

Dubai Duty Free's ten month sales up by 11%

By **Ryan White** on November, 13 2013 | Airlines & Airports



Dubai Duty Free is looking to achieve double digit sales growth for the year as sales up to the end of October reached an impressive US\$1.43 billion, representing an 11% increase over the same period last year. The latest sales figures put the operation on track for year-end sales of an estimated US\$1.8 billion.

The Perfumes category retained the number one spot as sales rose to US\$229 million, while Gold sales increased by 7% to US\$138 million in the ten-month period.

Impressive sales figures have been recorded for both departing and arriving passengers: (YTD) Terminal 2 has shown a healthy 22% increase, while Terminal 3 has seen sales grow by 16%. Arrival sales across all Terminals are up by 13% and Departure sales are up by 11%.

Commenting on year-to-date sales, Colm McLoughlin, Executive Vice Chairman of Dubai Duty Free, said: "2013 is shaping up to be a fantastic year as we have seen an increase in consumer spending across all categories. We are looking forward to a busy few weeks ahead and closing the year with record sales."

Notable increases were seen in Confectionery, which rose by 12% to US\$116 million, while the Watches and Clocks category showed a 15% increase to US\$97 million. The Cosmetics category was up by 18% and registered sales of US\$96 million.

Dubai Duty Free, which first opened for business on December 20, 1983, celebrates its 30th anniversary this year, and the operation has plans in place to make this a memorable day. The anniversary day has become an annual celebration for all passengers traveling through the airport and will be marked with a 25% discount on a wide range of merchandise during the 24-hour period.