

Dufry and Rituals Cosmetics partner to expand wellbeing category in TR



One of Rituals Cosmetics' newest travel retail stores

Helping to expand the wellbeing category in travel retail are Dufry and Rituals Cosmetics, which partnered to introduce five new standalone stores in key locations across Europe during the final quarter of 2022. To mark the completion of all five stores, an official launch was held in Barcelona (home to the largest of all Rituals stores) on January 24, according to a press release, with representatives from both companies attending the official ribbon cutting ceremony.

“Just a couple of months ago, Rituals celebrated the opening of our 1000th store worldwide in Milan – a remarkable milestone for us,” said Raymond Cloosterman, Founder & CEO of Rituals Cosmetics. “We want to take the company to the next level as the leading wellbeing beauty brand. This not only means opening more stores, but also exploring new markets, engaging in exciting and new partnerships, and building an even stronger community around our brand. There are still so many dreams to fulfill. With travel retail being the first introduction to the Rituals brand for many consumers, our investment in this channel remains very strategic and important to us. We are very proud to partner with leading global travel retailer Dufry, on this extraordinary expansion to bring wellbeing to even more travelers.”

The first store in this partnership opened at Madrid Barajas Airport at the end of September 2022. Located in T4, it features Rituals’ regular store concept and offers customers an extensive and accessible product range including both home and body care.

Subsequent store openings took place in mid-October at Barcelona El Prat Airport and Alicante Airport in Spain, with two more store openings at Palma de Mallorca Airport in November. Three of the stores (Madrid, Barcelona, and Palma de Mallorca Main Departure lounge) are styled according to Rituals' regular travel retail store concept, while Alicante and Palma de Mallorca C Gates feature Rituals' boutique store concept, adapting the Rituals experience to the retail space and focusing on the best-selling core assortment.

"Today's consumer is conscious of their own wellbeing, as well as the wellbeing of those around them," said Antonin Carreau, Global Director for Beauty, Dufry. "There is a significant opportunity in the wellbeing category in travel retail which Dufry has recognized and with these new stores and our strong partnership, Dufry and Rituals Cosmetics are truly leading the way. We are very excited to help drive the growth of this important category with these beautiful new stores, to create a more diverse and sustainable offering for today's increasingly health and wellbeing conscious travelers."