



DUTY FREE SHOPPING AND GENERATION Z

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Outlines



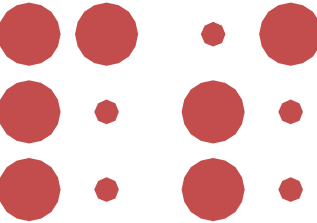
GENERATION Z –
THE DIFFICULT ONE



RESEARCH
RESULTS



LET'S ATTRACT
THEM



WHY ARE THEY SO SPECIAL?

They spend plenty of time watching online videos (including games)

The mobile is their best friend

They love media and entertainment

They love to shop online

They appreciate the value

They appreciate authenticity

They care about the environment

They follow trends

Old forms of media do not attract them

Very short span of attention

They are not reading news papers and magazines



GENERATION Z VS. DUTY FREE SHOPS

Recent research results

Quick Look at the participants



94% ARE UNDER 24 YEARS OLD (THE REST ARE BETWEEN 25 AND 35)



70% FEMALES AND 30% MALES



36% TRAVEL FOR MORE THAN THREE TIMES IN A YEAR

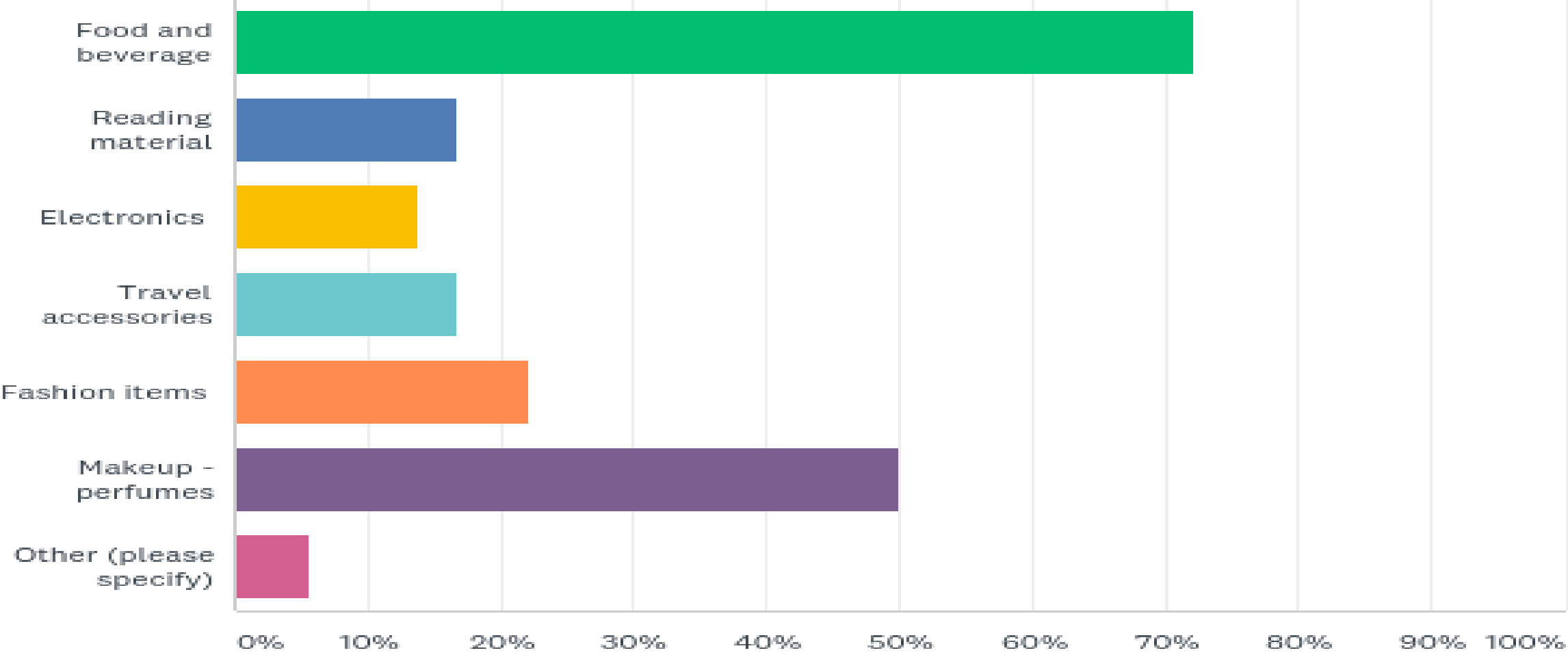


66.4% DO SHOP IN THE DUTY-FREE AREAS

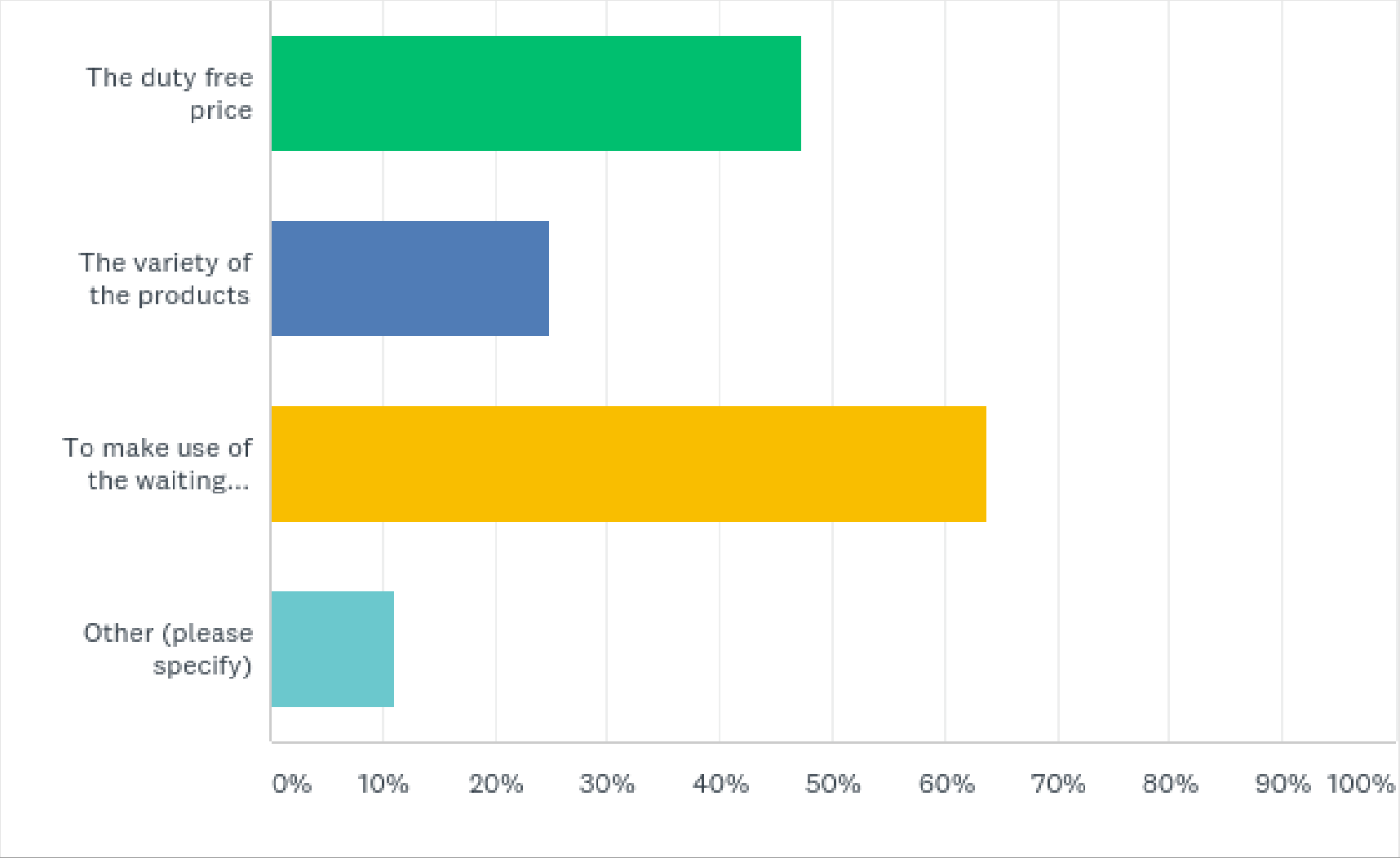


33.3% BUY PRODUCTS FOR THEIR PERSONAL USE

What do you usually purchase from the duty free shops? (Check all that applies)



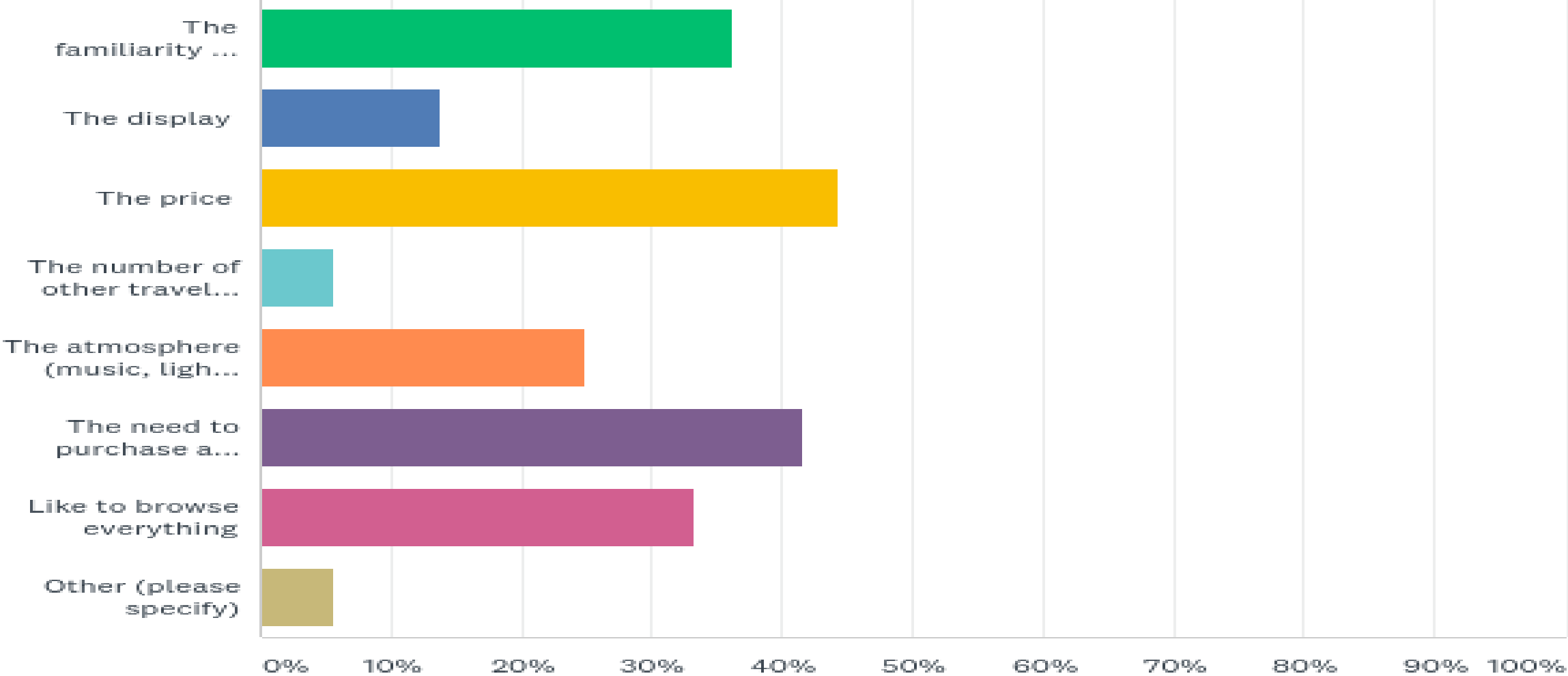
What is the main reason you buy from the duty-free shops? (Check all that applies)



Other....

- It is part of the traveling experience
- Quality is guaranteed
- Authenticity of fashion products

What attracts you to a shop in the duty free area in the airport? (Check all that applies)



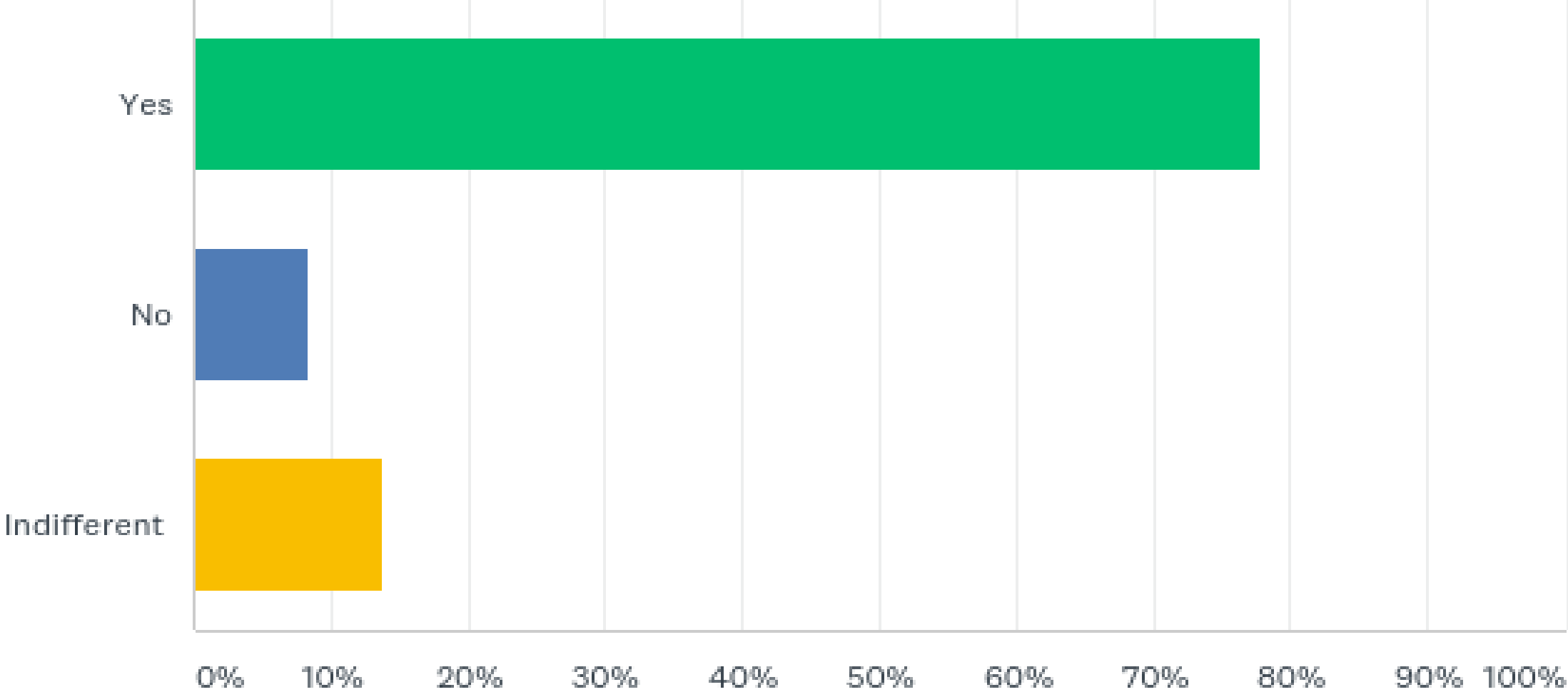
Other....

- Brands that are not available in the malls
- Price

What would you add to the duty free area?

- Baby care products and baby clothes
- I like it as it is
- Fun music
- More shops
- More brands

Do you enjoy shopping in the duty free area?



So, what can we do to attract them? (Based on quick interviews)

- Focus on the experience (away from the mall experience)
- Exclusivity (limited edition, special items, special package)
- Digital services (consultation, reservation, payments, Q&A)
- Mobile applications
- Special brand names
- More brands
- Engagement through social media



THANK YOU

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