

Dubai Duty Free sales near US\$24M in 3 days



Ticket sales of DDF Millennium Millionaire and Finest Surprise brought that category into 4th place during the three-day event, the first time this has happened

From December 18-20, Dubai Duty Free celebrated its 38th anniversary offering a special discount of 25% over a wide range of merchandise. This sale extended to its Home Delivery customers and Click & Collect offer. Over the three days, sales reached Dhs87.155 million (US\$23.878 million), which is 24.51% higher than the same period last year.

Bestselling categories during this event were:

1. Perfumes: Dhs23.007 million (US\$6.303 million)
2. Liquor: Dhs10.900 million (US\$2.986 million)
3. Watches: Dhs9.950 million (US\$2.726 million)
4. Ticket sales for Dubai Duty Free Millennium Millionaire and Finest Surprise reached Dhs8.665 million (US\$2.374 million), making it the 4th most popular category for the first time
5. Cosmetics: Dhs5.676 million (US\$1.555 million)



Always a popular category, Watches reached third place with US\$2.726 million over three days. During the three-day event, in-store sales transactions totaled 165,924 while online sales reached Dhs8.761 million (US\$2.400 million) with a total of 7,134 combined orders.



Dubai Duty Free management was thrilled with the results of the anniversary event

Commenting on the success of the 38th anniversary, Colm McLoughlin, Executive Vice Chairman and CEO of Dubai Duty Free said: “We are very happy to see such a great result during our annual anniversary sale, both in store and online. I join our Chairman, H.H. Sheikh Ahmed bin Saeed Al Maktoum, in thanking our customers who joined us in this celebration and our staff, who did a great job in serving them.”