

## **India Travel Retail - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 150 pages | Mordor Intelligence

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### **Report description:**

The India Travel Retail Market size is estimated at USD 2.47 billion in 2025, and is expected to reach USD 6.56 billion by 2030, at a CAGR of 21.59% during the forecast period (2025-2030).

The Indian travel retail sector is growing rapidly due to increased domestic and international travelers. Travel retail involves the sale of goods and services to travelers, commonly found in locations like airports, cruise ships, and border crossings. These outlets provide cosmetics, perfumes, alcohol, tobacco, and luxury items. Notably, travel retail offers duty-free shopping, allowing customers to buy items without paying certain local taxes or duties.

Several factors drive the growth of the Indian travel retail market. The increasing incomes in India enable more people to afford travel, resulting in higher spending in travel retail. Moreover, improved air connectivity, both domestically and internationally, has made traveling more convenient, thereby boosting the travel retail sector. India's growing reputation as a tourist hotspot has attracted more international visitors, further contributing to the growth of the travel retail market. Furthermore, changing consumer preferences, focusing on unique and high-quality products, have led to increased purchases from travel retail outlets offering a wide range of goods.

### **India Travel Retail Market Trends**

#### **Growth of Tourism is Impacting the India Travel Retail Market**

- The significant growth of tourism in India profoundly impacts the country's travel retail market. With more tourists visiting, there

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is a heightened demand for products and services at travel retail outlets like duty-free shops, airport stores, and hotel shops. This surge in demand is fueling market growth, prompting the creation of new retail spaces and the expansion of existing ones.

Tourists' evolving preferences and spending habits influence the products available in these outlets. India's burgeoning tourism sector is a pivotal force propelling the expansion and transformation of its travel retail market.

- With the increasing popularity of coastal tourism, India's premier online travel company has introduced the 'Beaches of India' campaign. This initiative highlights the nation's plentiful coastal attractions and positions them as desirable tourist destinations.

#### Growth of Wines and Spirits in the India Travel Retail Market

- India is experiencing robust consumption and a growing trend towards premiumization, driven by increased disposable incomes among the middle class, the easing of pandemic restrictions, and enhanced quality, variety, and availability in retail. Momentum is positive across all drinks categories, with a notable surge in demand for brown spirits. Consumers are upgrading their preferences, especially in sparkling wine, whisky, and agave-based spirits.

- In addition to the diverse product range available at duty-free stores, promotional offers, and other incentives attract Indian consumers. Interestingly, duty-free shops at airport arrivals in India are outperforming their departure counterparts, with liquor being the top-selling category in arrivals. This may be attributed to the highly competitive prices offered on liquor at duty-free shops. Arrivals contribute significantly to duty-free shop sales, as inbound travelers often make purchases back to the city.

#### India Travel Retail Industry Overview

The Indian travel retail market is fragmented, with many players. The increasing focus on offering a diverse and wide range of products may enable the vendors to attract many consumers and gain significant market shares. Adopting innovative promotional campaigns and attractive price offerings may help the players sustain the competition in the travel retail market in India. The key players include Dufry, Lotte, The Shilla, Delhi Duty-Free, and Flemigo Travel Retail.

#### Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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