

Asia Pacific strengthens lead in Duty Free World Council's customer satisfaction monitor

By **Jas Ryat** on November, 14 2017 | Associations



The Duty Free World Council's (DFWC) quarterly KPI Monitor for Q3, 2017 demonstrates a widening gap between the Asia Pacific region and other world regions in terms of customers' overall satisfaction with the duty free shopping experience.

The monitor is produced for the DFWC by Swiss research and consultancy agency m1nd-set.

Asia Pacific climbs a further 2 points in the Q3 monitor, taking the region 3 points ahead of the global average and 4 points above the second best rated region, the Middle East and Africa, which saw its rating climb by one percentage point. The global average also grew by 1 point in Q3.

There was no change in the overall satisfaction index for Europe or North America, but South America saw a 2-point decline in its satisfaction rating. The decline in Latin America is mainly due to negative price perception among shoppers there.

The perception that duty free shops are a "great place to try new brands" and "find exclusive and unique products" continues to drive shopper satisfaction. Both attributes have seen consistent growth over the past four quarters, with 29% and 28% respectively of shoppers interviewed sharing these views.

Shopping in duty free is also increasingly perceived as "part of the travel experience" with 45% of shoppers now sharing this view, compared to 44% in the previous quarter.

The duty free shopping channel is becoming positively perceived for its provision of gifting solutions with 40% of shoppers now expressing the view that it "a great place to buy gifts".

37% of shoppers say they purchase in duty free for gifting, compared to 48% who say they shop for themselves. The remaining 15% either shop to share or on request.

The decline in the positive price perception rating is certainly cause for concern, said m1nd-set. The statement that "prices are usually cheaper" in duty free shops has dropped consistently over the past four quarters and is now shared by less than a quarter (24%) of shoppers globally.

With price advantage and value for money still among the top two reasons for purchasing in duty free shops, expressed by 35% and 34% of shoppers respectively, it is important duty free retains a positive price perception among shoppers, added m1nd-set.

Convenience is often quoted among shoppers as one of the main reasons for purchasing in duty free shops. In the Q3 KPI Monitor it is quoted as the third most popular motivation for purchasing in duty free, alongside the uniqueness aspect, with 25% of shoppers stating “they can find products they won’t find at home” as well as because of the convenience.

The report is compiled from m1nd-set interviews with over 4,000 travelers at airports across all major world regions during Q3 2017 with the fieldwork and analysis undertaken in October.

More detailed data on the regional disparities for each aspect studied in the Monitor is available from m1nd-set upon request (info@m1nd-set.com).