

Chinese consumers still eager to shop in duty free post-Covid, says m1nd-set

According to leading industry research agency, m1nd-set, the majority of Chinese shoppers will continue to visit duty free shops when international travel resumes. Only 15% of Chinese shoppers say they will avoid frequenting duty free shops as a result of Covid-19.

The new insights are published in m1nd-set's latest report on shopper behaviour in the post-Covid-19 travel retail context.

*The Chinese report will be presented in depth by m1nd-set's Anna Marchesini during the next TRConnect webinar, organised by TRBusiness on Tuesday 30 June. **Registration is complimentary; click here to attend.***

For more information, please contact m1nd-set: info@m1nd-set.com.

PREFERENCES BY PRODUCT CATEGORY

The full report incorporates shopper insights from Europe, the Middle East and Africa, the Americas and Asia, as well as the Chinese market, with representative sample sizes from each world region and market covered.

The first market-specific summary report focuses specifically on the Chinese traveller segment, drawing comparisons to behaviour among global travellers.

This latest research also reveals that there are certain categories of products for which Chinese travellers will not alter their spending preferences at all or very little on their next trip.

"The report states that the Chinese shoppers were categorical that they will not completely cease shopping in duty free when international flights resume following the lifting of international restrictions," says m1nd-set.

FEARS AND CONCERNS SHARED

Tobacco, skincare, make-up, gift items, perfumes and wine emerge as the main categories for which there will be no change in shopping behaviour.

Chinese travellers still have some fears and concerns and will be significantly more wary of interacting with sales staff, according to m1nd-set. Around two-thirds of Chinese travellers say they will refrain from interacting with sales staff when travelling internationally again. Around 60% of Chinese travellers and just over half of all travellers say they will take precautions such as wearing a mask, if they do have to interact.

As Peter Mohn, CEO & Owner at m1nd-set explained, this will present significant challenges to retailers, who will need to seek new ways to engage with Chinese passengers in the shops: "The reluctance among Chinese shoppers to engage with staff will inevitably diminish the impact of a vital touch point which has proved to be highly effective in converting browsers to visitors.

"Brands and retailers will need to re-strategise on how they can better capitalise on their human touchpoint and encourage Chinese visitors to the shops to approach the sales staff.

"They will continue to try, test and taste products in the shops, but will be taking more precautions. It's up to the brands and retailers through their brand ambassadors and sales associations to ensure the Chinese travellers feel reassured and protected."

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Anna Marchesini, Project and Business Development Manager at m1nd-set, added: "As well as these safety measures that will be required to reassure all nationalities, not just the Chinese, we believe the industry has reached a key milestone with the current pandemic.

"We believe this current period will be a turning point in the way the industry has been marketing to travellers. We expect to see a marked shift towards more data-centric marketing and inevitably a much stronger emphasis on digital, which the industry has been notoriously slow in implementing. The Chinese traveller presents the perfect opportunity and the timing is also opportune."

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