



WHO IS THE INDIAN SHOPPER?

58%

are
males



59%

are aged
under 40

**Alcohol &
Confectionery**

are the leading
categories



94%



consider the
availability of Duty
Free exclusives to
be important to
their shopping
experience



31%

are buying an
item to give to
someone else

48% buy an item due to it being good quality

31% buy because it's a well-known brand

25% buy because it's new & different



69%

experiment
with non-
regular brands



77%

consider
sustainability to
be an important
consideration
when shopping
in Duty Free



68%

interact with staff
during the decision-
making process

