Asia-Pacific 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/travel-retail-market-in-asia-pacific
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 39.54 billion
Projected Forecast (2031)	USD 39.54 billion
Growth Rate (CAGR)	7.62 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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

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

![Asia-Pacific Travel Retail Market: Market Share by Product Type](images/chart_4.png)

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

![Asia-Pacific Travel Retail Market Concentration](images/chart_6.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 36.74 Billion |
Market Size (2026) | USD 39.54 Billion |
Market Size (2031) | USD 57.06 Billion |
Growth Rate (2026 - 2031) | 7.62 % |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Asia-Pacific Travel Retail Market Analysis by Mordor IntelligenceThe Asia-Pacific travel retail market size is expected to grow from USD 36.74 billion in 2025 to USD 39.54 billion in 2026 and is forecast to reach USD 57.06 billion by 2031 at a 7.62% CAGR over 2026-2031, signaling sustained capacity expansion, premiumization in core categories, and tighter integration of digital pre-order journeys with on-site pickup in high-traffic hubs. China remains the anchor for policy-enabled duty-free growth and cross-border traffic, while India's airport pipeline and privatization milestones lay the groundwork for the next leg of regional throughput. Japan's inbound recovery remains resilient on currency dynamics and route additions, enhancing conversion potential for fragrances, cosmetics, and fashion. Operators intensify assortment curation and exclusive launches to capture value-seeking yet brand-conscious travelers, while airports optimize space and tenancy structures to trade up revenue per passenger. Digital wallets and interoperable e-payments reduce friction at the point of sale for international visitors, thereby strengthening conversion for beauty, spirits, and gifts.

Key Report Takeaways* By product type, fragrances and cosmetics led with 35.94% market share in the Asia-Pacific travel retail market in 2025, while wines and spirits are forecast to expand at a 12.10% CAGR to 2031, positioning beauty for stable repeat buying and whisky-led premiumization for growth.
* By distribution channel, airports commanded 71.04% of the Asia-Pacific travel retail market share in 2025, and railway stations are projected to grow at a 14.55% CAGR through 2031, driven by expanding high-speed rail corridors.
* By traveler demographics, leisure travelers accounted for 51.88% of the APAC travel retail market share in 2025, and medical and wellness tourists are projected to grow at a 14.05% CAGR through 2031, reflecting aging cohorts and cost-quality arbitrage across select destinations.
* By geography, China held 45.20% of the Asia-Pacific travel retail market share in 2025, driven by policy-enabled offshore duty-free and Tier-1 concessions, while India is the fastest-growing geography at a 12.78% CAGR through 2031, supported by new airports and terminal expansions.

Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of Asia-Pacific Travel Retail Market*Driver | (~) % Impact on CAGR Forecast | Geographic Relevance | Impact Timeline |
Increase in Chinese outbound tourism due to visa relaxations | + 1.8% | China's core, spillover to Thailand, Japan, Singapore, Malaysia | Medium term (2-4 years) |
Low-cost carriers expanding operations at secondary airports | + 1.2% | Southeast Asia core, India tier-2 cities | Medium term (2-4 years) |
Rising disposable incomes driving luxury demand in Southeast Asia | + 1.4% | ASEAN-6, India urban centers | Long term (≥ 4 years) |
Major airport and terminal expansions in India and Vietnam | + 2.1% | India, Vietnam, Japan select locations | Long term (≥ 4 years) |
Pre-order and click-and-collect platforms boosting conversions | + 0.7% | Global, early gains in Singapore, Seoul, Hong Kong | Short term (≤ 2 years) |
Harmonization of ASEAN duty-free allowances for consistency | + 0.6% | ASEAN-10 member states | Medium term (2-4 years) |
Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The Asia-Pacific travel retail market features several scaled operators with multi-country portfolios, alongside national champions and airport-led JVs that hold specific terminals or channels, creating moderate concentration amid active te nder cycles and selective M&A. China Tourism Group Duty Free’s acquisition of DFS’s Hong Kong and Macau businesses in January 2026 consolidates core Greater Bay Area exposure and lays the groundwork for broader cooperation on products, stores, and customer experience. Avolta’s expansion in Japan through Kansai’s F&B contract and continued network investments reflect its commitment to scale in premium hubs, where blended F&B and retail footprints can lift overall spend. Lagardère’s wins in Auckland and a new regional structure in Singapore indicate a focus on Asia-Pacific growth, supply-chain depth, and commercial coordination that can raise offer adaptation and speed to market.

In India, an airport group increased its equity stake in Delhi Duty Free in December 2025, after assuming operations in July 2025, reinforcing a platform approach to terminal retail and potentially supporting improved loyalty, assortments, and digital checkout. Several operators continue to manage portfolio exposure to high fixed-fee concessions, while redirecting capital toward terminals and cities with better fee-to-traffic profiles and strong beauty or spirits potential. Japan’s airport landlords have invested in capacity, retail re-zoning, and omnichannel touchpoints such as e-commerce and lockers, enabling brands and operators to tighten integration of pre-book and pickup journeys, thereby supporting performance in premium categories. As traffic stabilizes, the Asia-Pacific travel retail market rewards players that combine local insight with global brand access, deep CRM capabilities, and flexible store formats across airports, downtown stores, rail, and cruise.

Partnerships with payment providers and airlines extend loyalty reach and reduce checkout friction, which increases conversion for time-pressed business travelers and value-conscious leisure shoppers. Premium spirits suppliers deploy travel-exclusive releases and cultural storytelling to differentiate in a crowded aisle, while beauty brands scale immersive services and skin diagnostics to strengthen repeat purchase cycles. Operators that advance sustainability through packaging, material choices, and local brand curation build trust with younger travelers who weigh environmental factors in their purchase decisions. The Asia-Pacific travel retail market thus favors portfolios that can balance fee structures, invest in omnichannel capabilities, and secure differentiated brand content across multiple traveler cohorts.

Asia-Pacific Travel Retail Industry Leaders* China Duty Free Group (CTGDF)

* Dufry AG

* Lotte Duty Free

* Shilla Duty Free

* Avolta AG

* DFS Group

* *Disclaimer: Major Players sorted in no particular order

Component Component 3 Scope Of The Report Bottom

Asia-Pacific Travel Retail Market Report ScopeTravel retail refers to the sale of goods to international travelers in transit environments, such as airports, seaports, train stations, cruise ships, and border zones. This sector includes duty-free and duty-paid outlets that offer competitively priced products such as perfumes, cosmetics, luxury items, alcohol, tobacco, fashion, and confectionery.

The Asia-Pacific travel retail market report is segmented by product type (fashion and accessories, wine and spirits, tobacco, food and confectionary, fragrances and cosmetics, other product types including stationery, electronics, watches, jewelry), distribution channel (airports, cruise liners, railway stations, other distribution channels), traveler demographics (business travelers, leisure travelers, visiting friends & relatives, medical & wellness tourists, student travelers), and geography (India, China, Japan, Australia, South Korea, South-East Asia covering Singapore, Malaysia, Thailand, Indonesia, Vietnam, Philippines, and Rest of Asia-Pacific). The market forecasts are provided in terms of value (USD).

By Product TypeFashion and Accessories |
Wine and Spirits |
Tobacco |
Food and Confectionery |
Fragrances and Cosmetics |
Other Product Types (Stationery, Electronics, Watches, Jewelry, etc.) |

Segmentation Accordion Item

By GeographyIndia |
China |
Japan |
Australia |
South Korea |
South-East Asia (Singapore, Malaysia, Thailand, Indonesia, Vietnam, Philippines) |
Rest of Asia-Pacific |

Frequently Asked Questions

What is the current size and growth outlook for the Asia-Pacific travel retail market?

The Asia-Pacific travel retail market is expected to grow from USD 36.74 billion in 2025 to USD 39.54 billion in 2026 and is forecast to reach USD 57.06 billion by 2031 at a 7.62% CAGR over 2026-2031.

Which product categories are driving sales in Asia-Pacific travel retail?

Fragrances and cosmetics led with 35.94% of 2025 sales, and wines and spirits are set to grow at a 12.10% CAGR through 2031, as beauty repeat purchases and prestige malt activations underpin growth.

Which channels will expand fastest within Asia-Pacific travel retail?

Airports held a 71.04% share in 2025, while railway stations are projected to post a 14.55% CAGR through 2031, driven by high-speed rail expansion and station retail upgrades.

Which countries are shaping the regional competitive landscape most?

China leads on policy-enabled duty-free and major concessions, while India is the fastest-growing on new airport capacity; Japan and Singapore reinforce premium traffic and omnichannel execution.

What macro or policy factors will most influence spend in Asia-Pacific travel retail?

Visa relaxations from China, yen-related inbound boosts in Japan, and Southeast Asian growth support are positive, while concession fees and stricter tobacco controls pressure margins and category mix.

How are operators improving conversion among business and leisure travelers?

Operators scale click-and-collect and pre-order for business travelers and expand experiential beauty and spirits activations for leisure shoppers, with interoperable payments simplifying checkout.