m1nd-set delivers consumer insights for DFWC Academy

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Swiss research agency m1nd-set will be a major insights partner for the Duty Free World Council Academy and its resource center. m1nd-set's travel retail specific research program and traffic data tool "B1S" – Business 1ntelligence Service – have enriched the consumer insights and behavior modules of the Professional Certificate course and in particular informed on the unique shopping behaviour of travel retail shoppers vs. domestic shoppers through its bespoke segmentation model.

Given the ever-changing profile of passengers it is more important than ever to understand different consumers. To this end, the team has furnished insights on the Middle East and Africa region, Chinese travellers' shopping habits, focus on both the millennials and older age groups, as well as first-time-buyers in travel retail and the importance of the gifting occasion.

Peter Mohn, Owner and CEO, m1nd-set, comments: "Educating the industry is fundamental to our

business and inherent to our values at m1nd-set. We see how shopper behaviour changes considerably across multiple variables, not just regions and demographics, but also over time. This is especially true in today's society with population increases affecting the dynamics of international travel and the traveler profile".

Clara Sesset, Travel Retail Research Director, m1nd-set, adds: "We believe it's vital to provide the DFWC Academy students with a solid understanding of the current trends, how shopper behavior can change across these variables and how vital a role staff play in delivering the best experience for shoppers. We are delighted to contribute to this training program and to help students understand the unique context of the international travel retail sector.