

Hanse Distribution starts next chapter within travel retail channel



Hanse Distribution sales team

Hanse Distribution is starting the next chapter within its travel retail evolution. Led by diversification, the company's new direction for 2023 – and beyond – will focus on the addition of new distribution channels and the pursuit of new brand partnerships.

Hanse is best known as an inflight distribution specialist, with strong roots in the accessories and electronics categories. While its airline arm will continue to be a key component of its business, Hanse has already begun actively exploring new distribution opportunities within airport shops, cruise ships and ferries. As part of this development strategy, the company is also seeking to bolster and broaden its product portfolio.

“Hanse has been supplying globally-recognised brands to airlines all over the world since 2008 – and inflight will continue to be central to our operations. We still see plenty of potential for inflight sales and development. Importantly, as an expert in this field, able to offer design, sourcing and manufacturing capabilities, we are in the perfect position to capitalise on these opportunities.

“However, in addition to inflight, and with the COVID crisis behind us, we feel that now is the right time to diversify into new routes to market, while expanding into new product categories with exciting new brands,” says Nikolas Hogrefe, Managing Director at Hanse Distribution.

This year, Hanse has already significantly expanded its offering within the fragrances and cosmetics categories, having established a number of exclusive partnerships with Dr.PAWPAW, Dr. Levy Switzerland, asambeauty, Skin Magic, Gisada Switzerland and Diego Dalla Palma (the latter as an inflight exclusive). It has also partnered exclusively with VONMÄHLEN to extend its electronics portfolio and with My Jewellery within the jewelry sector.

Hanse’s new business strategy received a positive response from customers at this year’s TFWA World Exhibition & Conference in Cannes, where the company shared a stand with Dr.PAWPAW and Dr. Levy Switzerland, further underlining its commitment to these exclusive partnerships.

In addition to fragrances and cosmetics, sunglasses, watches and jewelry, F&B and healthcare have been earmarked for further expansion in 2023.

“We have always been committed to offering our travel retail partners an innovative and appealing product mix, and pride ourselves on our flexible approach to customer requirements

“We understand the importance of affordability, value, provenance, and sustainability – and know how to source fresh, enticing products that appeal to a wide range of traveller demographics. We are excited about the many new opportunities we have identified for the year ahead, and look forward to building on our existing success and growing our global footprint,” concludes Hogrefe.