

# Counter Intelligence Retail rebrands as NPD Group

Counter Intelligence Retail (CiR), the travel retail analysis provider, has rebranded as The NPD Group.

The company has been part of the NPD research group since December 2016.

Effective January 23, CiR is the travel retail practice at NPD, known as NPD Travel Retail.

Alongside the rebrand, NPD plans to introduce new services, including an airport-level sales performance product linked to an enhanced traveler statistics and shopper intelligence service.

“We’re excited to be rebranding the business as this change underscores our ambition and intent to extend our position as the leading data and intelligence provider in the industry by leveraging the globally renowned NPD expertise,” said Garry Stasiulevicuis, President of NPD Travel Retail.

He added: “With NPD’s global presence and their experience across more than 20 industries, this gives us enviable access to global domestic market knowledge and intelligence that we believe is key for supporting travel retail industry growth. Combine this with the company’s technical and data management expertise, and this puts us in a leading position of being able to bring to market the most accurate and wide coverage levels of data.”

Additionally, NPD created and published the latest ETRC sales and traffic report, presented at the ETRC forum in Amsterdam on January 24, 2019.

NPD’s travel retail practice specializes in traveler statistics, shopper and nationality insights, and key market trends for all the major categories sold in duty free.