

A beautiful shopping basket

By **Mary Jane Pittilla** on June, 27 2019 | Industry News



Swiss research specialist

m1nd-set has lifted the lid on what items beauty shoppers tend to purchase in the travel retail channel.

Global travel retail shoppers who purchase make-up tend to stick primarily to beauty items when adding products to their shopping basket, with 46% buying skincare, perfumes (41%), fashion and accessories (23%), and confectionery (22%). They usually purchase 3.2 categories on average, according to m1nd-set's research.

Looking at the different regions, make-up shoppers from Asia Pacific buy 3.4 categories on average (make-up included) and follow a very clear trend: the majority of them purchase other products in the beauty category, mainly skincare (54%), and about four out of 10 perfumes (41%). Beauty is indeed the most purchased overall category by travelers from the Asia Pacific region. On top of beauty, make-up buyers from this region also choose fashion and accessories (27%).

In contrast, European make-up buyers in travel retail tend to buy fewer categories on average compared to those from Asia Pacific (2.4 categories on average, including make-up). However, they also tend to focus on the beauty category first, even though on a much smaller scale: perfumes (32%), and skincare (26%). On top of beauty, they also purchase confectionery (17%) and alcohol (16%).

Similarly to the Europeans, American make-up buyers purchase 2.4 categories on average. Along with make-up, they most likely buy perfumes (44%). However, they tend to spread more their choices across other categories, especially confectionery (23%), but also alcohol (16%) and souvenirs/gift items (13%). Skincare (22%) accounts for a smaller share compared to Asia Pacific and European travelers.

Finally, Middle East/Africa travel retail make-up buyers purchase 3.2 categories on average, including make-up, slightly less compared to Asia Pacific. About half of them add perfumes (49%) to their shopping basket. On top of that, these travelers distribute their purchases also across confectionery (30%), fashion and accessories (28%) and skincare (26%).

When breaking down into differences among age groups, millennials who purchase make-up in travel retail buy 3.4 categories on average including make-up and tend to add to their shopping basket skincare (56%), perfumes (44%) and fashion and accessories (28%).

Make-up buyers from older generations purchase less compared to millennials (three categories). They are less likely to be focused only on beauty products, and tend to spread their purchases across different categories: skincare and perfumes (37% each), confectionery (23%), souvenirs and gifts (19%), alcohol (18%) and tobacco (16%).

Secrets of skincare buyers

In line with what m1nd-set's research indicated above, global travel shoppers who purchase skincare tend to add to their shopping basket make-up (41%), perfumes (39%), confectionery (22%) and fashion and accessories (21%). They purchase 3.1 categories on average.

When looking at the different regions, skincare shoppers from Asia Pacific purchase 3.3 categories on average, including skincare, and also make-up (46%) and perfumes (40%). Again, they are very much into beauty category overall. Next in line are fashion and accessories (24%) and confectionery (22%).

European skincare buyers in travel retail purchase less compared to those from Asia Pacific (2.3 categories on average) and tend to add to their shopping basket also perfumes (29%) but on a much smaller scale. Next category in line is confectionery (19%), followed by make-up (18%).

American travel retail skincare buyers purchase 2.4 categories on average. In addition to skincare, four out of 10 also purchase perfumes (41%) and to a lesser extent make-up (28%). Confectionery items (21%) are bought by only two out of 10 American skincare buyers.

Finally, travel retail skincare buyers from the Middle East/Africa region are the shoppers purchasing the most and across different categories: 3.7 categories on average, skincare included. The majority usually add to their shopping basket perfumes (60%), confectionery (40%), souvenirs and gift items (38%), Make-up (35%), and jewelry and watches (25%).

When delving into the differences among age groups, millennials who purchase skincare in travel retail buy 3.4 categories on average, including skincare, and tend to add to their shopping basket make-up (52%) and perfumes (43%), revealing a strong focus on the overall beauty category.

Skincare buyers from older generations not only tend to buy fewer categories on average compared to millennials (2.8) but they also tend to distribute their purchases across different categories. Indeed, they add to their basket perfumes (35%) and make-up (31%) but also alcohol (19%) and confectionery (17%).

Perfume buyers are focused

Interestingly, those global travel retail shoppers who purchase perfumes tend to be very much focused on this category. Indeed, they buy only 2.8 categories on average and spread their basket across skincare (28%), make-up (26%), alcohol (23%) and confectionery (22%).

By region, perfume shoppers from Asia Pacific purchase 3.4 categories on average, including mainly

skincare (44%), make-up (38%), but also fashion and accessories (26%), alcohol (27%) and tobacco (26%).

Europeans who buy perfumes in travel retail tend to add another category to their basket (2.1 on average), choosing among alcohol (20%), confectionery (18%). Interestingly, skincare and make-up are far below the list of categories purchased.

Americans follow a similar trend to Europeans: on top of perfumes, these shoppers usually buy confectionery (23%) or alcohol (20%) – two categories purchased on average.

Finally, travel retail perfume buyers from the Middle East/Africa region purchase more categories on average (2.6) compared to Americans and Europeans but still fewer than travelers from Asia Pacific. More precisely, they are likely to add to their shopping basket products across different categories –and do not stick to beauty – such as confectionery (27%), make-up (17%), souvenirs and gift items or skincare (16% each).

Turning to the differences among age groups, millennials who purchase perfumes in travel retail buy 3.2 categories on average, including perfumes, and tend stick to beauty when adding products to their shopping basket: skincare (42%) and make-up (40%).

Older generations of perfume travel retail buyers purchase fewer categories on average (2.6) and expand their choices outside of beauty: alcohol (23%), confectionery (22%), and skincare (21%).