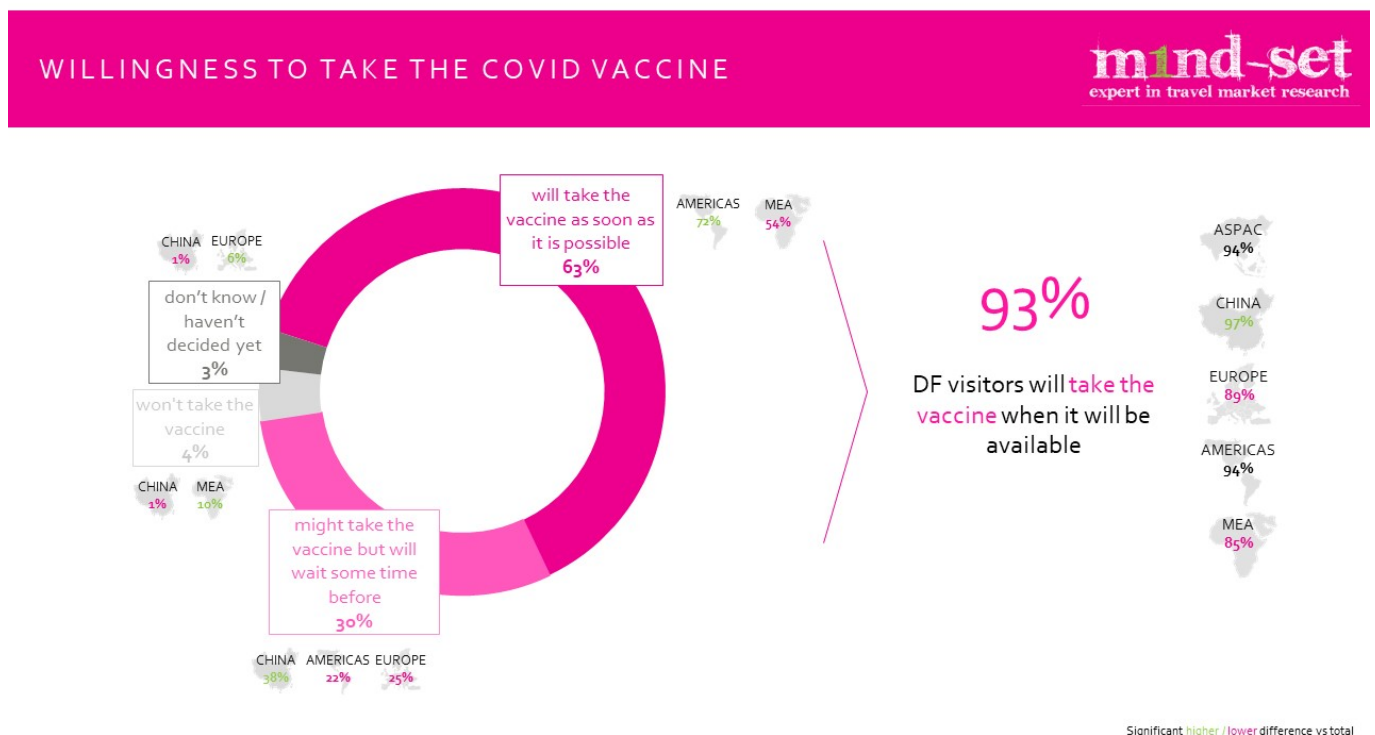


Most travelers want vaccine, says m1nd-set

Latest research by Swiss research agency m1nd-set shows over 90% of duty free shop visitors are willing to receive the COVID-19 vaccine. Of these, approximately two-thirds will receive it as soon as it is available to them and approximately one-third prefer to wait, but still plan to take it.

This research, undertaken in January 2021, was carried out among 2,500 regular travel retail shoppers who would normally fly at least twice per year.

The travelers with the most positive reaction to a vaccine were Chinese, 97% of whom want receive the vaccine vs the global average of 93%. These travelers are less likely to choose receiving it immediately, however, at 59% vs the global average of 63%. More Chinese travelers than average would choose to receive the vaccine after waiting awhile, at 38% vs 30%.



International travelers who would like to receive the vaccine as soon as possible are also more likely to visit duty free shops, at 67%.

Among shoppers who plan to buy duty free, 56% who want the vaccine say they will purchase more products online, compared to 48% of those who do not want the vaccine. Researchers also found a trend toward healthier living in those who choose the vaccine, with 56% saying they will actively seek out high-quality, naturally sourced and health-conscious products, 50% saying they will pay more attention to the sustainability of the product packaging and 47% stating they will be more attentive to the sustainability of the products themselves. This cohort is also more interested than average in duty free exclusives, at 46%.

INTERNATIONAL TRAVELERS WHO WANT TO TAKE THE VACCINE ARE MORE LIKELY THAN THOSE WHO DON'T WANT TO CONSIDER MORE IMPORTANT THAN PRE-COVID SEVERAL ASPECTS OF THE SHOPPING EXPERIENCE:



m1nd-set Owner & CEO Peter Mohn commented: “The research findings demonstrate that post-Covid shoppers among international travellers will be more discerning towards natural, organic and sustainably sourced and packaged products. Retailers and brand ambassadors will need to put significantly greater focus during staff training on these new aspects to ensure they are able to communicate these special values to the shoppers.”

“It won’t be enough simply to put it on the packaging,” Mohn continued. “Our research shows that the story-telling aspect around a product carries enormous weight in the purchase decision making process. These ‘good news’ stories will enable retail staff and brand ambassadors to engage with customers in new ways and not only increase their understanding of the product, but also enhance the overall shopping experience with the knowledge that their purchase is also positive for the planet.”