

# Hanse Distribution and asambeauty target travel retail expansion



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Fragrances and cosmetics have been earmarked as key growth categories for Hanse Distribution and its partner brands in 2023 and beyond. This opportunity for growth is in line with the company's new diversification strategy, which was implemented last year.

In addition to expanding its product portfolio, the inflight distribution specialist is actively exploring new opportunities within airport shops, cruise ships and ferries, alongside its key airline business.

In 2022, Hanse partnered with German company [asambeauty](#) to introduce the latter into the global travel retail channel - with significant early success. Founded 60 years ago, the company offers an extensive selection of products for the face, body and hair, including skincare, fragrance and make-up. Best-selling brands include M. Asam®, ahuhu organic hair care, Kräuterhof® and YOUTHLIFT®.

According to Hanse, the asambeauty portfolio offers predominantly vegan products and combines selected natural and state-of-the-art high-tech active ingredients, with a keen focus on sustainability and environmental responsibility.

asambeauty's domestic distribution includes teleshopping, bricks-and-mortar retail outlets, and e-

commerce via its website. The company is now committed to building a bigger presence in travel retail through its exclusive partnership with Hanse Distribution.

“Travel retail offers the ideal complement to our sales mix. Travel retail gives us a great opportunity to gain more international exposure, and create even better visibility. Last year we started out onboard just two carriers but, harnessing Hanse Distribution’s specialist knowledge and networks, we have expanded our inflight business significantly. We are now listed onboard 14 airlines, including Lufthansa, Swiss and TUI Group,” says Christoph Lanninger, COO at asambeauty.

Notably, these listings have led to positive sales results. asambeauty is the number one skincare brand onboard First Airlines. Also, when it was introduced onboard EasyJet, the M. Asam® MAGIC FINISH Make Up Foundation 30 milliliter + 10 milliliter became one of the top-selling products inflight within the beauty category, across all routes.

“We are thrilled by the initial reception to asambeauty’s inflight debut. It illustrates that there is still plenty of potential for onboard sales, if passengers are offered innovative and attractive products. In particular, we believe that the fragrance and cosmetics categories represent huge expansion opportunities, for us and our exclusive partners. We have lots of exciting plans in the pipeline to capitalize on these prospects in the year ahead,” adds Nikolas Hogrefe, Managing Director at Hanse Distribution.