

Browsing in style

By **Mary Jane Pittilla** on | Industry News



Travel research specialist m1nd-set recently produced its Fashion & Lifestyle insights report, based on face-to-face interviews at airports around the world in the last 12 months.

The report contains a number of interesting regional differences and splits, according to m1nd-set's Owner and CEO Peter Mohn. The research found among Fashion & Lifestyle shoppers highlighted that 59% were men and 41% women with an average age of 38. Just over half (53%) were traveling for leisure purposes and 30% for business. A very high percentage – 80% of the Fashion & Lifestyle shoppers – visit duty free shops every trip, with one-third (32%) making a purchase every trip and 25% every second trip.

Two-thirds of passengers visited the fashion and lifestyle category on impulse, while 34% of visitors planned their visit. The highest share of impulse shoppers were from Europe and Central America/Caribbean, while the lowest share of impulse shoppers were from the Middle East, Africa and Asia, where around half planned their visit in the category.

m1nd-set expert in travel market research | **Planning of Fashion & Lifestyle Shoppers**

- 2/3 visit the Fashion & Lifestyle category on impulse.
- The highest share of impulse shoppers are from Europe and Central America/Caribbean
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Looking for a price advantage

The most frequently mentioned reason to visit the fashion and lifestyle category was to browse around, especially in North America and Europe. The second driver to visit was to see if there were any promotions (especially in South America), closely followed by trying to find a gift for someone (mostly in North America) and to kill time before their flight. Looking for a price advantage and wanting to treat oneself were also among the top reasons

Main reasons for visiting Fashion & Lifestyle

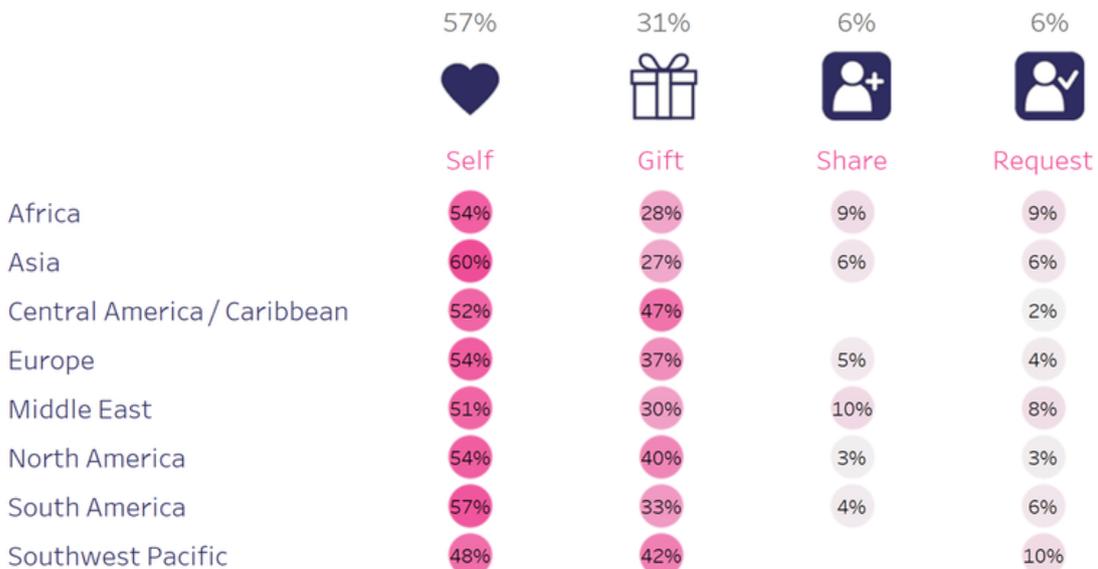
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- The second driver to visit is to see if there are any promotions (especially in S. America), closely followed by trying to find a gift for someone (mostly in N. America) and to kill time before the flight.
- Looking for a price advantage and wanting to treat oneself are also amongst the top reasons.

	Total	Africa	Asia	Central America / Caribb..	Europe	Middle East	North America	South America	Southwest Pacific
Wandering	Browse around	36%	33%	30%	39%	42%	45%	36%	37%
	Kill time before my flight	24%	18%	18%	19%	32%	21%	29%	19%
	Shop looks inviting	19%	23%	19%	20%	17%	20%	26%	17%
	Walk through the shop	9%	9%	11%	16%	6%	14%	10%	9%
Planned in advance	I accompanied someone	8%	9%	10%	4%	6%	15%	5%	6%
	Gift for someone	24%	27%	25%	23%	21%	28%	32%	20%
	Treat for myself	21%	26%	25%	19%	18%	27%	21%	15%
	Purchase in mind	18%	26%	22%	9%	15%	23%	20%	11%
Driven by Price / Promotion	I always shop	13%	22%	18%	6%	9%	20%	15%	8%
	Request	8%	15%	14%	3%	3%	19%	5%	4%
	To see if there are promotions	25%	29%	20%	31%	27%	30%	16%	40%
	Price advantage	23%	39%	32%	22%	15%	33%	21%	18%
Products available	Promotion outside	15%	26%	22%	18%	9%	25%	9%	9%
	Promotional area	10%	21%	18%	5%	4%	17%	4%	5%
	Visible brand/product	20%	26%	26%	29%	16%	23%	20%	11%
	Latest new products	14%	24%	16%	18%	12%	17%	12%	13%
Driven by Marketing	Exclusive Products or Sets	9%	21%	13%	8%	5%	15%	6%	7%
	Ad seen before arriving	9%	23%	16%	4%	4%	21%	3%	4%
	Advice from the sales staff	7%	16%	12%	4%	2%	18%	3%	3%
	Special event	6%	16%	12%	2%	2%	16%	2%	3%
Others	Other	4%	7%	6%	1%	2%	14%	1%	2%

More than half of visitors (57%) bought a treat for themselves in the fashion and lifestyle category, while one-third (31%) purchased a product as a gift and 6% to share.

Nearly half (45%) decided in the store what product they would buy. The most important purchase decision moment was in the store after looking around, especially for buyers from North America and Central America/Caribbean. Every third buyer decided to buy the specific product before leaving for the airport.

Destination of Fashion & Lifestyle buyers



Good value for money was the main reason why people buy fashion and lifestyle items, followed by receiving a clear price advantage compared to other channels.