



Over 50 retailers have confirmed participation in Advantage Reports annual Travel Retail programme, now in its fourth year in the travel retail sector.

“The annual Advantage Report programme provides industry benchmarks designed to help improve engagement between travel retailers and suppliers across key performance areas and practices, through a proven survey and interview process employed in the domestic sector for more than 20 years,” says the analyst.

Advantage Report is a comprehensive assessment of how travel retailers evaluate their supplier performance and in turn, suppliers evaluate the retailers they work with.

“This process helps participating suppliers and retailers identify strengths, highlight opportunities, and develop strategy for Customer and supplier engagement,” says Advantage Report.

ENHANCING BUSINESS RELATIONSHIPS

Advantage says that ultimately, its purpose is to serve as an effective tool for understanding and improving performance levels enhancing existing business relationship and commercial outcomes.

AR has distributed the Advantage Report Mirror surveys to over 100 suppliers from all major categories (Wines & Spirits, Tobacco, Fragrance & Cosmetics, Confectionery, and Fashion & Accessories) requesting their evaluations of the travel retailers they work with.

Presentations begin later this summer for participating suppliers and retailers.

Established in 1988, Advantage programs have become the industry standard for measuring business

Advantage TR report attracts 50 retailers

relationships across FMCG and other channels worldwide. Advantage operates in 36 countries and provides insights to over 500 clients worldwide.

Suppliers or a retailers wishing to provide feedback to trading partners can contact Nestor Sanajko at nsanajko@advantagegroup.com.

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