

Sterling Perfumes reveals travel retail strategy and expansion plans



Executive Director, Gautam Siyal, expresses the importance of the travel retail channel to the company, stating that the company is investing heavily in this sector

Sterling Perfumes, a leading Middle East perfume manufacturer, has unveiled its strategic plans following a successful showing at TFWA World Exhibition & Conference 2024 in Cannes. The company is preparing to strengthen its presence in duty free and travel retail sectors through new product launches and market expansion initiatives.

Executive Director, Gautam Siyal, described the company's Cannes experience as highly beneficial, providing valuable insights during their time in the French Riviera. "We very much appreciate the potential of the travel retail sector, and we are now investing heavily in supporting our growth in this important market, starting this month with our attendance at MEADFA in Abu Dhabi. Then our first focus in 2025 will be the TFWA Asia Pacific Exhibition & Conference in Singapore in May."



Marketing Communications Manager, Vineet Garmella, says tailoring a brand mix to local preferences is essential

The company is putting significant emphasis on travel retail exclusives within its product range. Sterling recognizes travelers' desire for distinctive items not available elsewhere and destination-specific products that serve as meaningful gifts or souvenirs. Their solid perfume offerings are particularly suited for travel retail distribution.

Sustainability considerations are shaping the company's development strategy. Marketing Communications Manager, Vineet Garmella, predicts a shift away from travel packs toward larger packaging sizes. With daily production exceeding 250,000 items, Sterling Perfumes is positioned to deliver value to travel retail operators while maintaining customer satisfaction.

"Cannes is very representative of the global nature of our business, and it's important to understand that each region has its own needs and preferences," Garmella says. "For example, more commercial ranges will be appropriate for certain countries, while fragrance profiles that we see are popular in the Middle East may be different to those that are well received in Europe, so tailoring a brand mix to those requirements is essential. We have the significant product range to be able to do this."

The company's ambitions extend beyond fragrances to include potential haircare and skincare products. "We have considerable expertise in this area, and this is definitely an area for potential

expansion in the future.”

Looking ahead, Sterling Perfumes is committed to sustainable growth. “We don’t want to make a splash and then disappear,” states Siyal. “We’re here for the long term.”