

# m1nd-set study highlights key behavioral differences between regions

By **Steve Pawlett** on September, 25 2018 | Associations



A recent study by m1nd-set reveals fundamental differences in behavior of passengers from the major world regions.

The study, based on interviews conducted with 75,000 passengers worldwide, looks at the significant differences in shopper's purchase planning behavior from region to region as well as the reasons to purchase.

Using traffic data from the B1S, sourced from IATA, the report highlights the performance of travel retail in each region by analyzing the share of duty free entitled passengers per region against the overall sales of duty free shops in airports.

While the share of sales in Europe (31%) compared to the region's share of international passengers (46%) does not look encouraging, when compared to the share of duty-free entitled passengers, i.e. travelers flying to destinations outside Europe, (26%), the results are more positive, with sales surpassing passenger numbers by 5%.

Using the same benchmark, m1nd-set reveals that the Asia Pacific region also outperforms in terms of sales versus passenger share by 8%, while in the Middle East & Africa region, the passenger share outweighs the share of sales by 15% to 11%. In the Americas, the gap is significant with the passenger share 10% higher than the region's share of sales at 26% versus 16%.

The report also reveals that while around 8 out of 10 shoppers generally plan their airport duty free purchases to some extent, 85% of international travelers in the Asia Pacific tend to generally plan their airport shop purchases, significantly more than travelers in other regions.

The study shows travelers from the Middle East and Africa are the least likely to plan their duty free shopping. This tendency is further demonstrated by looking at when travelers decide to purchase. Some 35% of travelers in the Asia Pacific decide that they will purchase from the duty free shops while at home, before setting out for the airport. Only 27% of travelers from the Americas decide while they're still at home, 29% in the Middle East and Africa and 32% in Europe. The report also focuses on the main differences in passengers' purchase drivers, revealing above average scores for all purchase drivers for travelers from the Middle East and Africa.