

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

<https://marketpublishers.com/r/EDBE47A785AEN.html>

Date: September 2015

Pages: 139

Price: US\$ 2,650.00 (Single User License)

ID: EDBE47A785AEN

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 retailing 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

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