

Canadian airport duty free sales soar in 2014

Sales at Canadian airport stores climbed an impressive 18% in 2014 (up from C\$273m) to reach C\$322m. December sales were equally robust, up 17% to C\$30.5m.



However, border stores did not fare nearly so well recording sales of C\$11.2m in December, down by 0.75%, and for the year sales fell by 1.61% to C\$143m. Total Canadian duty free sales (including both border and airport sales) reached C\$465m in 2014 up from C\$419m in 2013.

As previously reported on TRBusiness.com, border shops suffered a more marginal decline of -0.22% to \$146m in 2013.



IGL duty free border shop in St-Bernard de Lacolle, Quebec.

Ranked as the top-selling category at airports, perfumes/cosmetics & skincare represented almost 34% of sales at Canada's airports (C\$105m). However, alcohol, the most popular product category at border shops (and overall) hauled in 37.5% of the sales at border stores and 20% of sales at airports.

Sales recorded for the Prairie region in 2014 fell slightly by 1.18% to C\$10.5m in 2014, but increased in December by approximately 7.3% to C\$774,000.

Sales dropped quite dramatically for the Pacific region in December; down 9% to C\$1.8m and 5% in 2014 to C\$23m.



Blue Water duty free shop in Ontario, Canada.

Sales were almost flat for Ontario, which recorded a total of C\$6.7m (+1.27%) in December and C\$79.5m in 2014 (+1.27%).

And finally, sales for the Atlantic/Quebec region hit C\$29.7m in 2014, basically flat at +0.92%. In December 2014 the region recorded sales of C\$1.8m +1.6%.

The main categories that dominate sales in land border duty free are as follows (in order of sales highest to lowest – based on December 2014 numbers):

Alcohol (liquor, liqueur, wine, coolers)

Tobacco, Cigars, Loose Tobacco

Perfume, Cosmetics, Skincare

Food

Beer (beer, malt-based coolers)

Jewellery, Watches, Clocks

Accessories (purses, wallets, sunglasses, etc.)

Clothing (including hats, fur, leather)

Souvenirs

Office and Travel Supplies

Glassware, crystal, china, figurines, porcelain

Other

Crafts/Arts

Electronics, Cameras, Binoculars, etc.