# Europe Travel Retail Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Travel Retail & Duty Free (Retail)
> **Source:** [https://www.mordorintelligence.com/industry-reports/europe-travel-retail-market](https://www.mordorintelligence.com/industry-reports/europe-travel-retail-market)
> **Scraped Date:** 2026-09-17

## Executive Market Summary

| Market Metric | Details |
| :--- | :--- |
| **Base Market Size** | USD 24.09 billion |
| **Projected Forecast (2031)** | USD 24.09 billion |
| **Growth Rate (CAGR)** | 8.44 % |
| **Largest Market Region** | N/A |
| **Fastest-Growing Region** | N/A |

## Market Visualizations & Infographics

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![Major players in Europe Travel Retail industry](images/chart_2.png)

![Europe Travel Retail Market (2025 - 2030)](images/chart_3.png)

![Europe Travel Retail Market: Market Share by Retail Activity Type](images/chart_4.png)

![Europe Travel Retail Market: Market Share by Distribution Channel](images/chart_5.png)

![Europe_travel-retail.png](images/chart_6.png)

![Icon](images/chart_7.png)

![footer background image](images/chart_9.png)

![Mordor Intelligence on Facebook](images/chart_11.svg)

![Mordor Intelligence on Pinterest](images/chart_13.svg)

![Mordor Intelligence on Instagram](images/chart_14.svg)

![ESOMAR](images/chart_16.png)

![GPTW](images/chart_18.png)
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## Comprehensive Research Analysis

### Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2021 - 2031 |
Forecast Data Period | 2026 - 2031 |
Base Year Market Size (2025) | USD 22.21 Billion |
Market Size (2026) | USD 24.09 Billion |
Market Size (2031) | USD 36.11 Billion |
Growth Rate (2026 - 2031) | 8.44 % |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

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### Market Overview

Europe Travel Retail Market Analysis by Mordor IntelligenceThe Europe travel retail market size is expected to grow from USD 22.21 billion in 2025 to USD 24.09 billion in 2026 and is forecast to reach USD 36.11 billion by 2031 at an 8.44% CAGR over 2026-2031. This growth surpasses the region's expected 4.4% air passenger increase in 2025, indicating stronger conversion rates and higher spending per passenger in key channels. Airport expansions and terminal upgrades are increasing commercial space and improving passenger flow, which extends dwell time and supports merchandising across categories. Global brands are refining retail formats and exclusive offerings at major hubs, enhancing pricing strategies and margins for the Europe travel retail market. Resilient high-yield travel segments are driving momentum, ensuring continued growth for the market into 2026.

Key Report Takeaways* By retail activity type, Fragrances and Cosmetics accounted for a 37.54% share of the Europe Travel Retail Industry in 2025, while Jewelry and Watches are projected to grow at a 12.29% CAGR through 2031.
* By distribution channel, Airports led with 57.44% of the Europe Travel Retail Industry in 2025, while Ferries and Cruise Lines are forecast to expand at a 13.42% CAGR through 2031.
* By geography, the United Kingdom held 21.05% of the Europe Travel Retail Industry in 2025, while France is expected to post the fastest growth at a 13.08% CAGR through 2031.

### Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of Europe Travel Retail Market

| *Drivers | (~) % Impact on CAGR Forecast | Geographic Relevance | Impact Timeline |
|---|---|---|---|
| International tourism growth is fueling demand across the Europe Travel Retail Industry | +2.1% | Global, spill-over benefits to the United Kingdom, France, Spain, Italy, and Greece | Medium term (2-4 years) |
| Rising air passenger traffic is expanding the customer base for travel retail | +2.3% | European Union, EFTA, Candidate countries, major hubs including London, Paris, Frankfurt, Madrid, Istanbul | Short term (≤ 2 years) |
| The ongoing expansion of airports and travel hubs is strengthening retail accessibility | +1.8% | Western Europe, the Middle East, with concentrations in Frankfurt, Athens, and Istanbul | Long term (≥ 4 years) |
| Greater availability of premium and luxury brands is enhancing traveler spending | +1.5% | Western Europe, including the United Kingdom, France, Italy, and major Middle East hubs | Medium term (2-4 years) |
| Supportive regulatory frameworks and duty-free policies are boosting market attractiveness | +0.4% | European Union 27 and EFTA, with arrivals duty-free advocacy in the United Kingdom, the Netherlands, and France | Long term (≥ 4 years) |
| A consumer shift toward gifting and experiential purchases is reshaping retail preferences | +0.3% | Global, with resonance in the Asia-Pacific and spillover demand to Europe | Medium term (2-4 years) |

Source: Mordor Intelligence |

### Competitive Landscape

Competitive Landscape

The Europe Travel Retail Market is moderately concentrated, with the top four operators holding a combined 60–65% share due to their diverse presence across airports, ferries, and cruise lines. Avolta reported CHF 7,180 million (USD 9,088.9 million) in EMEA turnover for 2024, with 72% of sales from airports and 6.3% organic growth, driven by steady passenger numbers and increased spending per passenger. Autogrill's integration added CHF 85 million in benefits, enhancing food service capabilities and hybrid offerings in airport terminals. Avolta secured long-term Spanish concessions covering 21 airports and over 120 outlets, strengthening procurement scale and brand access, which supports operating leverage in a sector favoring diversified portfolios.

Lagardère Travel Retail recorded EUR 5,812 million (USD 6,836.7 million) in revenue in 2024 and EUR 305 million (USD 358.8 million) in recurring EBIT, reflecting gains across EMEA and an expanded presence in key hubs. In May 2025, Lagardère began duty-free operations at Amsterdam Airport Schiphol after acquiring a 70% stake in Schiphol Consumer Services Holding BV, making it the group's second-largest airport operation after Paris. The operator also secured travel essentials concessions in German airports for 2026 openings, broadening terminal exposure and improving route-to-basket capture. Gebr. Heinemann reported EUR 4.3 billion in turnover in 2024, with Beauty leading sales and Fashion and Accessories growing at a double-digit rate. The company expanded its footprint in Vienna and secured tenders in Iceland and the Baltics, increasing regional coverage.

LVMH's Selective Retailing division, including DFS and Sephora, generated EUR 18.3 billion (USD 21.53 billion) in revenue in 2025, with a 28% rise in profit from recurring operations. In January 2026, LVMH agreed to acquire DFS's Greater China business from China Tourism Group Duty Free, streamlining operations and focusing on profitability. Sephora opened approximately 100 stores in 2025, maintaining a high share of exclusive brands. Operators are adopting technology, such as AI tools and cashier-less stores, to enhance productivity and customer experience. Airport expansions in Western Europe are expected to reshape commercial contracting, requiring strategic alignment of concession economics and capital planning.

Europe Travel Retail Industry Leaders* Dufry AG

* Lagardere Travel Retail

* Gebr. Heinemann SE & Co. KG

* Autogrill S.p.A. / World Duty Free

* LVMH (Moet Hennessy Louis Vuitton)

* *Disclaimer: Major Players sorted in no particular order
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### Component Component 3 Scope Of The Report Bottom

Europe Travel Retail Market Report ScopeThe Europe Travel Retail Industry report examines duty-free and travel-related retail activities across airports, airlines, ferries, cruise lines, railway stations, land-border shops, and downtown duty-free outlets. The market is segmented by retail activity type (fragrances & cosmetics, fashion, jewelry & watches, wine & spirits, food & confectionery, tobacco, electronics, travel essentials & gifts), distribution channel, and country (UK, Germany, France, Spain, Italy, BENELUX, Nordics, and Rest of Europe). It analyzes drivers like international tourism growth, rising passenger traffic, airport expansion, luxury brand availability, regulatory frameworks, and changing consumer preferences. Restraints include macro-economic volatility, customs policies, high operational costs, and e-commerce competition. The study evaluates the regulatory landscape, technological outlook, supply-chain dynamics, and competitive intensity using Porter's Five Forces framework. The report provides market size and growth forecasts, company profiles, strategic developments, and future opportunities, including white-space assessments and unmet needs. The report offers market size and forecasts for the Europe Travel Retail Market in value (USD) for all the above segments.

By Retail Activity TypeFragrances and Cosmetics |

Fashion and Accessories |
Jewellery and Watches |
Wine and Spirits |
Food and Confectionery |
Tobacco |
Electronics and Gadgets |
Travel Essentials and Gifts |

### Segmentation Accordion Item

By CountryUnited Kingdom |
Germany |
France |
Spain |
Italy |
BENELUX (Belgium, Netherlands, Luxembourg) |
NORDICS (Denmark, Finland, Iceland, Norway, Sweden) |
Rest of Europe |

## Frequently Asked Questions

#### What is the Europe travel retail market size and growth outlook to 2031?

The Europe travel retail market is expected to grow from USD 22.21 billion in 2025 to USD 24.09 billion in 2026 and is forecast to reach USD 36.11 billion by 2031 at an 8.44% CAGR over 2026-2031.

#### Which categories lead and grow fastest in European travel retail?

Fragrances and Cosmetics led with 37.54% share in 2025, while Jewelry and Watches are projected to grow fastest at a 12.29% CAGR through 2031 within the Europe Travel Retail Market.

#### Which channels are most important for European travel retail sales?

Airports held a 57.44% share in 2025, while Ferries and Cruise Lines are forecast to expand at a 13.42% CAGR through 2031 for the Europe Travel Retail Market.

#### Which countries lead and accelerate in European travel retail?

The United Kingdom led with a 21.05% share in 2025, while France showed the fastest trajectory with a 13.08% CAGR to 2031 in the Europe Travel Retail Market.

#### What macro and regulatory risks could weigh on European travel retail?

Volatile geopolitics and evolving European Union customs and VAT changes, including the removal of the EUR 150 de minimis threshold in 2026, can affect consumer spending and compliance burdens in the Europe Travel Retail Market.

#### How are leading operators strengthening positions in European travel retail?

Operators are expanding flagship concessions, deploying technology, and scaling brand partnerships, with major transactions at key hubs and steady EMEA revenue growth that support the Europe Travel Retail Market.