



# DFWC QUARTERLY GLOBAL SHOPPING MONITOR



Q2 2019



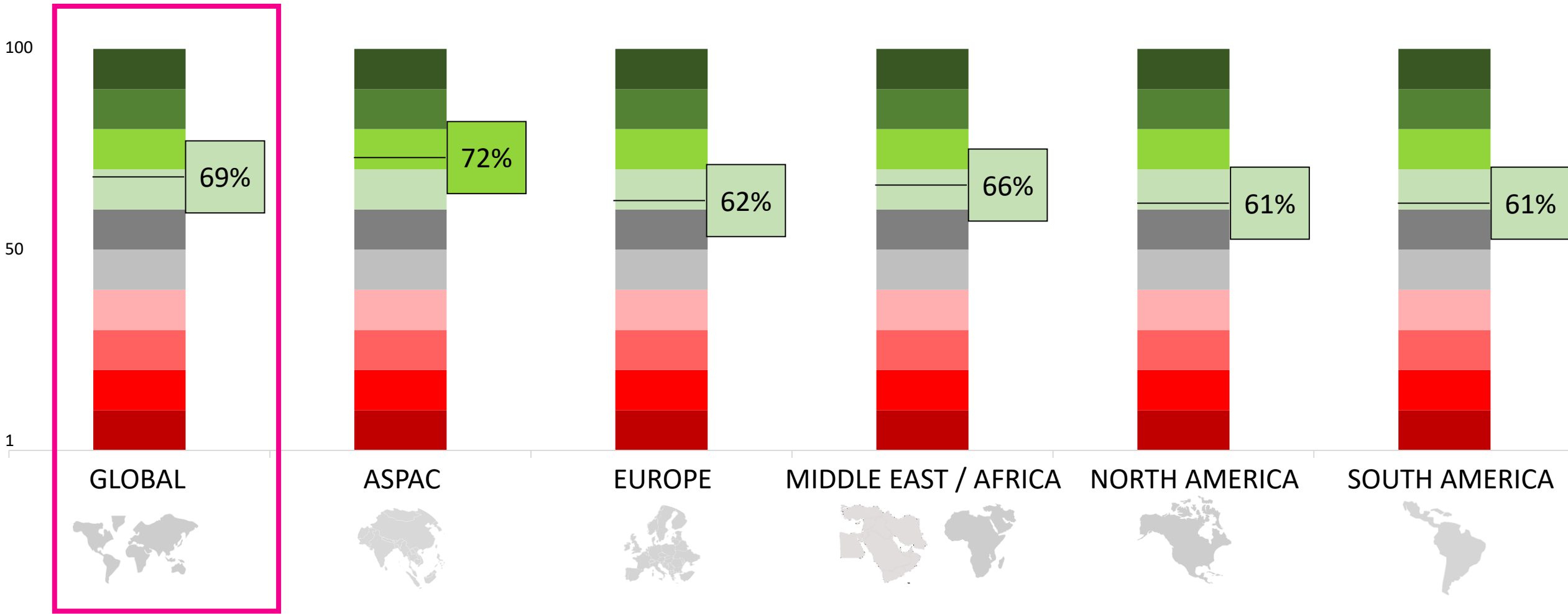
in partnership with





# CUSTOMER SATISFACTION INDEX

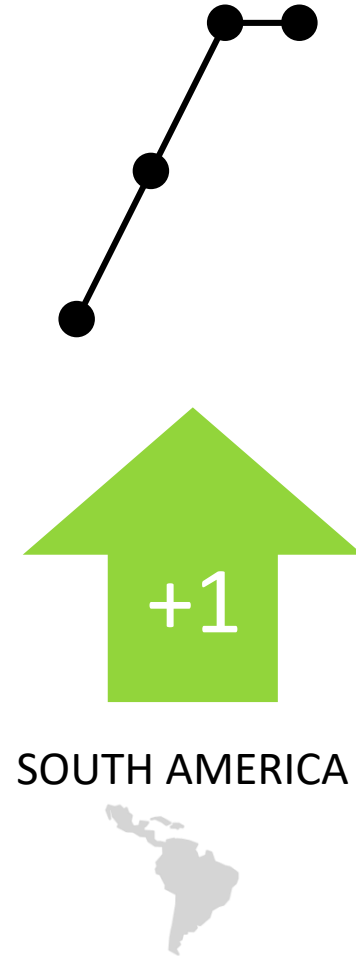
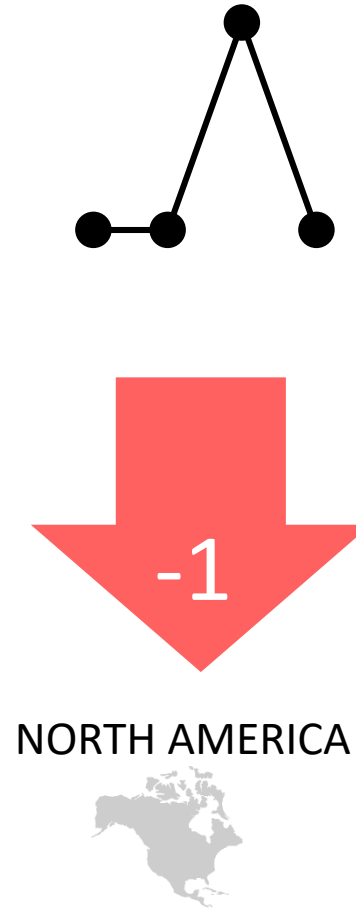
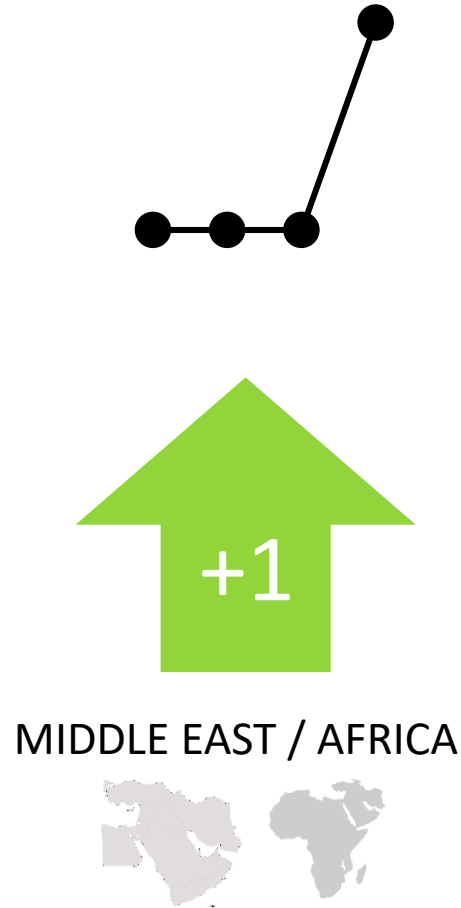
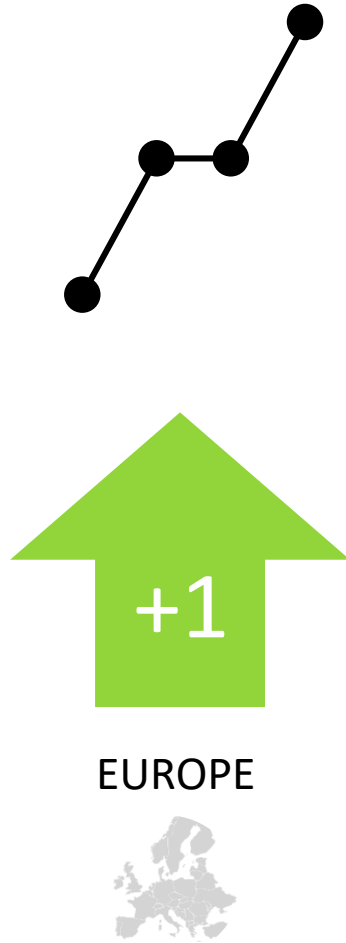
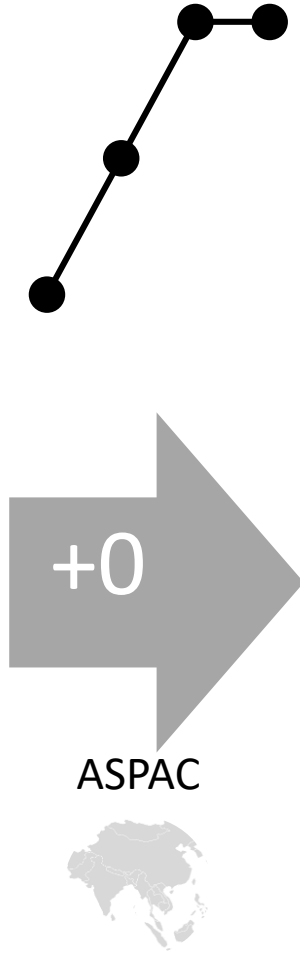
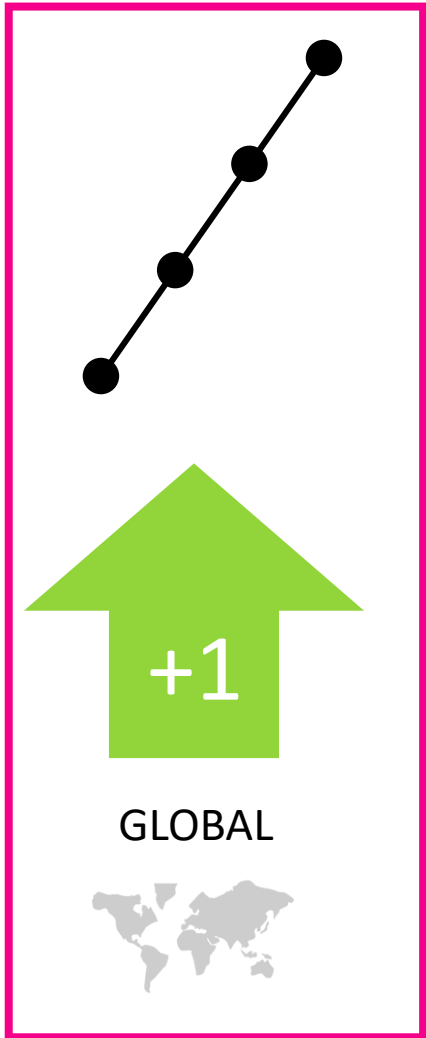
Computed by aggregating the satisfaction scores on all aspects of the DF visit, and weighting these in function of their impact on the overall satisfaction





# EVOLUTION

(vs Q1 2019 and trend over last 4 quarters)





# AIR TRAFFIC

(Total international PAX in Q2 2019 and % of growth Y-O-Y (vs Q2 2018))

**882 M**

236 M

430 M

92 M

74 M

52 M

**+ 5.6%**

**+5.3%**

**+6.6%**

**+3.3%**

**+4.4%**

**+ 3.5%**

GLOBAL

ASPAC

EUROPE

MIDDLE EAST /  
AFRICA

NORTH AMERICA

SOUTH AMERICA





# PERCEPTION OF DF SHOPPING

(Q2 2019 & trends over last 4 quarters)

% of travelers who agree

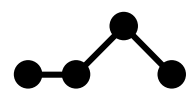
GLOBAL

TREND

Part of the travel experience



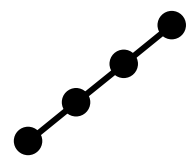
47%



Great place to try new brands



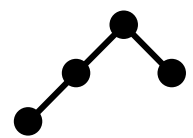
44%



Variety of products makes DF a great place for shopping



43%



More motivated to buy "DF exclusives"



40%

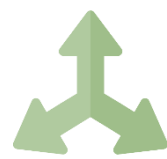


% of travelers who agree

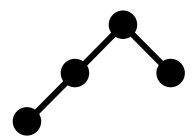
GLOBAL

TREND

Truly different experience



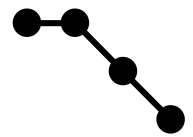
36%



Great place to Buy gifts



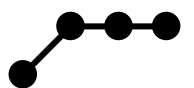
36%



Exclusive and unique products



31%



Prices are usually cheaper



24%



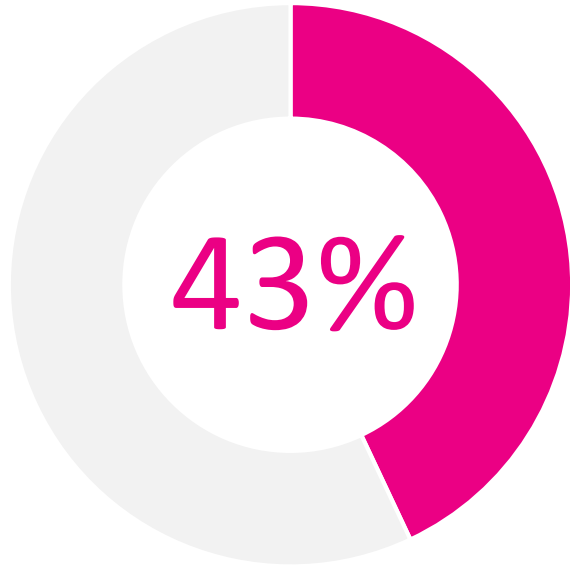


# DESTINATION OF DF PURCHASE





# INTERACTION WITH SALES STAFF



of DF visitors  
**interact with the  
sales staff**

HIGHER FOR

(vs other demographic groups & DF categories)

Perfumes	58%
Make-up	57%
Skincare	56%
Fashion & Accessories	55%
Latin America	54%
Middle East / Africa	53%
Jewellery & Watches	52%

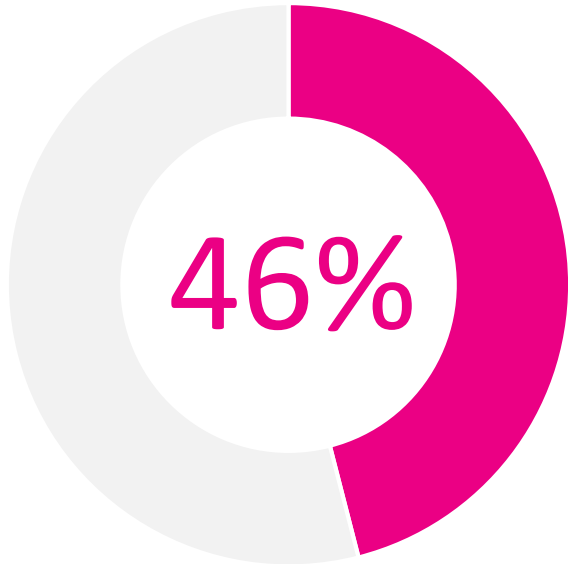
LOWER FOR

(vs other demographic groups & DF categories)

Tobacco	40%
Souvenirs & Gifts Items	36%
Confectionery	31%



# STAFF INFLUENCE ON PURCHASE DECISION



of buyers who interact **purchase influenced by the sales staff**

## HIGHER FOR

(vs other demographic groups & DF categories)

Middle East / Africa	58%
Skincare	55%
Electronics	55%
Make-up	54%
Fashion & Accessories	49%
Millennials	49%
Middle Aged	49%

## LOWER FOR

(vs other demographic groups & DF categories)

Alcohol	42%
Souvenirs & Gifts Items	42%
Seniors	42%
Confectionery	41%
Tobacco	27%



## SAMPLE

Over N=4000  
online interviews  
with travelers



## COVERAGE

AsPac (40%)  
Europe (30%)  
Americas (20%)  
MEA (10%)



## TIMELINE

Fieldwork in June  
2019



Full report with results globally and by regions available. Please contact m1nd-set for more information.