



Resilience & Recovery

Crafting the Future of Shopping
Excellence with USA - China Dynamism



Agenda

01. Tax Free sales trends
02. Spender profile
03. Rebound: China
04. Rebound: USA
05. Planet Industry Survey



Tax Free sales trends

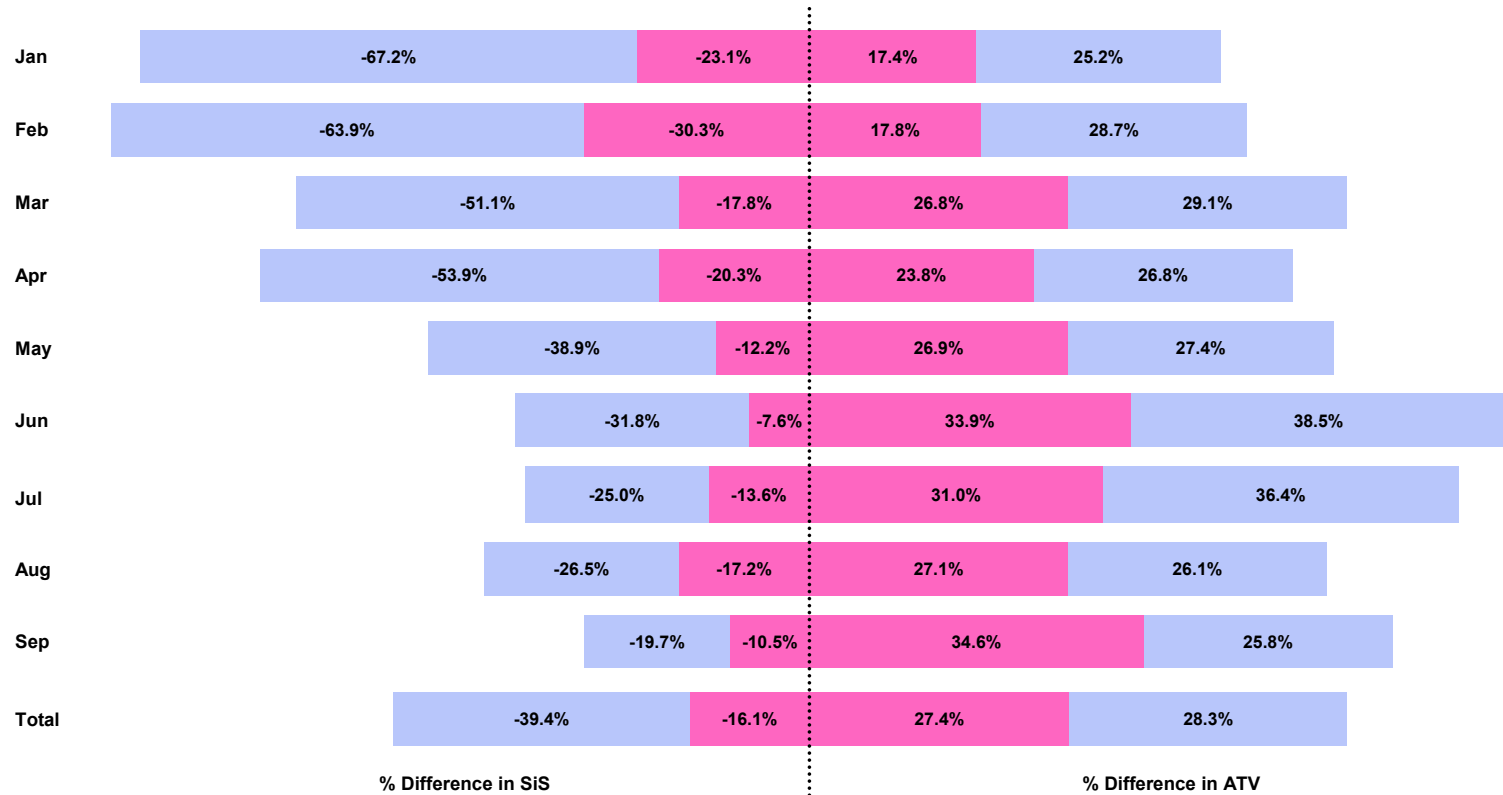


Europe after the Pandemic

The Tax Free sales landscape in Europe has witnessed an inspiring revival, marking a significant milestone on its path to recovery. While it remains 16% below pre-pandemic levels, the turnaround from a staggering 39% drop in 2022 has been nothing short of remarkable.

2022 & 2023 (Jan – Sep) vs 2019: Europe

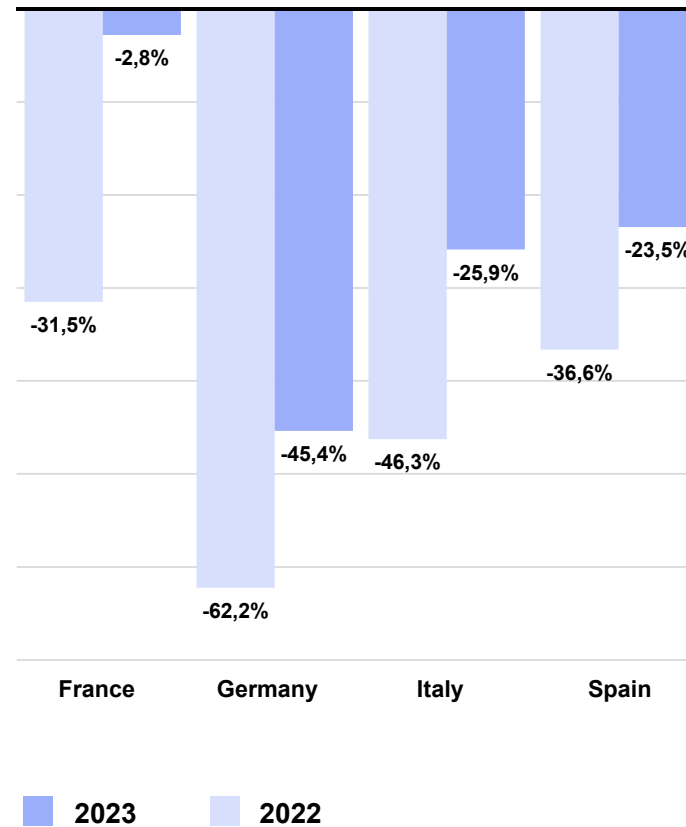
2023 2022



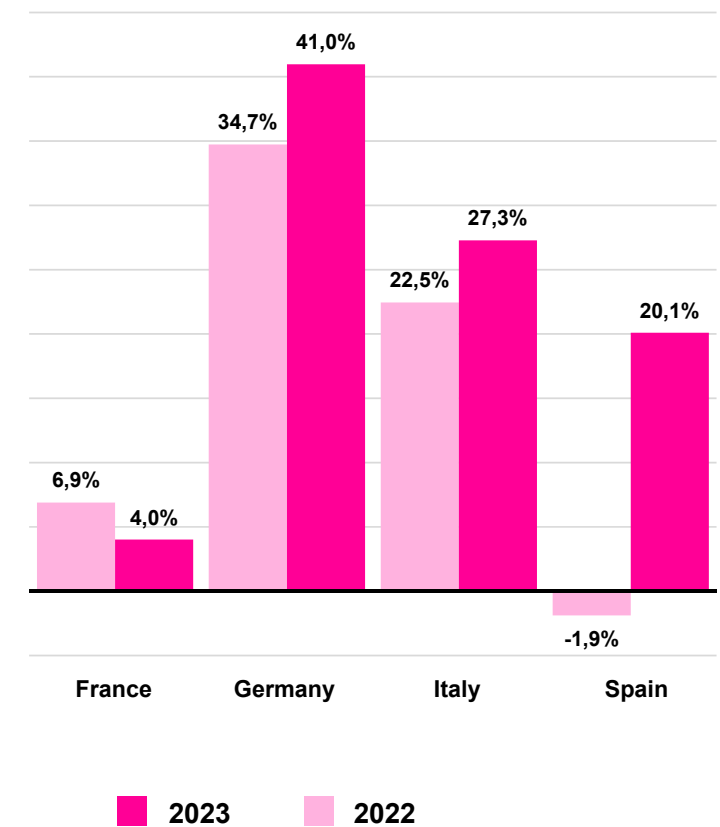
Europe Tax Free summary

France stands out as a star performer, with an impressive trajectory in 2023. It's only 2.8% below its pre-pandemic level, showcasing a strong rebound. The turning point began in May 2023, coinciding with the resumption of Chinese group tours. Fast forward to September 2023, and France has surged ahead, now exceeding 2019 levels by 3%.

2022 & 2023 (Jan – Sep) vs 2019: Sales



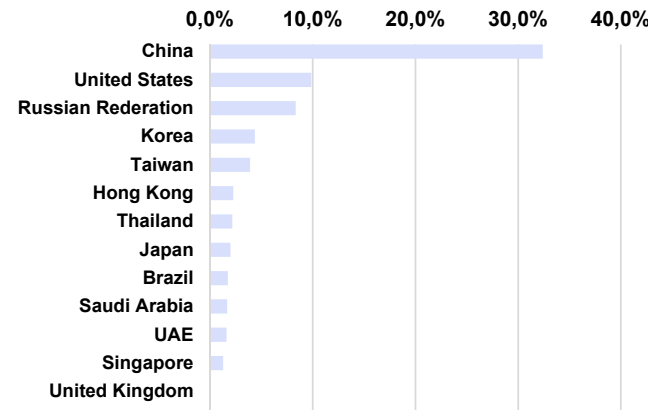
2022 & 2023 (Jan – Sep) vs 2019: ATV



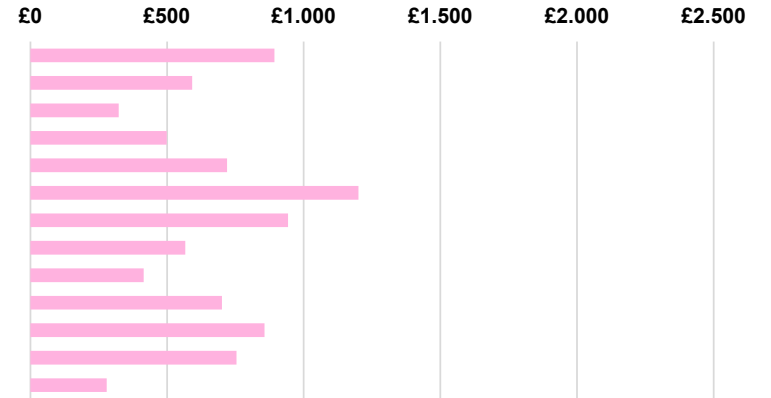
Europe Nationality summary

In 2019, Chinese tourists held the majority share, with over 30% of the market. However, post-pandemic, the landscape has undergone a significant transformation, and by 2023, they now occupy the second spot with a 10% market share. This shift indicates a gradual resurgence following the relaxation of the Zero Covid Policy rules.

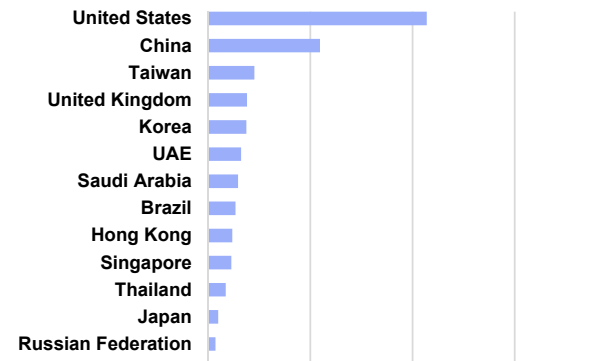
2019: Sales in Store



2019: ATV



2023: Sales in Store



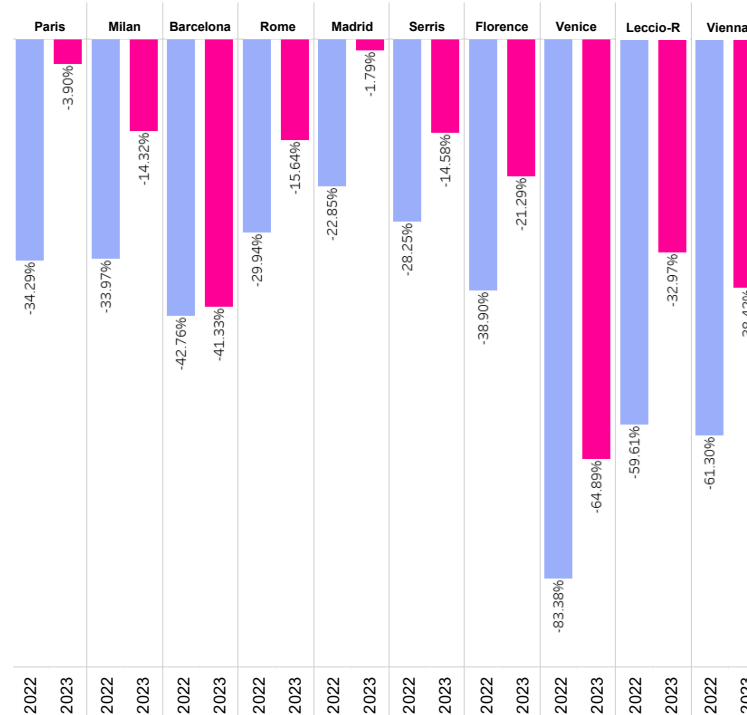
2023: ATV



European Cities' Tax Free summary

Paris remains the ultimate hotspot for Tax Free sales, nearly recouping to just 4% below its 2019 levels. When compared to other European cities, Paris outshines the competition, commanding more than 35% of the Tax Free sales market.

% of SiS: 22 & 23 (Jan – Sep) vs 2019:
Top 10 European Cities



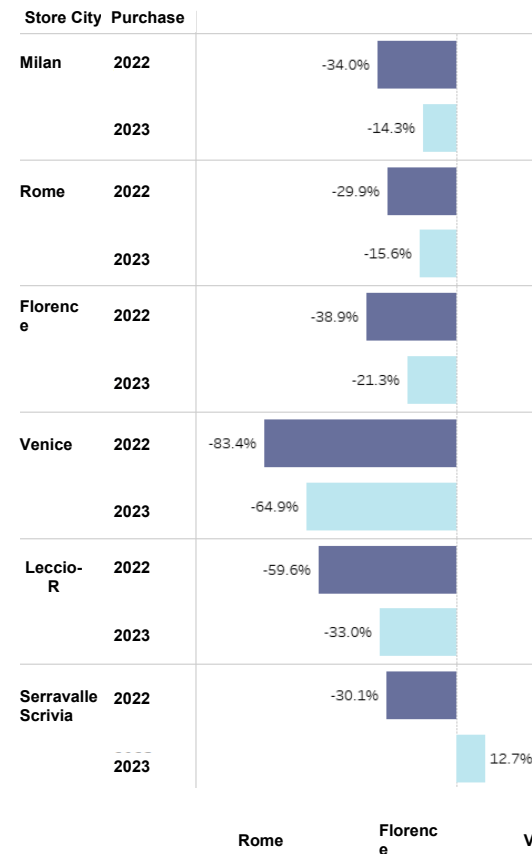
Top 10 European Cities: % of SiS vs ATV:
Store City



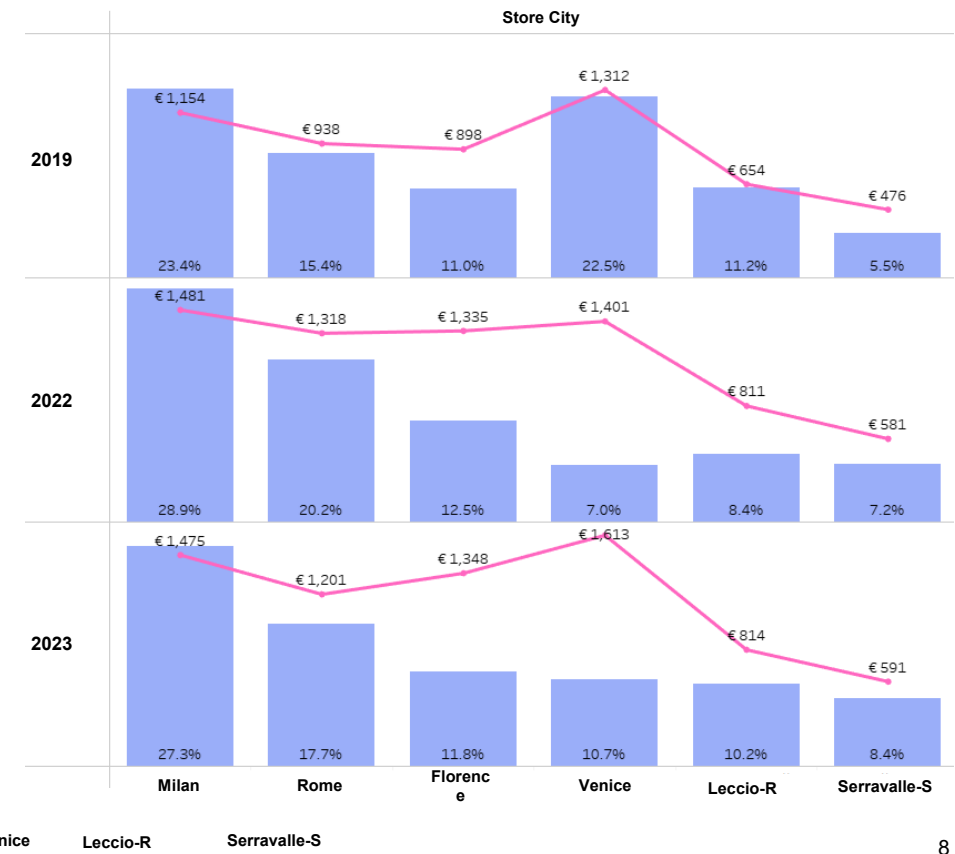
Italian Cities' Tax Free summary

Milan, Rome, and Florence have emerged as shopping powerhouses, consistently commanding over 50% of Tax Free sales since 2019, coupled with an impressive Average Transaction Value (ATV) exceeding €1,000. These iconic cities have maintained their allure for savvy shoppers.

Top cities in Italy vs 2019: % of SiS



Top cities in Italy vs 2019: SiS vs ATV

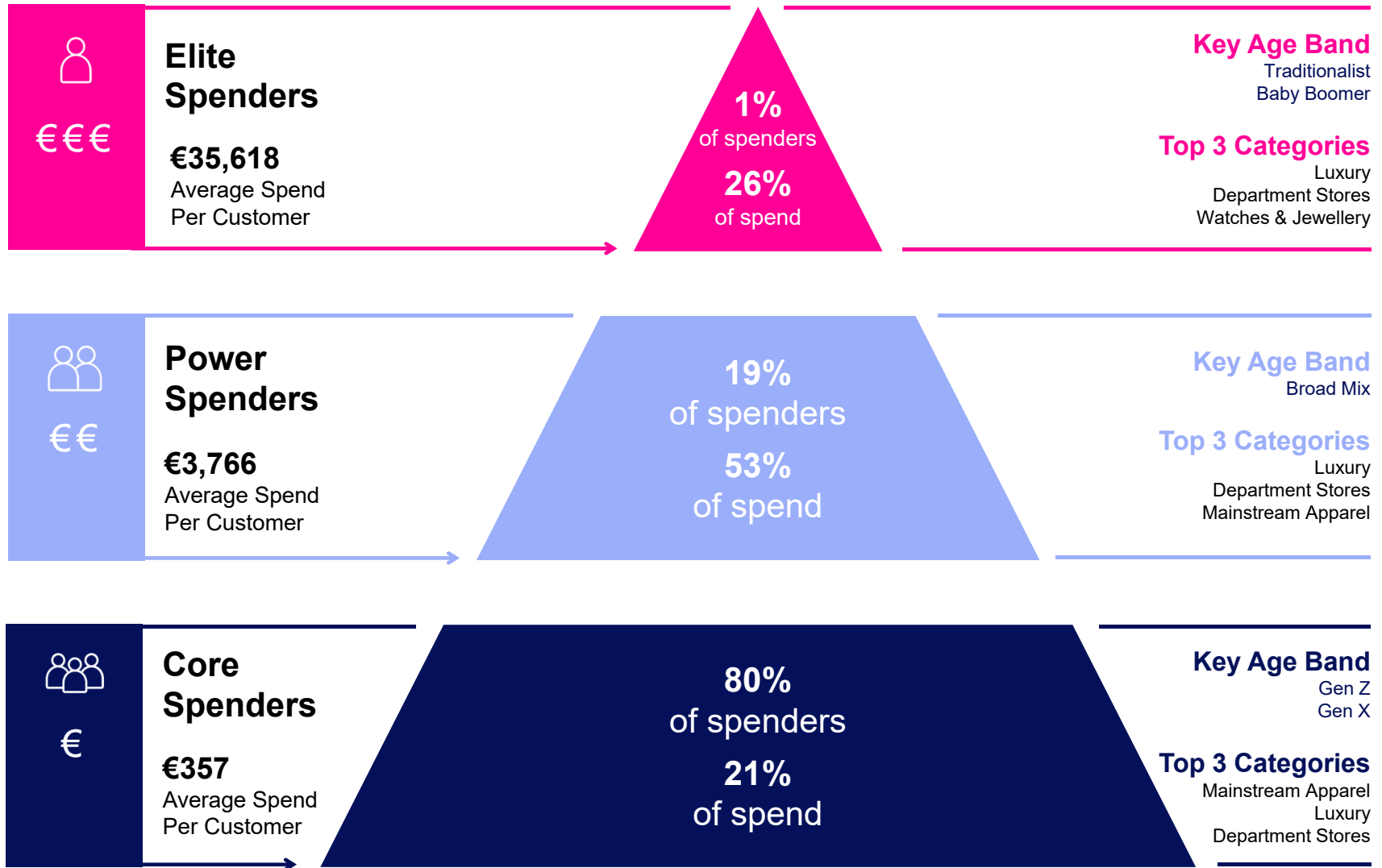




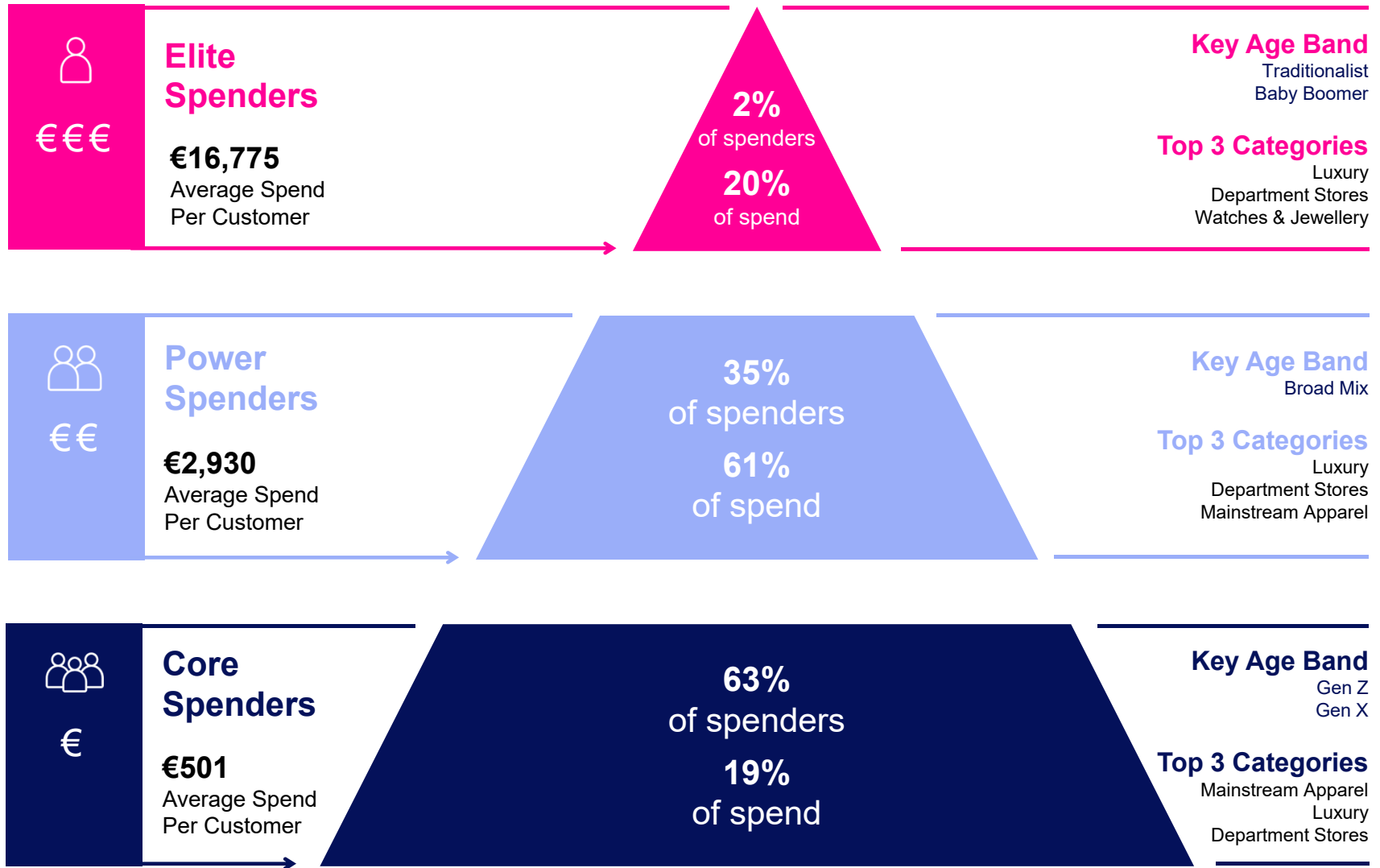
Spender Profile



European International spender segmentation



Italian International spender segmentation



Rebound: China





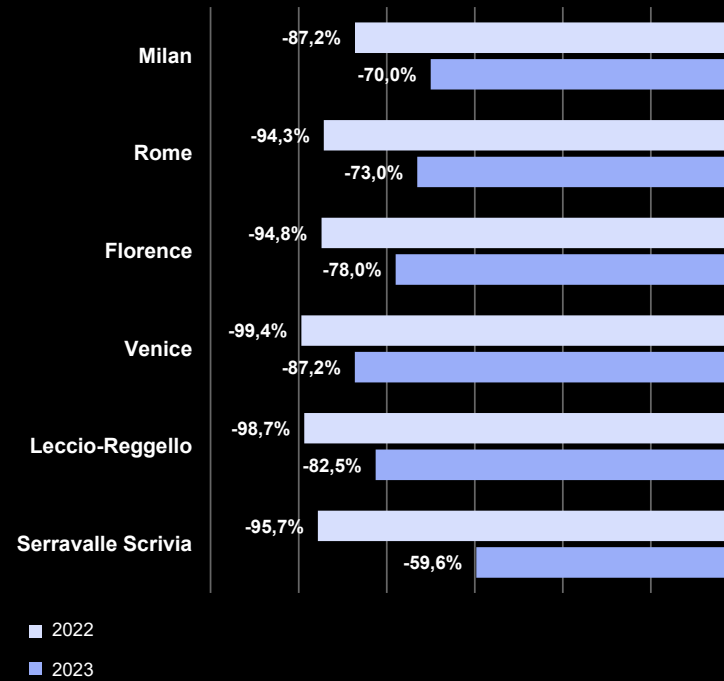
CH Tourists in Italy

In 2023, Chinese tourists have made a remarkable recovery, **outperforming 2022** and now standing at **80% below pre-pandemic levels**.

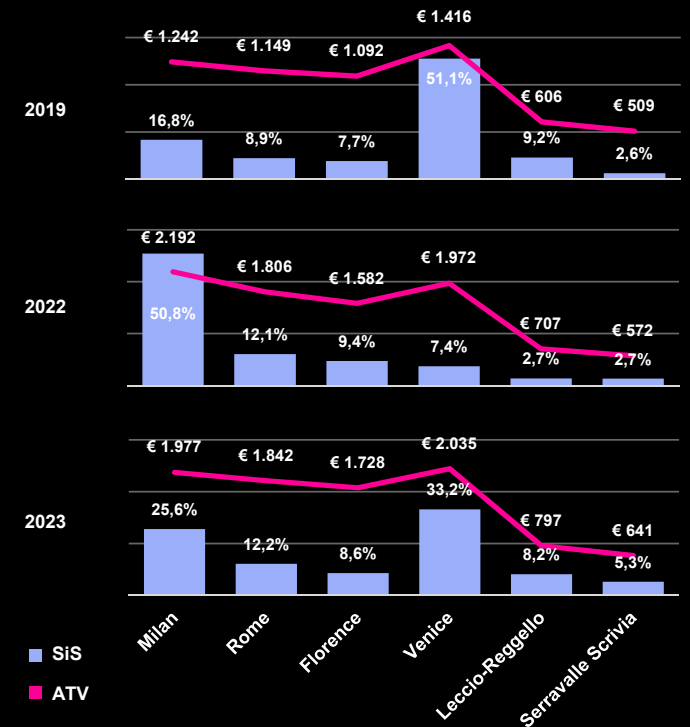
% of SiS & ATV vs 2019 in Italy: CH Nationality



% of SiS in Italy: CH Nationality



SiS vs ATV in Italian Cities: CH Nationality





CH Tourists in Italy

In 2023, Chinese tourism in Italy experienced a 5% deviation from 2019. Yet, an exhilarating transformation in shopping dynamics has unfolded. A staggering 90% of Tax Free sales now gravitate towards the opulent world of luxury and department stores, signalling an exceptional 18% upswing since 2019. Notably, the average transaction value has surged from €1,163 to an impressive €1,763.

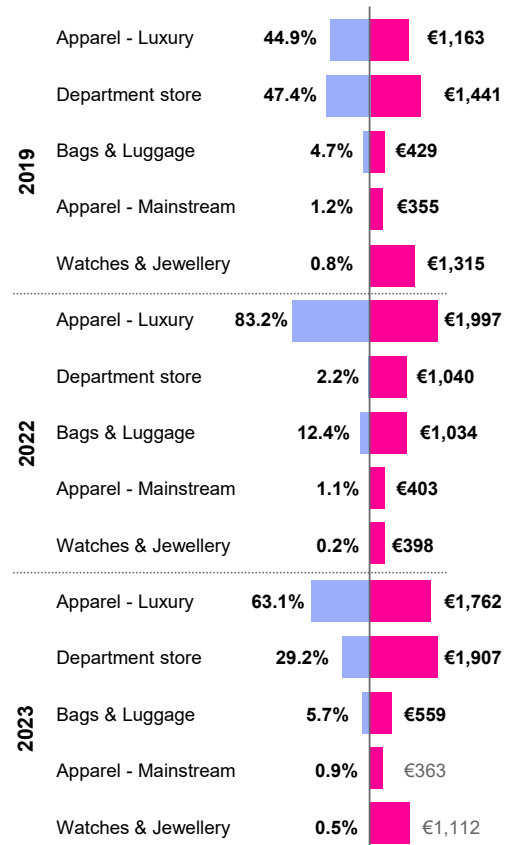
% of SiS across Europe

Country	2019	2022	2023
France	41.2%	34.2%	48.3%
Italy	23.4%	18.0%	17.2%
Germany	9.0%	11.8%	10.3%
Spain	7.8%	11.3%	6.5%

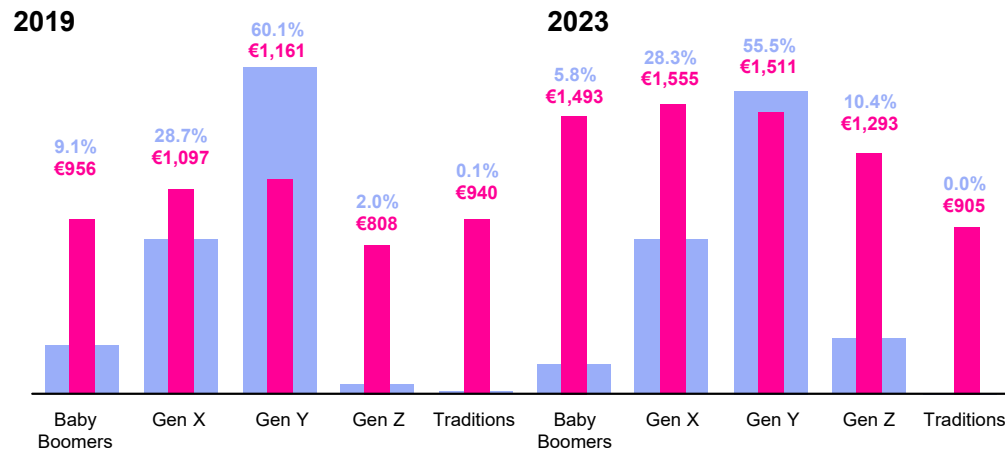
ATV across Europe

Country	2019	2022	2023
France	€1,386	€1,272	€1,620
Italy	€1,117	€1,606	€1,481
Germany	€772	€1,652	€1,268
Spain	€469	€707	€507

% of SiS in Italy by category



% of SiS & ATV in Italy by Age band



Rebound: USA

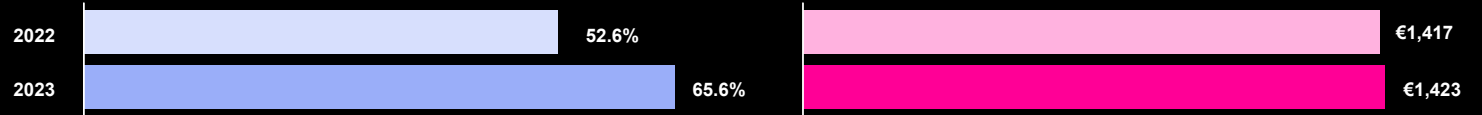




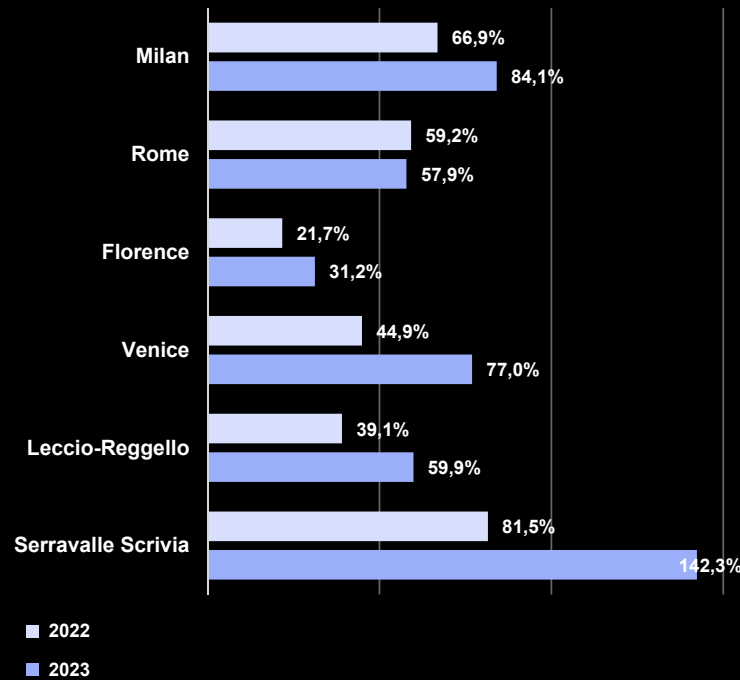
US Tourists in Italy

In a spectacular transformation, US tourists have claimed the coveted number one spot, surpassing all other nationalities since 2022. In 2023, they've surged to a remarkable 65% above pre-pandemic levels, each transaction averaging an impressive €1,400.

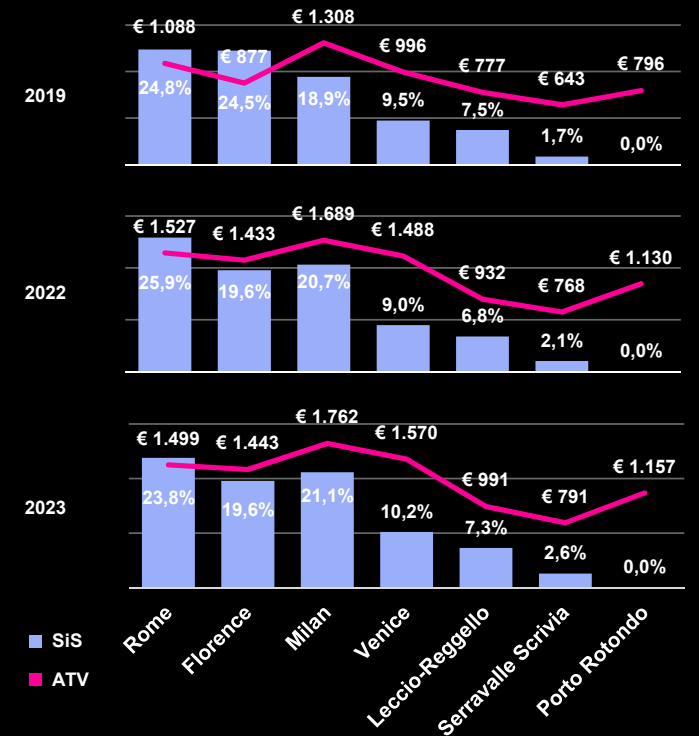
% of SiS & ATV vs 2019 in Italy: US Nationality



% of SiS in Italy: US Nationality



SiS vs ATV in Italian Cities: US Nationality





US Tourists in Italy

USA tourists have maintained their stronghold in the Italian market, securing over 25% of Tax Free sales since 2019. What's even more striking is the surge in their Average Transaction Value (ATV), which has climbed by over 40%, now standing at a remarkable €1,422 in 2023.

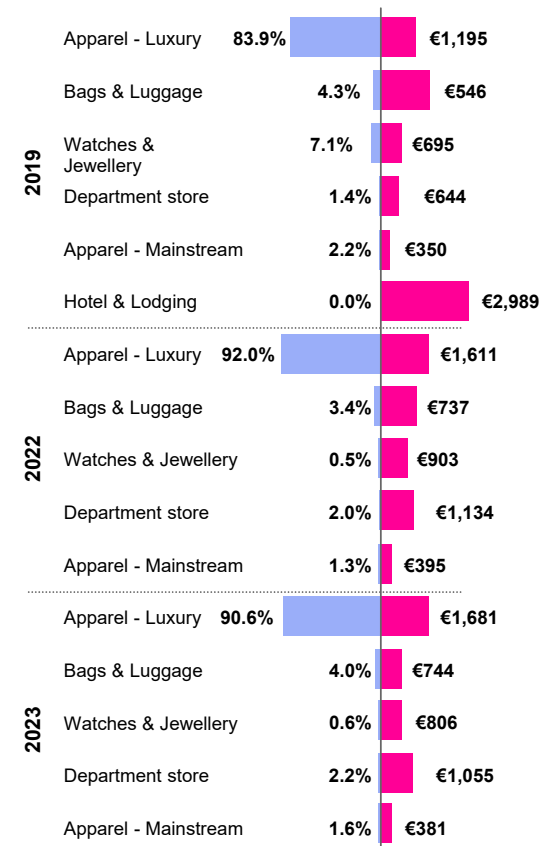
% of SiS across Europe

Country	2019	2022	2023
France	43.0%	47.4%	48.8%
Italy	26.1%	26.7%	25.5%
Germany	3.1%	2.1%	1.9%
Spain	9.1%	7.5%	6.5%

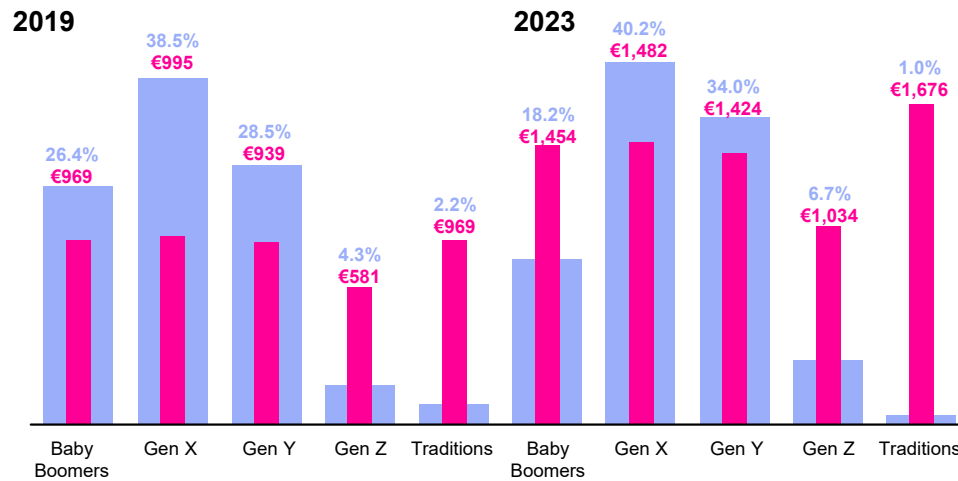
ATV across Europe

Country	2019	2022	2023
France	€1,279	€1,541	€1,575
Italy	€986	€1,420	€1,422
Germany	€757	€1,121	€1,154
Spain	€422	€566	€441

% of SiS in Italy by category



% of SiS & ATV in Italy by Age band



CENSUSWIDE
THE RESEARCH CONSULTANTS

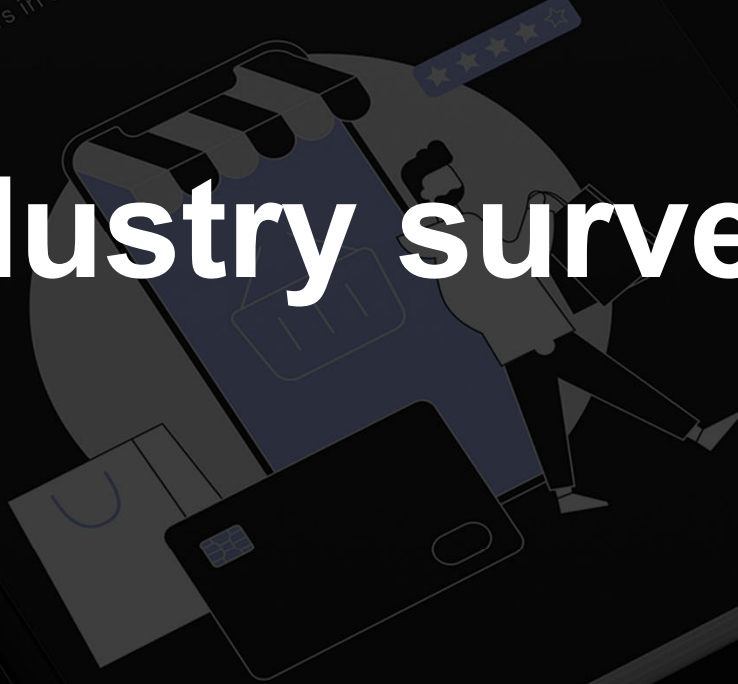
Our industry survey



REPORT

Global Shopper Sentiment Report

Amaze your customers in a connected world



2023



Planet can help you
every customer to shop on their own terms is
ing hearts and minds, and growing revenue.

One in which there's no distinction between online
and returns.
we're delivering this with a
experience platform that
erence a step further.
together
ments to
ive

Top Shopping experience features

55%

45%

44%

92%
would pay on
if able to do so in
currency - though this
other age groups. 41% say
because they like to understand

Tax Free shopping - biggest challenge

Lack of instructions from staff on how to

Lack of in-store messaging ab

Difficulty tracking refund

No challenges

Shop

5

Security

49%

do not trust most e-commerce sites
to be fraud-free

48%

are suspicious when routed to a
third-party site to pay

46%

abandon baskets if they feel their data
will be unencrypted

55%

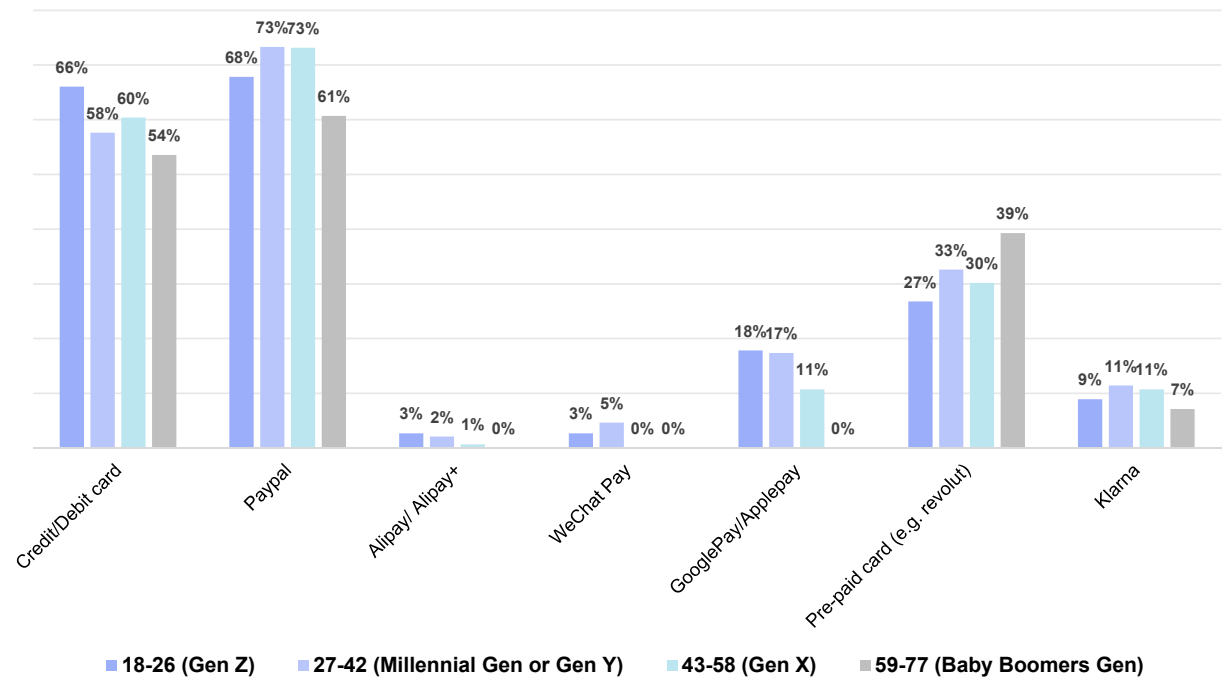
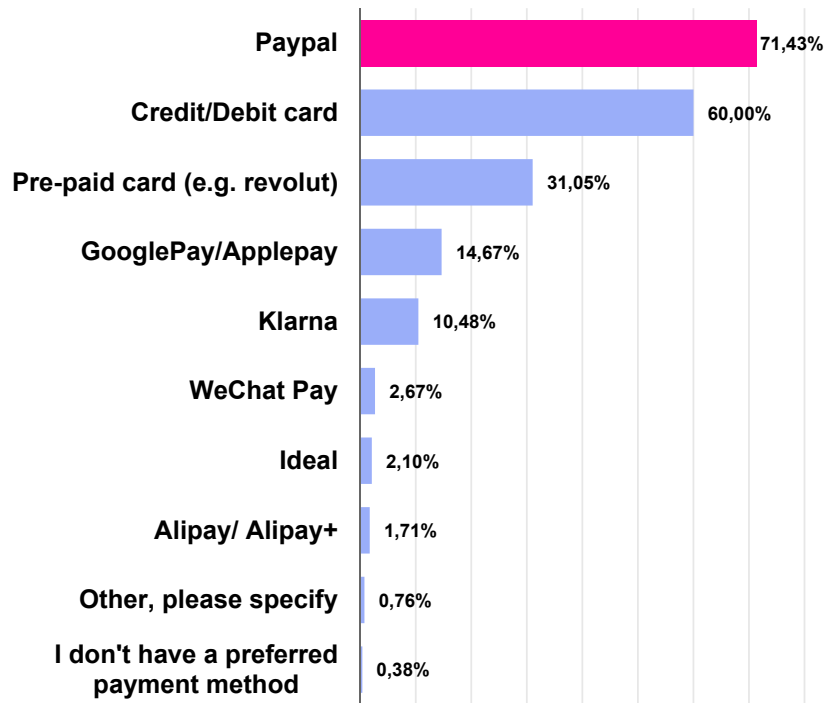
want websites to clearly display claim
that they are secure and protected

Shopping in home country

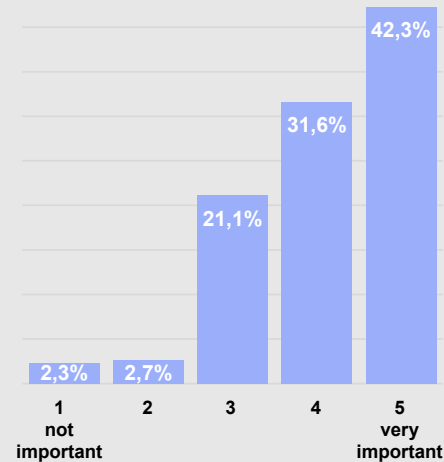
Preferred payment method(s) when shopping online (up to three choices)



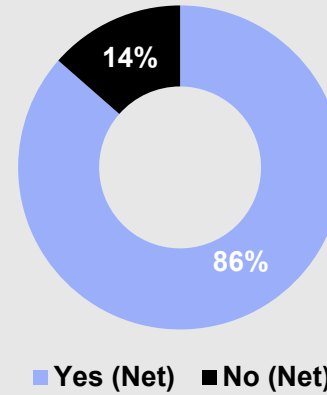
PayPal as well as Credit/ Debit cards are the most widely used and preferred payment methods online. This trend is led by Gen X and younger tourists



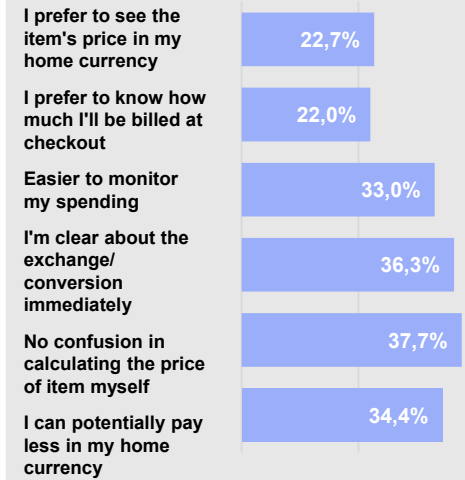
Significance of Home Currency in Shopping



When making a purchase online, **42.3%** said it's very important that they can pay in their preferred currency



86.4% Shoppers who shop online would like to pay in their home currency when spending with a debit/credit card

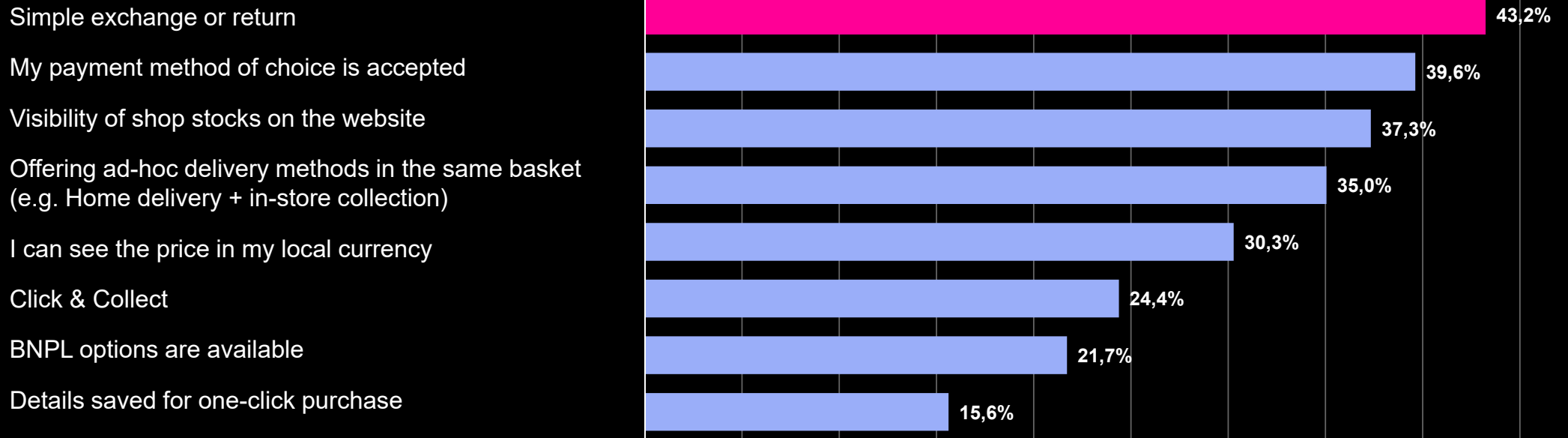


34.4% Shoppers who shop online would like to see the item's price in their home currency

What makes a great online shopping experience?



Online shoppers prioritize factors like payment method acceptance, simple returns, visibility of shop stocks, and various delivery options which is more than 35%. A significant portion values local currency pricing and Buy Now, Pay Later options. Providing a seamless, flexible shopping experience is crucial for e-commerce success.





Scopri cosa vogliono i tuoi clienti dalla loro esperienza di acquisto nel nostro nuovo

Shopper Sentiment Report 2023

Scannerizza il QR Code



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