



# The next wave of Africa travel retail

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A Continent Rising with Opportunity

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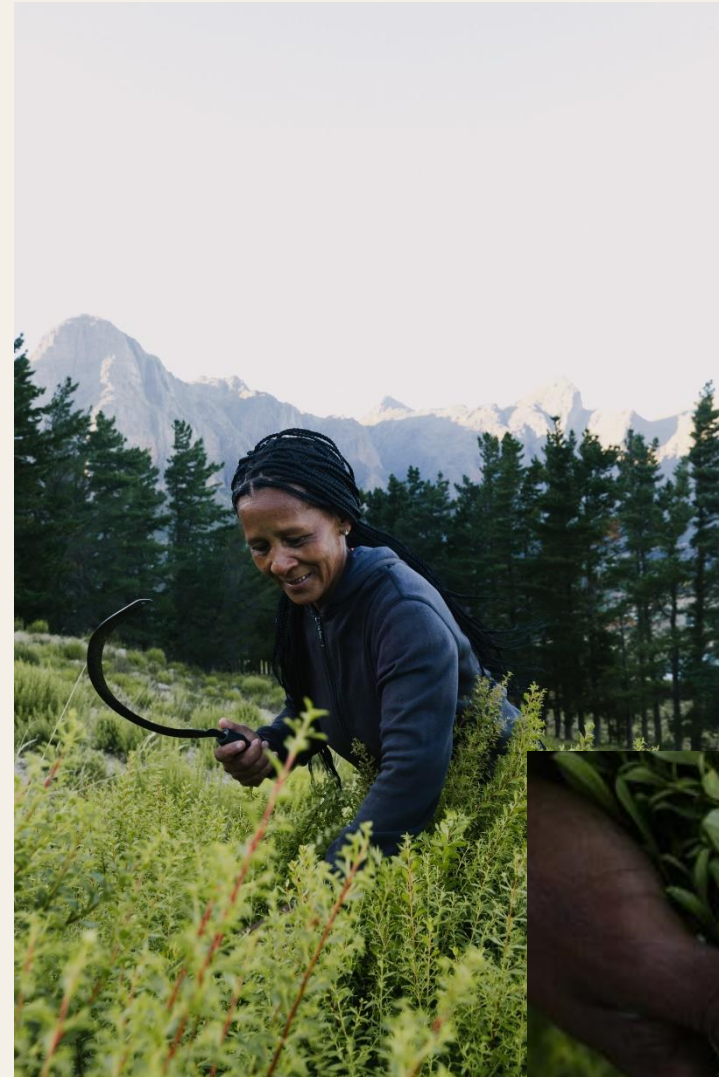
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# SCENT OF AFRICA

Born in Ghana. Inspired by Africa.

As a Ghana-based fragrance brand that's ranked among the top five at Dufry Ghana for two years, we've seen firsthand both the opportunities and the challenges of building a luxury African brand in travel retail.





# Africa's New Chapter

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Rising, not emerging

1.4 Billion People | Median Age: 19

A new generation that's digital, confident, and connected.

Beauty & personal care market → \$20B by 2030

Luxury market → \$10B by 2030



# The Modern African Consumer

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The modern African consumer is a dynamic traveler

Diverse. Sophisticated. Proud.  
Travelers want authenticity, not just global names.  
Brands must speak to them, not at them.



# The Role of Travel Retail

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Connecting consumers to authentic African products

Africa is a gateway to the world.

Over 300 million passengers by 2035 (IATA)

Travel retail gives African brands visibility and voice.



# Challenges and Realities

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Collaboration is key to unlocking Africa's full potential

Key barriers:

- Fragmented logistics & costly distribution
- Complex regulations
- Counterfeits & brand trust issues



# The Way Forward

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Authenticity builds connection



1. Understand: the African consumer
2. Collaborate: local & global partnerships
3. Innovate: product, packaging & experience



# Thank You

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# SCENT OF AFRICA

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