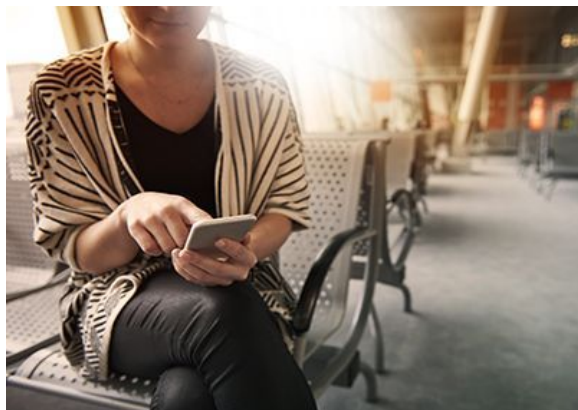


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“Consuming scenario’s extension and expansion determines the success of duty-free retailers. Consumers are no longer only satisfied by the on-site shopping experiences. Moreover, duty-free retailers need to properly position brand as well as set clear marketing strategy to build better consumer awareness and loyalty.”
– Jaslien Chen, Senior Research Analyst

This report looks at the following areas:

- Expanding shopping scenarios and extending of shopping time for more opportunities
- Female consumers hold loads of purchasing power
- Niche brands instead of luxury brands lead the future trend
- Build a duty-free retail brand like Korean duty-free retailers

Outbound travelling has become ordinary for Chinese consumers and duty-free shopping has been one of the key spending points for Chinese outbound travellers. Import tax regulation remains a key influential factor on the most popular buying categories and on-site duty-free venues such as airport and in-city retail stores are still the most popular locations. The “traditions” of duty-free shopping still exist.

As scenario-driven as duty-free shopping is, the duty-free retailing experience is no longer limited to outbound travelling only. Consumers have brand new ways to access duty-free products via channels such as Daigou and duty-free retailing apps to fulfil their needs for duty-free products. Duty-free retailers can not only benefit from the growing number of outbound travellers, but also expansion of their business via improvement of the consuming experience offline and online.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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