

On the road to travel market recovery - the Ferrero way



With the travel retail channel a key focus of the company, Ferrero Travel Market will be restyling its whole travel-exclusive range and releasing an exclusive Nutella platform dedicated to the channel in February 2021

The Ferrero Group has always, and especially since the start of the COVID-19 pandemic, been committed to safeguarding the health of its employees and of consumers, while endeavouring to ensure the survival of its business.

In accordance with regional and international scientific advice, stringent product safety standards and quality controls have been applied across the entire manufacturing process. In addition, comprehensive infection prevention measures have been implemented in all Ferrero production plants and offices.

Meanwhile, the Ferrero Group continues to support the local communities in which it has been operating for over 70 years including the provision of products and protective equipment to local hospitals and social services.

Ferrero is now reaching out to take care of employees, consumers and local communities during these unprecedented times, ensuring that shoppers can still find their favorite brands and trying, where possible, to spread a little happiness.

The travel retail channel remains a key focus of the company. Ferrero Travel Market is committed to working with and supporting its trade partners, simplifying its portfolio to improve stock management.

The company will focus on its bestsellers in each confectionery category to ensure availability for the traveling shoppers of their favorite offers. The Kinder brand, for example, will focus on its blockbusters with the introduction of Kinder Bueno White, the Kinder Maxi bar and a new licenced edition of Kinder Surprise featuring Trolls characters to delight fans of the brand.

The key project for 2021 will be to focus on Nutella, which is one of the most well-known and best-loved brands in the world, with distribution in 160 countries, 32 million Facebook fans and its own World Nutella Day celebrated in February each year.

February 2021 will see the roll-out of an exclusive Nutella platform dedicated to the travel retail channel including the restyling of its whole travel-exclusive range of Nutella and Nutella B-ready as well as refreshed in-store visibility tools.

The objectives of the restyle are to highlight the exclusivity of the offers available in the channel, emphasize the unique selling point of each offer that addresses a key gifting or sharing need-state of traveling consumers, increase value to the shoppers and delight all lovers of the brand as they travel around the world.

“We believe that Ferrero has an important role to play in the recovery process of the confectionery category in global travel retail. We have a portfolio of brands that are loved the world over and which enjoy strong brand awareness and equity in international markets including in the key countries for the traveling nationalities.

Ferrero has always been, is now and will remain committed to the travel retail industry. For Ferrero, global travel retail is the showcase to the world. It is a shop window for our brands, a platform to engage with international travelers and to highlight our top-quality products with unrivalled brand experiences. We are committed to working closely with our partners in the ‘new normal’ as together we re-build the business,” comments Sergio Salvagno, General Manager, Ferrero Travel Market.