEDIUM AIRPORTS MARKET, BY GEOGRAPHY, 2015 & 2020 (USD MN)



Figure 22 EUROPE SMALL AIRPORTS MARKET, BY GEOGRAPHY, 2015 & 2020 (USD MN)

Figure 23 EUROPE AIRPORT RETAILING MARKET: GROWTH ANALYSIS, BY GEOGRAPHY, 2015-2020 (USD MN)

Figure 24 U.K. AIRPORT RETAILING MARKET OVERVIEW, 2015 & 2020 (%)

Figure 25 U.K. AIRPORT RETAILING MARKET, BY CATEGORY, 2013-2020 (USD MN)

Figure 26 U.K. AIRPORT RETAILING MARKET, BY TYPE, 2013-2020 (USD MN)

Figure 27 U.K. AIRPORT RETAILING MARKET, BY AIRPORT SIZE, 2013-2020 (USD MN)

Figure 28 HEATHROW AIRPORT: SNAPSHOT

Figure 29 GATWICK AIRPORT: SNAPSHOT

Figure 30 MANCHESTER AIRPORT: SNAPSHOT

Figure 31 GERMANY AIRPORT RETAILING MARKET OVERVIEW, 2015 & 2020 (%)

Figure 32 GERMANY AIRPORT RETAILING MARKET, BY CATEGORY, 2013-2020 (USD MN)

Figure 33 GERMANY AIRPORT RETAILING MARKET, BY TYPE, 2013-2020 (USD MN)

Figure 34 GERMANY AIRPORT RETAILING MARKET, BY AIRPORT SIZE, 2013-2020 (USD MN)

Figure 35 FRANKFURT AIRPORT: SNAPSHOT

Figure 36 MUNICH AIRPORT: SNAPSHOT

Figure 37 BERLIN TEGEL AIRPORT: SNAPSHOT

Figure 38 FRANCE AIRPORT RETAILING MARKET OVERVIEW, 2015 & 2020 (%)

Figure 39 FRANCE AIRPORT RETAILING MARKET, BY CATEGORY, 2013-2020 (USD MN)

Figure 40 FRANCE AIRPORT RETAILING MARKET, BY TYPE, 2013-2020 (USD MN)

Figure 41 FRANCE AIRPORT RETAILING MARKET, BY AIRPORT SIZE, 2013-2020 (USD MN)

Figure 42 PARIS-CHARLES DE GAULLE AIRPORT: SNAPSHOT

Figure 43 PARIS-ORLY AIRPORT: SNAPSHOT

Figure 44 ITALY AIRPORT RETAILING MARKET OVERVIEW, 2015 & 2020 (%)

Figure 45 ITALY AIRPORT RETAILING MARKET, BY CATEGORY, 2013-2020 (USD MN)

Figure 46 ITALY AIRPORT RETAILING MARKET, BY TYPE, 2013-2020 (USD MN)

Figure 47 ITALY AIRPORT RETAILING MARKET, BY AIRPORT SIZE, 2013-2020 (USD MN)

Figure 48 LEONARDO DA VINCI-FIUMICINO AIRPORT: SNAPSHOT

Figure 49 SPAIN AIRPORT RETAILING MARKET OVERVIEW, 2015 & 2020 (%)



Figure 50 SPAIN AIRPORT RETAILING MARKET, BY CATEGORY, 2013-2020 (USD MN)

Figure 51 SPAIN AIRPORT RETAILING MARKET, BY TYPE, 2013-2020 (USD MN) Figure 52 SPAIN AIRPORT RETAILING MARKET, BY AIRPORT SIZE, 2013-2020 (USD MN)

Figure 53 NETHERLANDS AIRPORT RETAILING MARKET OVERVIEW, 2015 & 2020 (%)

Figure 54 NETHERLANDS AIRPORT RETAILING MARKET, BY CATEGORY, 2013-2020 (USD MN)

Figure 55 NETHERLANDS AIRPORT RETAILING MARKET, BY TYPE, 2013-2020 (USD MN)

Figure 56 NETHERLANDS AIRPORT RETAILING MARKET, BY AIRPORT SIZE, 2013-2020 (USD MN)

Figure 57 AMSTERDAM AIRPORT: SNAPSHOT

Figure 58 SWITZERLAND AIRPORT RETAILING MARKET OVERVIEW, 2015 & 2020 (%)

Figure 59 SWITZERLAND AIRPORT RETAILING MARKET, BY CATEGORY, 2013-2020 (USD MN)

Figure 60 SWITZERLAND AIRPORT RETAILING MARKET, BY TYPE, 2013-2020 (USD MN)

Figure 61 SWITZERLAND AIRPORT RETAILING MARKET, BY AIRPORT SIZE, 2013-2020 (USD MN)

Figure 62 ZURICH AIRPORT: SNAPSHOT

Figure 63 DENMARK AIRPORT RETAILING MARKET OVERVIEW, 2015 & 2020 (%) Figure 64 DENMARK AIRPORT RETAILING MARKET, BY CATEGORY, 2013-2020 (USD MN)

Figure 65 DENMARK AIRPORT RETAILING MARKET, BY TYPE, 2013-2020 (USD MN)

Figure 66 DENMARK AIRPORT RETAILING MARKET, BY AIRPORT SIZE, 2013-2020 (USD MN)

Figure 67 COPENHAGEN AIRPORT: SNAPSHOT

Figure 68 NORWAY AIRPORT RETAILING MARKET OVERVIEW, 2015 & 2020 (%) Figure 69 NORWAY AIRPORT RETAILING MARKET, BY CATEGORY, 2013-2020

(USD MN)

Figure 70 NORWAY AIRPORT RETAILING MARKET, BY TYPE, 2013-2020 (USD MN) Figure 71 NORWAY AIRPORT RETAILING MARKET, BY AIRPORT SIZE, 2013-2020 (USD MN)

Figure 72 OSLO AIRPORT: SNAPSHOT

Figure 73 SWEDEN AIRPORT RETAILING MARKET OVERVIEW, 2015 & 2020 (%)



Figure 74 SWEDEN AIRPORT RETAILING MARKET, BY CATEGORY, 2013-2020 (USD MN)

Figure 75 SWEDEN AIRPORT RETAILING MARKET, BY TYPE, 2013-2020 (USD MN) Figure 76 SWEDEN AIRPORT RETAILING MARKET, BY AIRPORT SIZE, 2013-2020 (USD MN)

Figure 77 BELGIUM AIRPORT RETAILING MARKET OVERVIEW, 2015 & 2020 (%) Figure 78 BELGIUM AIRPORT RETAILING MARKET, BY CATEGORY, 2013-2020 (USD MN)

Figure 79 BELGIUM AIRPORT RETAILING MARKET, BY TYPE, 2013-2020 (USD MN) Figure 80 BELGIUM AIRPORT RETAILING MARKET, BY AIRPORT SIZE, 2013-2020 (USD MN)

Figure 81 AUSTRIA AIRPORT RETAILING MARKET OVERVIEW, 2015 & 2020 (%) Figure 82 AUSTRIA AIRPORT RETAILING MARKET, BY CATEGORY, 2013-2020 (USD MN)

Figure 83 AUSTRIA AIRPORT RETAILING MARKET, BY TYPE, 2013-2020 (USD MN) Figure 84 AUSTRIA AIRPORT RETAILING MARKET, BY AIRPORT SIZE, 2013-2020 (USD MN)

Figure 85 VIENNA INTERNATIONAL AIRPORT: SNAPSHOT

Figure 86 AUTOGRILL S.P.A. REVENUE MIX, 2014 (%)

Figure 87 AUTOGRILL S.P.A., 2012-2014 (USD MN)

Figure 88 DUFRY REVENUE MIX, 2014 (%)

Figure 89 DUFRY, 2012-2014 (USD MN)

Figure 90 WORLD DUTY FREE GROUP REVENUE MIX, 2014 (%)

Figure 91 WORLD DUTY FREE GROUP, 2012-2014 (USD MN)



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