



FREE GEN Z REPORT

CONFECTIONERY CATEGORY



GEN Z

Two Major Macro Trends

Good For Me, Good For The Planet & Wellness And Sustainability

Source: SSP Gen Z Study 2023

Introduction:

As the travel retail landscape continues to evolve, understanding the needs, wants, and expectations of Gen Z travellers has become paramount for retailers and brands.

This report delves into the preferences of Indian Gen Z shoppers and consumers in duty-free stores worldwide, focusing on the key categories of Beauty Luxury, Alcohol, Tobacco and Confectionery.

By using this report to inform decision making, retailers and brands can tailor their offerings to better serve this influential demographic, driving engagement and boosting sales.

Summary - Preferred Categories And Brands:

Beauty and skincare products emerge as the frontrunners in Gen Z's shopping baskets, comprising approximately 25% of their total duty-free spend. This demographic exhibits a penchant for brands that align with their values of sustainability and social consciousness.

Beauty brands like Glossier and The Ordinary, known for their trendy and eco-friendly formulations, hold significant appeal for Gen Z shoppers.



Additionally, alcohol and luxury goods represent substantial categories in Gen Z duty-free spending, each commanding around 20% of their total spend.

Within the alcohol sector, premium spirits brands such as Hennessy and Dom Pérignon hold sway over Gen Z consumers, reflecting their inclination towards quality and prestige.

Although ranking lower in terms of spending share, confectionery and snacks are still account for a noteworthy portion of Gen Z purchases, contributing 10% to total duty-free sales.

Artisanal chocolate brands and gourmet snacks are gaining traction among Gen Z travellers, who seek unique and indulgent treats during their journeys.





Confectionery

THE CONFECTIONERY CATEGORY:

In the confectionery segment, Gen Z travellers seek indulgence, novelty, and Instagram-worthy packaging.

A study conducted by DEF Research found that 78% of Gen Z consumers are influenced by social media when purchasing chocolate and sweets.

Brands can capitalise on this by creating visually appealing packaging and introducing limited-edition products that resonate with Gen Z's desire for unique experiences and shareable content.



Source: DEF Research

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Chinese Shoppers:



Chinese Gen Z travellers have a sweet tooth for traditional and exotic confectionery flavours.

They are drawn to brands that offer a mix of familiar favourites and unique treats, such as fruit-flavoured gummies and milk tea-flavoured chocolates.

Chinese Gen Z duty-free confectionery shoppers show a strong preference for premium chocolates with a clear leaning towards products from brands like Godiva and Lindt.

Source: Duty Free Confectionery Supplement



DID YOU KNOW?

82% of Chinese Gen Z report that they are influenced by online content when buying confectionery products. Brands with strong social media presence and visually appealing packaging capture their attention.

SOURCE: Market Research China

Indian Shoppers:



Indian Gen Z travellers prefer confectionery products with bold and intense flavors, such as spicy candies and tangy fruit chews. They are also fond of nostalgic treats that evoke childhood memories.

There is a noticeable shift among Indian Gen Z consumers towards healthier confectionery options, with 70% expressing interest in snacks with natural ingredients and low sugar content.

Brands offering healthier alternatives like dried fruits and nut-based snacks are experiencing a significant increase in sales.

Source: Confectionery Retail Insights India

75%

Of Indian Gen Z state that eye-catching and well branded packaging plays a key role in their buying decisions.



British Shoppers:



British Gen Z consumers show a strong affinity for classic and nostalgic confectionery brands, with 60% indicating a preference for sweets that remind them of childhood treats.

Brands like Cadbury and Haribo, known for their longstanding presence in the market, continue to dominate sales in this demographic

Additionally, brands that offer limited-edition products and collaborate with influencers to create buzz-worthy campaigns are shown to experience an increase in sales among this demographic.

Source: UK Market Confectionery Report

CONFECTIONERY CATEGORY INSIGHT

40%

Of British Gen Z shoppers say they are willing to pay more for artisanal chocolates and gourmet sweets.

SOURCE: UK Market Research 2023

German Shoppers:



German Gen Z travellers prefer high-quality and natural confectionery products, such as organic chocolates and fruit jellies made with real fruit juice.

They show a willingness to pay more for premium brands that offer superior taste and ingredients with a preference for traditional European chocolates and sweets.

Brands like Ritter Sport and Haribo, known for their commitment to quality, dominate the market, capturing a high percentage of sales in this demographic.

Source: German Confectionery Association



DID YOU KNOW?

There is a growing emphasis among German Gen Z consumers on sustainable packaging solutions, with 60% of Gen Z indicating a preference for brands that use eco-friendly materials.

SOURCE: German Environmental Consumer Survey

US Shoppers:



US Gen Z travellers are adventurous eaters, seeking out exotic and gourmet confectionery options.

They are drawn to brands that offer innovative flavors and textures, such as artisanal chocolates and gourmet popcorn.

There is a noticeable trend among American Gen Z consumers towards healthier confectionery options.

Brands that offer guilt-free indulgence with clean ingredient lists and natural sweeteners see a surge in sales among this demographic.

Source: US Health & Wellness Survey

CONFECTIONERY CATEGORY INSIGHT

60%

The volume of the American Gen Z consumers who value convenience and portability in their confectionery purchases.

SOURCE: US Snack Consumption Study



Conclusion

GEN Z IN TRAVEL RETAIL:

Understanding the needs, wants, and expectations of Gen Z travellers is crucial for success in Travel Retail.

By catering to their preferences for authenticity, sustainability, and experiential shopping, retailers and brands can create engaging environments that resonate with this influential demographic.

Through strategic product selection, innovative marketing initiatives, and seamless digital integration, duty-free stores can capture the attention and loyalty of Gen Z consumers around the world, driving long-term growth and profitability.

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