

Ricola on track to perform best year in travel retail

Fuelled by new listings, rising passenger numbers and strong performances from its impulse assortments, Ricola's travel retail resurgence continues to move forward. Full year sales for 2022 are expected to exceed those of 2019 – the company's previous best performance – by an impressive 50%.

"2022 has been the best year in history for Ricola in travel retail. And we have many reasons to be confident that 2023 will bring a continuation of this outstanding performance.

"We enjoyed an excellent week at this year's TFWA World Exhibition in Cannes, with more meetings than ever before, and many exciting new prospects to pursue. Certain challenges remain for everyone – supply chain issues, inflation, the war in Ukraine – but we see plenty of potential both in terms of new customers and the expansion of existing accounts," says Andreas Reckart, Head of Travel Retail at Ricola AG.

Ricola presented its new packaging upgrades to customers at this year's show in Cannes. The new designs, which showcase its nature-based attributes and shelf appeal and intend to reflect the brand's more contemporary positioning, will rollout in travel retail from Q4.

"We received a very positive response to our new look from all our key clients, especially for the new multi-pack tin designs. Many new retailers are now ready to discuss listings, proof that our new design strategy is already paying off," he continues.

This year, Ricola has secured a number of lucrative new travel retail contracts. In August, Tallink Group listed the brand's 75-gram tins (Original Herb, Lemon Mint and Cranberry), 4x40-gram Box Multipack and 250-gram Original Herb Tin. And following a breakthrough agreement as a global supplier to Dufry, Ricola made its debut at selected Latin American airports in Q3.

"In geographical terms, European travel retail continues to perform strongly, aided by the recovery of post-pandemic airport traffic. We still see a lot of opportunity in this region, but we are also upbeat about prospects in the Middle East and Latin America too.

Asia, including China, remains a core market for our long-term growth. Thanks to our appealing product assortment, unique positioning and attractive new packaging design, we are well placed to capitalise on the potential there when traffic levels finally recover," concludes Reckart.