

CiR & NPD to stage first TR Beauty Event in Paris

Travel retail intelligence company, CiR, and its parent company The NPD Group will host the first Travel Retail Beauty Event close to the Champs-Élysées on 7th June 2018.

As travel retail's leading category accounting for 35% of sales, beauty continues to dominate the travel retail landscape, adding an additional \$2.9bn sales in 2017 and enjoying 13.8% annual growth, says CiR.

An exciting panel of speakers will share information on the latest trends for the beauty category in travel retail, accompanied by nationality and consumer behaviour insights, to give attendees a competitive edge in their strategic decision-making at this complimentary event, adds CiR.



Garry Stasiulevicius President, Counter Intelligence Retail.

UNPARALLELED SOURCE OF INSIGHT

CiR and NPD say they have harnessed the collective strengths and synergies between their organisations to bring together an 'unparalleled source of insight and intelligence' for the category.

These include analysis of factors driving travel growth and how to attract high spending beauty buyers to brands.

Speakers will address many of the questions that beauty leaders are asking, with contributions from industry experts from within both The NPD Group and CiR, dedicated to exploring the latest trends within beauty and travel retail.

The event will take place on Thursday 7th June from 9:00am-12:00pm and will include the opportunity for networking.