

Beauty tech firm Foreo adds new operators in major travel retail push

By **Hibah Noor** on July, 3 2018 | Fragrances, Cosmetics, Skincare & Haircare



Foreo's award-winning Luna Mini 2 beauty device is a best-seller in travel retail stores

Swedish beauty tech specialist Foreo has added 30 new travel retailers since January, appearing in nearly 200 duty free retail stores in 22 countries, according to its half-year results.

This growth sees Foreo products now adding major airports of the world to its portfolio including New York, Los Angeles, Paris and Sydney. In addition, the brand is now present in duty free retail stores in 22 countries and selling some 4 million units in the travel retail market every year.

Foreo has innovated to cater to the travel retail channel and the intensified demand demonstrated for beauty products in the sector, resulting in best-sellers such as the Luna device.

Paul Peros, CEO, Foreo, said: "Travel retail in many ways differs from traditional retail spaces and we are utilizing these, capturing travelers' me-moments. As moving through terminals is usually the most tedious part of travel, we are brightening these spaces with our eye-catching products and displays. We are enhancing the passenger experience and serving a much-needed pick-me-up during those long layovers.

"Moreover, our product's travel-friendly disposition, extraordinary long battery life, cutting-edge technology and premium design make Foreo one of the most sought-after products among travelers today and have earned us the Travel Retail Award this year.

“What makes this award so important is the fact that consumers were finally asked to share their opinion of travel retail shopping and in that first-ever consumer-vote, they chose Luna Mini 2 as one of their favorites,” he said.

The rise of Asian travelers

The top five travel retail locations for Foreo, by the number of stores, are located in Asia and airports in Japan, Hong Kong, China, Korea and Macau.

“Asia is changing the entire face of travel,” continued Peros. “The rising tide of travelers from the region is spreading across the world, overwhelming airports and outspending every other nation. It is exciting to know that shopping is among their top travel motivators and their receptivity of international brands is as high as it ever was. Coupled with the fact that we are talking about nations that are especially devoted to taking exceptional care of themselves, Foreo is a perfect fit for them.

“The Financial Times’ recent piece highlights exactly that, pointing to the Asian consumers’ propensity of turning to gadgets to answer their needs and the fact that Foreo Luna Mini 2 had been listed as number two on the Chinese shopping site Tmall’s wishlist, second only to iPhone 8.

“Eventually, we are hoping that our success in the retail travel channel will reflect on our traditional sales channels, as well as help us in identifying and opening new markets,” said Peros.