

Lanson lists business development in Asia & Oceania as key priority



Following the launch of the brand's new marketing campaign and communication platform, Champagne Lanson is achieving good visibility and strong growth of domestic sales in Australia and New Zealand



As travel begins to recover, double-digit growth of domestic sales of Champagne Lanson in Australia and New Zealand since the start of COVID-19 is providing the travel retail division renewed confidence for sales in the region.

Described as strong champagne markets, both countries experienced an increase in domestic sales in 2020, +29% and +21% respectively, significantly out-performing the category in general.

The notable performance follows the launch of the brand's new marketing campaign and communication platform, refining its range from 15 to 10 cuvées and upgrading packaging. Additionally, a popular choice in retail outlets, the company is offering an exclusive gift box containing a bottle of Champagne Lanson Rosé and two glasses in its Australian market.

Supported by an outdoor media campaign in Australia and active social channels via Facebook and Instagram, Champagne Lanson has significantly grown its market position in both countries.

"Given these amazing results we are already working with our regional partners to ensure that Lanson has good visibility and shelf space for when Australia and New Zealand open its borders to international travel.

We are excited about the potential of our champagnes in the region - particularly, the new cuvées Le Black Réserve and Le Blanc de Blancs - which are exclusive to duty free, on-premise and wine retailers," says Edouard de Boissieu, Head of Travel Retail, Lanson.

Moving forward, developing business in Asia is a key priority of Lanson. Although Hainan is an obvious choice of location, considering its growth in business, other locations including Hong Kong, Bangkok and Kuala Lumpur are of equal interest to the team. When it comes to champagne, De Boissieu points out that China is still a developing market.

"The challenge is that while imports of champagne are increasing into China every year (with the exception of 2020 due to COVID-19), most sales are via the on-trade rather than retail. This is changing, slowly, but champagne is still not too visible outside hotels, restaurants and bars.

We can create visibility and engagement in airports and downtown in a way that domestic retail cannot. I believe that with the regulations changing in Hainan to allow spirits and liquor brands to be present, there is now an unprecedented opportunity for champagne.

With our award-winning champagnes and strong marketing and communication support platforms, Lanson has much to offer the travel retail business in China and the wider Asia and Oceania markets," he adds.