

Dubai Duty Free annual sales soar to US\$1.93 billion in 2017

By **Hibah Noor** on January, 4 2018 | Retailers



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Liquor and Tobacco categories followed with Liquor recording US\$298 million in sales, and Tobacco US\$189 million, representing an increase of 2% and 19% respectively.

Cosmetics jumped to fourth place with sales increasing by 17% to US\$172 million for the year.

Other steep increases were seen in Electronics which rose by 16% to US\$150 million, mainly driven by new product launches from the likes of Apple. Watches rose by 13% to US\$142 million, while handbags and small leather sales rose by 16% to US\$51 million.

Sales in Departures reached over US\$1.6 billion, representing 87% of total annual sales while Arrivals sales showed a 3.6% increase over last year and accounted for 10.8% of the total annual sales.

In addition to a remarkable turnover, 2017 provided Dubai Duty Free with another milestones in terms of growth and expansion including the opening of new Perfumes, Cosmetics, Liquor and Tobacco areas in Concourse C to complement the retail area around the Control Tower that opened in the end of 2016. New opening include opening of a Bulgari shop in Concourse B, new retail areas for Liquor

and Gifts from Dubai in the departures terminal of Al Maktoum International Airport and the opening of a new shop in the Riverland area of the Dubai Parks and Resorts.

From a logistics point of view, Dubai Duty Free has continued to expand its automated warehouse facility and became the first customer worldwide to go live with an upgrade of its Oracle Retail Systems to Oracle Retail Release 16 version in July.

Looking ahead, Dubai Duty Free will continue to maintain its busy events and promotional calendar which includes the Dubai Duty Free Tennis Championships to be held from 19th February to 3rd March at the Dubai Duty Free Tennis Stadium.



In 2017, Dubai Duty Free recorded 27.2 million sales transactions which average at 75,000 sales transactions per day, while a total of 73 million units of merchandise were sold