

Lindt & Sprüngli renews focus on TR, introducing exclusives representing vision statement



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In this post-pandemic world, Lindt & Sprüngli has expressed the elevated importance of the global travel retail channel in its sales strategy, rebranding its travel retail division to Lindt & Sprüngli Global Travel Retail (GTR) from Lindt & Sprüngli Global Duty Free. Earlier this year, Lindt invited travel retail press to its headquarters in Switzerland to unveil its energetic new approach to the global travel retail confectionery category, with the stated goal of adding confectionery to every basket.

With premiumization an important aspect of the company’s overall strategy, duty free is an appropriate location for Lindt’s focus and investment. Research conducted through Lindt reveals that 55% of shoppers are willing to pay more for premium chocolate, even in a recession. Findings also reveal that more than 64% of shoppers say they love chocolate, 65% say they are never without chocolate in their house and 66% say they would buy their favorite brand even if not on sale.



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Category vision and demand drivers

Lindt & Sprüngli’s research led the company to identify five demand drivers and create four aspects of category vision.

The demand moments that inspire people to purchase chocolate in global travel retail fit within five categories: “Treat,” “Indulge,” “Recharge,” “Connect” and “Delight.”

Action items

Building on these drivers, the company has identified four action items, or growth platforms, that can drive conversion, with the ultimate goal of adding confectionery to every basket:

Taste Discoveries — Experiencing a variety of tastes and textures only in TR

Sharing the Adventure — Indulging together along the journey

Be Seen — Giving confectionery more points of interaction

Say it with Chocolate — Celebrating any occasion with pure indulgence

These growth platforms encompass gifting and festive occasions, channel exclusive editions, ingredient discovery, enchanting experiences and activations, formats, sense of place, multiple touchpoints, traffic generation, and ease of shopping and navigation.

Strategy in action

In its first few months working under this new strategy, the company has already had some major airport promotions and activations, notably the Diwali promotions in partnership with Delhi Duty Free and Dubai Duty Free, which led to double-digit percentage sales growth, and Lindt's largest activation to date, at Heathrow this spring. With the theme of "Bring home the gift of bliss," one of Lindt Master Chocolatiers created freshly made LINDOR truffles. To enhance the shopping experience, extras such as gift wrapping, personalized cards and bags were available to create an unforgettable memory.

GTR exclusives

Lindt has created a number of channel exclusive products for 2023, many specifically for gifting and all based around the new category vision and demand drivers.



Lindt Napolitains On-the-Go: The Napolitains 85g-bag drives the relevance of the brand within RECHARGE, overcoming "too big" and "too expensive" barriers (pictured above)



Lindt Swiss Masterpieces: 10 new pralines using contemporary ingredients with a focus on quality and a variety of flavors. Created using the highest level of Swiss chocolate expertise by the Lindt Master Chocolatiers, made with love and passion. New modern packaging design with metallic effect, finished with a personalized bow (pictured above)



Lindt Napolitains Destination Sleeves Carrier Box (500 grams): unique to the destination (pictured above)

The Lindt LINDOR Gift Box (287 grams): personalized with the gifting message “FOR YOU,” wrapped in lace-embossed packaging, adorned with a golden bow

Lindt Gold & Silver Tablets with sleeves featuring universal gifting messages (300 grams): the “fail-safe gift that speaks for itself”

Lindt Nuxor Milk and Assorted (165 grams): combines the finest ingredients, roasting whole hazelnuts to perfection then enrobing them in smooth Gianduja chocolate



The company's largest airport activation to date, in Heathrow this spring. Passengers could watch Lindt Maitre Chocolatiers create LINDOR truffles, and purchase the freshly made confections