NTRG Q2 2026 REPORT

Nordic Travel
Retail Group

DANISH TRAVELLERS

Air Traffic Trends and Shopping Behavior at Airports & Ferries

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RESEARCH BEYOND BORDERS

Background & Methodology

Background

The NTRG is partnering with the leading Travel Retail Marketing Intelligence agency m1nd-set since 2022 to provide **exclusive insights of the Nordic Travel Retail market** for **NTRG members**.

m1nd-conducts yearly ca. **2.000 interviews with Ferry passengers** in the Nordics (representative based on the ferry traffic), and ca. **4.000 interviews with Airport passengers** across various Nordic airports.

Every quarter m1nd-set delivers a report for NTRG members on **one specific subject** from the survey regarding the Travel Retail & Duty-Free shopping behavior.

The results in the reports are always shown on a **total basis**, and not broken down by airports or ferry lines to assure reliable and representative results based on the sample size.

This quarter's topic is focusing on **Danish travelers**, showing **differences in air traffic and shopping behaviour** between Danish and other Nordic nationalities in Nordic Airports and Ferries.

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Key Facts about Danish Travelers

- The population is approximately **5.9 million**, a smaller Nordic market but with **high disposable income and strong spending power in travel retail**
- Denmark is an EU member but **does not use the euro (DKK)**, which can shape **price perception and cross-border shopping behaviour**
- The country is **highly urbanised (≈88%)**, with Copenhagen acting as a **key travel and retail hub**
- **Copenhagen Airport is the leading Scandinavian hub**, driving significant international passenger flow and Duty-Free exposure
- Danish travellers are **frequent and experienced**, with a high propensity to travel multiple times per year
- Travel is predominantly **intra-European (Spain, UK, Italy, Norway)**, with **growing long-haul demand (e.g. USA, Thailand)**
- **Leisure travel dominates**, particularly during **summer holidays and winter sun periods**, creating strong seasonal peaks in duty free traffic

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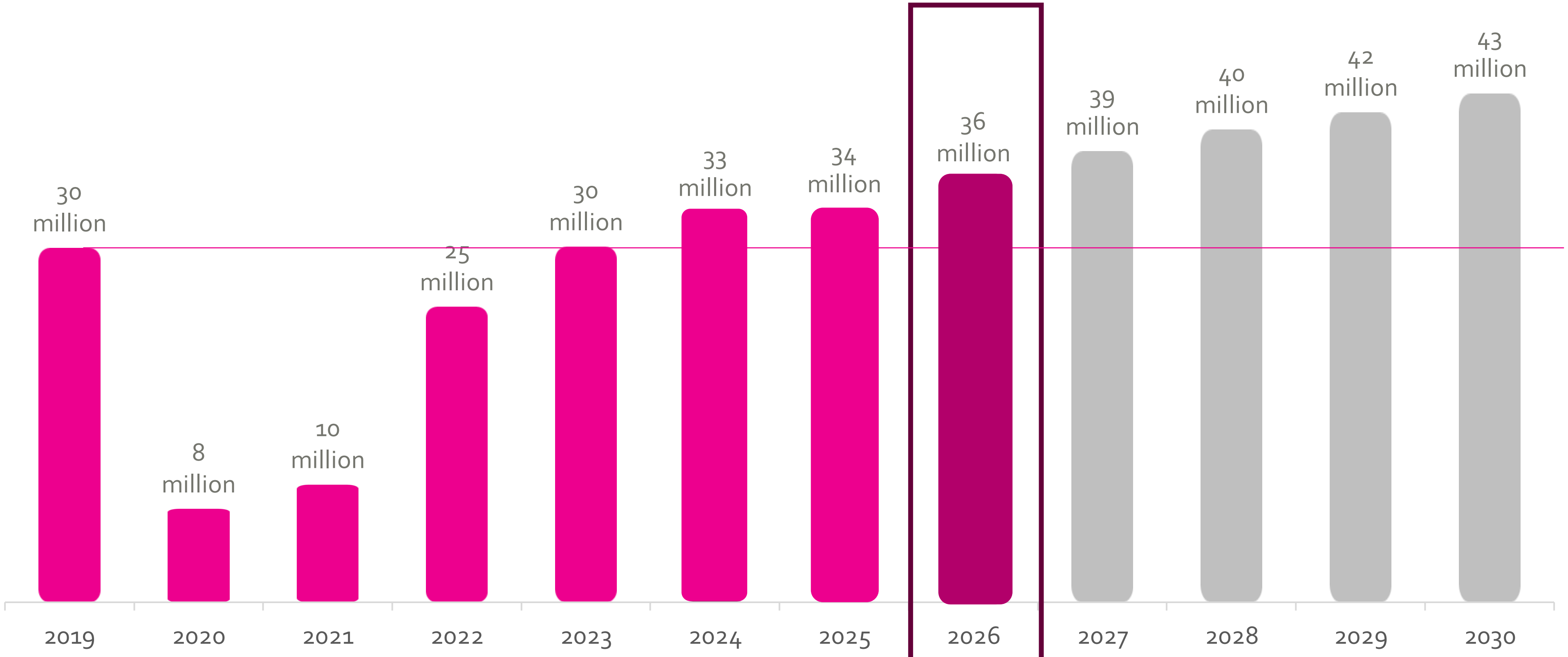
AIR TRAFFIC

DANISH TRAVELERS

DANISH INTERNATIONAL FLIGHTS EVOLUTION

International departures and arrivals (in millions) from 2019 to 2030 and % of recovery vs 2019



% of recovery vs 2019	26%	33%	83%	100%	110%	111%	120%	127%	133%	138%	144%

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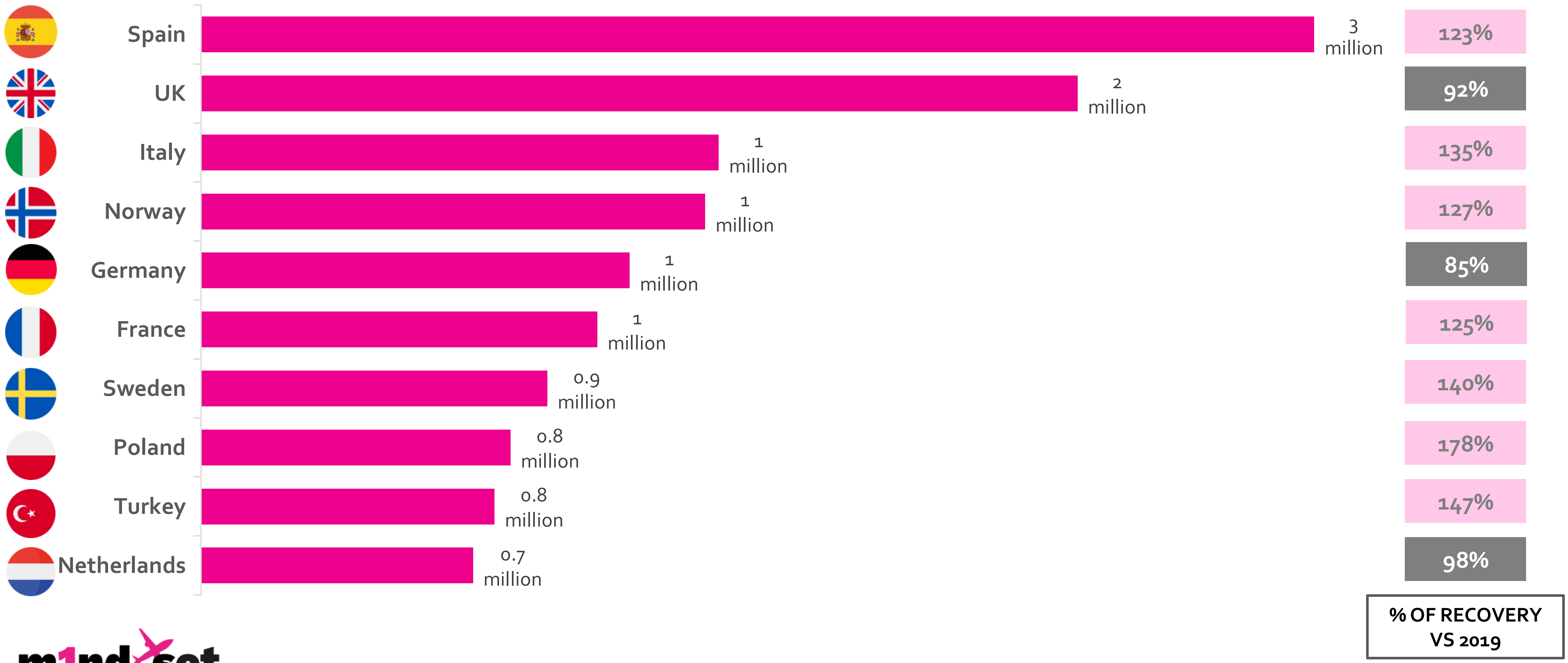
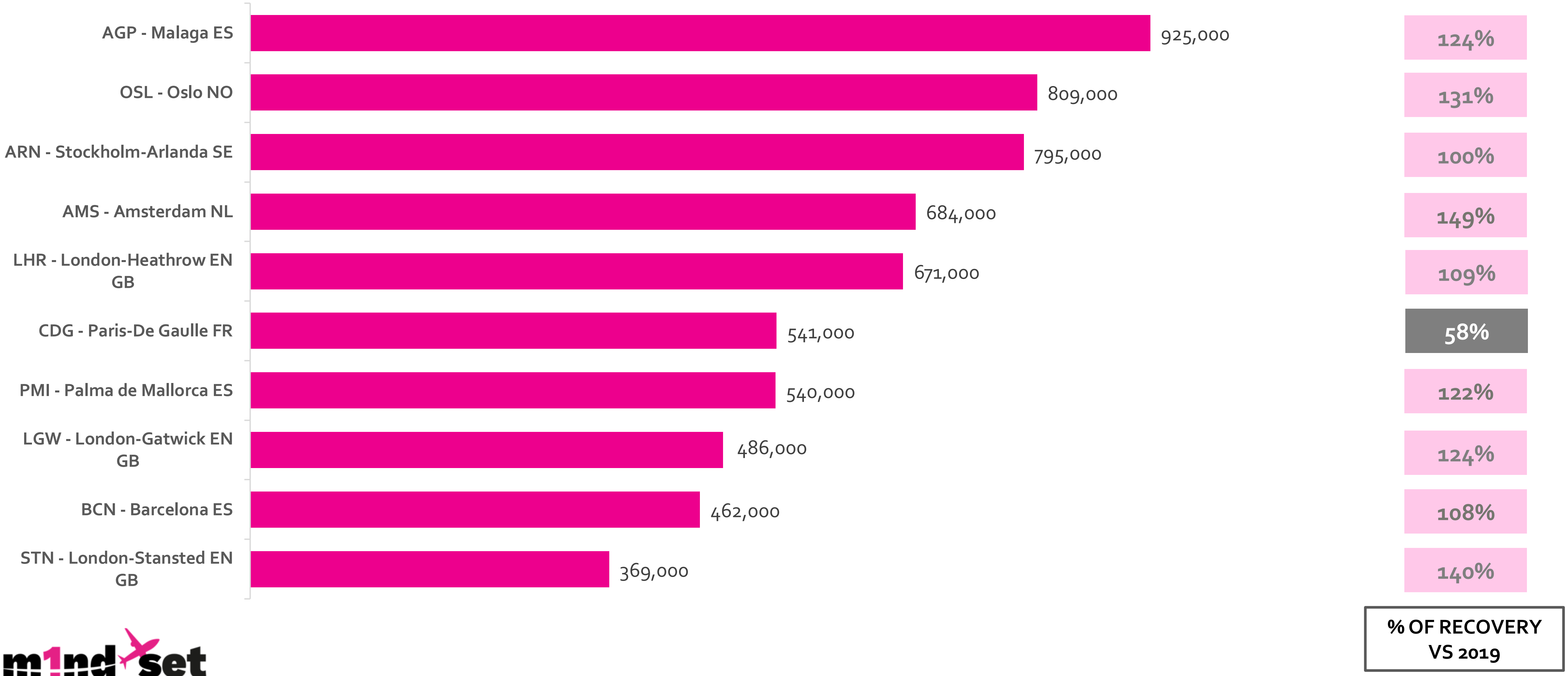
Source: m1nd-set / IATA NTR

TOP 10 DESTINATIONS VISTITED BY DANISH TRAVELLERS IN 2025



Source: m1nd-set / IATA NTR

TOP 10 AIRPORTS VISTITED BY DANISH TRAVELLERS IN 2025



Source: m1nd-set / IATA NTR

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AIRPORT SHOPPING BEHAVIOR

DANISH TRAVELLERS

Danish travellers show strong purchasing momentum driven by higher conversion, which offsets only average store entry levels. While they are more likely to complete a purchase once inside, their lower spend per transaction suggests an opportunity to further premiumise and increase basket value.

SHOPPING KPIS – IN NORDIC AIRPORTS

Denmark

FOOTFALL
(% of DF visitors out of total PAX)
40 %

CONVERSION
(% of DF buyers out of DF visitors)
↗ 70 %

PURCHASE RATE
(% of DF buyers out of total PAX)
↗ 28 %

AV SPEND (€)
↘ €84

Other Nordic nationalities

FOOTFALL
(% of DF visitors out of total PAX)
38 %

CONVERSION
(% of DF buyers out of DF visitors)
61 %

PURCHASE RATE
(% of DF buyers out of total PAX)
23 %

AV SPEND (€)
€93

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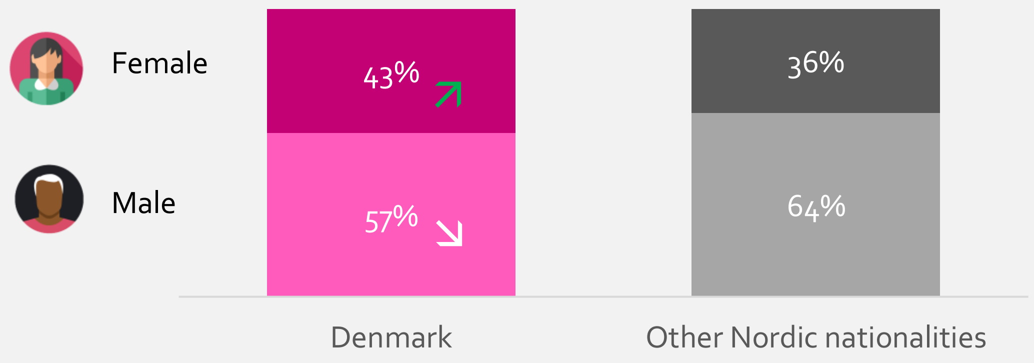
↗ ↘ Indicate significantly higher / lower vs other Nordic nationalities

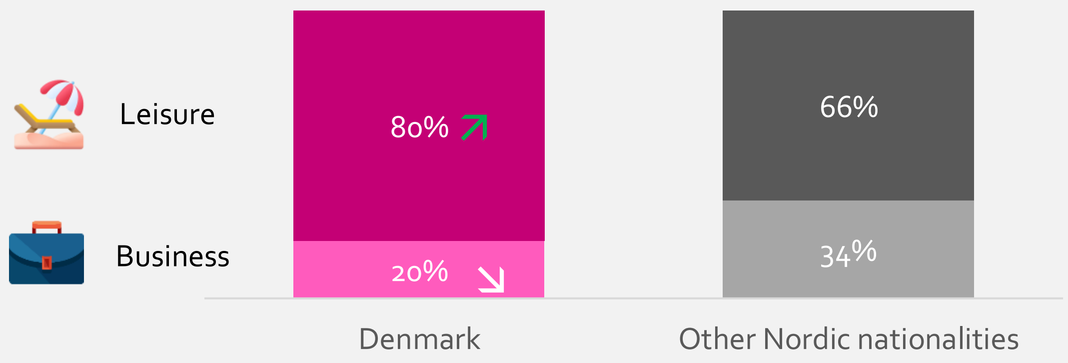
Danish Duty-Free visitors stand out as younger, more female and strongly leisure-driven, with a higher inclination towards premium travel. This profile highlights a more modern and experience-oriented shopper base compared to other Nordic travellers, with clear potential for premium and lifestyle-led propositions.

DF VISITORS PROFILE – IN NORDIC AIRPORTS

GENDER

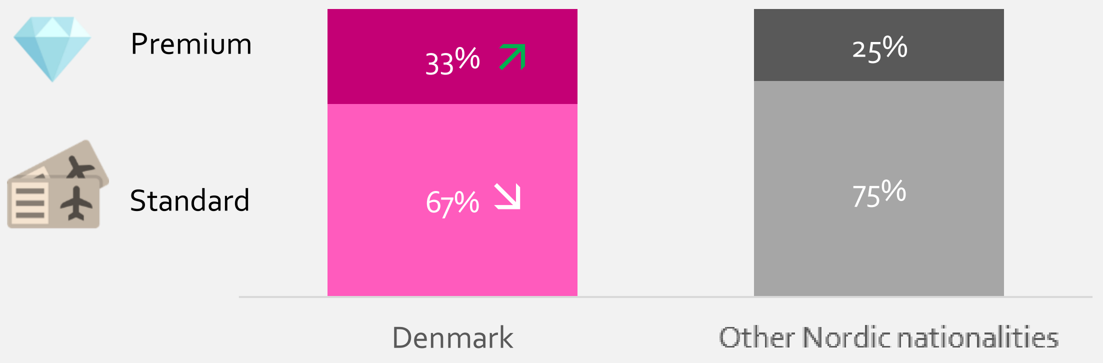


PURPOSE OF TRIP



AGE	Denmark	Other Nordic nationalities
Gen Z	29% ↗	17%
Millennials	37%	36%
Gen X	15% ↘	30%
Boomers	19%	16%
Avg age (y.o.)	**39** ↘	**44**

CLASS OF TRAVEL



↗ ↘ Indicate significantly higher / lower vs other Nordic nationalities

Browsing and passing time remain key triggers for store entry for Danish travellers, but visits are also strongly shaped by emotional motivations such as treating oneself, gifting and shared shopping moments. Compared to other Nordics, there is less reliance on promotions and price-led incentives, pointing to a more impulsive and experience-driven approach to duty free.

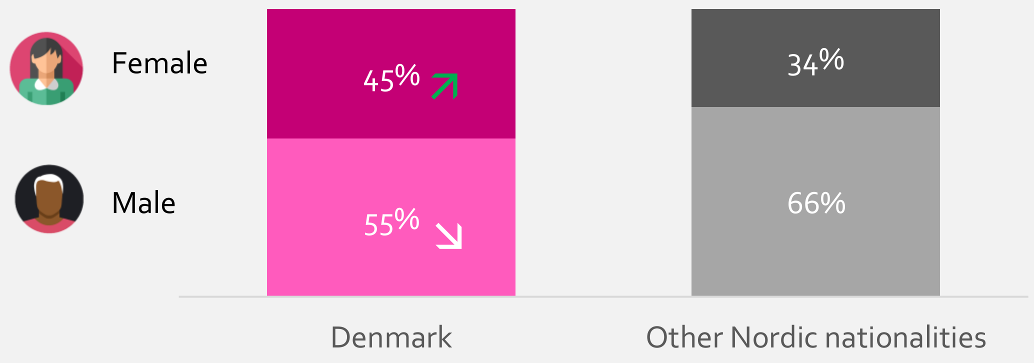
TOP 10 DRIVERS OF VISIT – IN NORDIC AIRPORTS

Indicate significantly higher / lower vs other Nordic nationalities

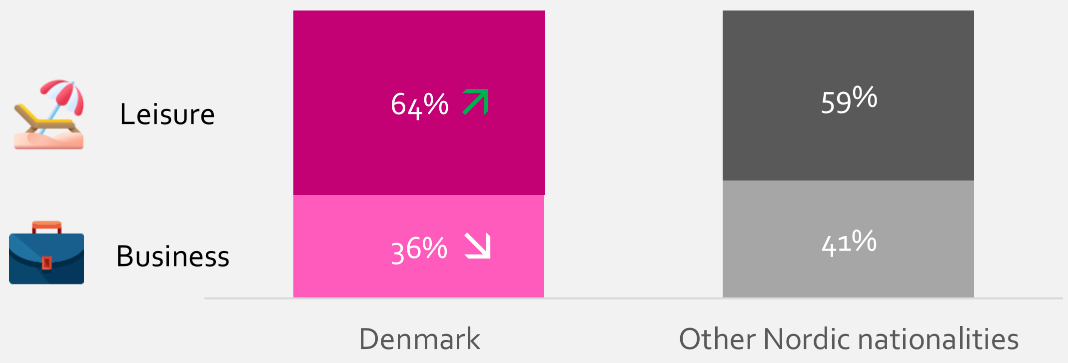
Buyers skew more balanced in gender and remain largely leisure-driven, while showing a stronger affinity for premium travel compared to their Nordic peers. The age mix highlights a solid contribution from both Millennials and older shoppers, suggesting a broad appeal across life stages with potential for both experiential and premium-led offers.

DF BUYERS PROFILE – IN NORDIC AIRPORTS

GENDER

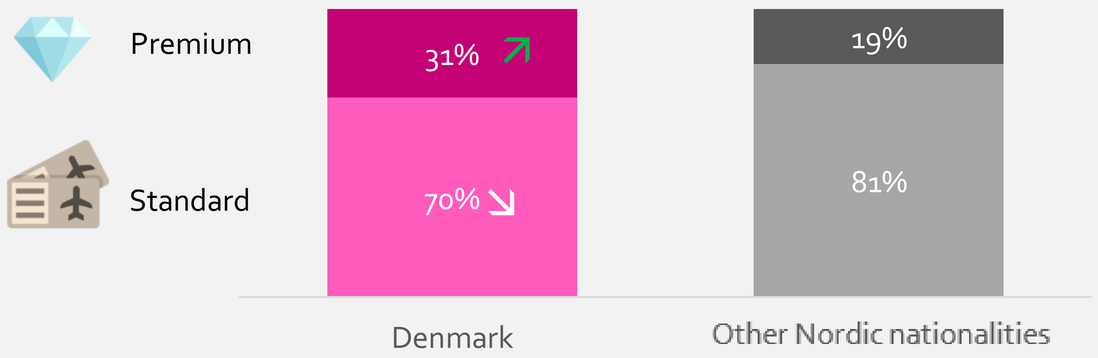


PURPOSE OF TRIP



AGE	Denmark	Other Nordic nationalities
Gen Z	14% ↘	19%
Millennials	39% ↗	28%
Gen X	23% ↘	38%
Boomers	25% ↗	15%
Avg age (y.o.)	44	44

CLASS OF TRAVEL



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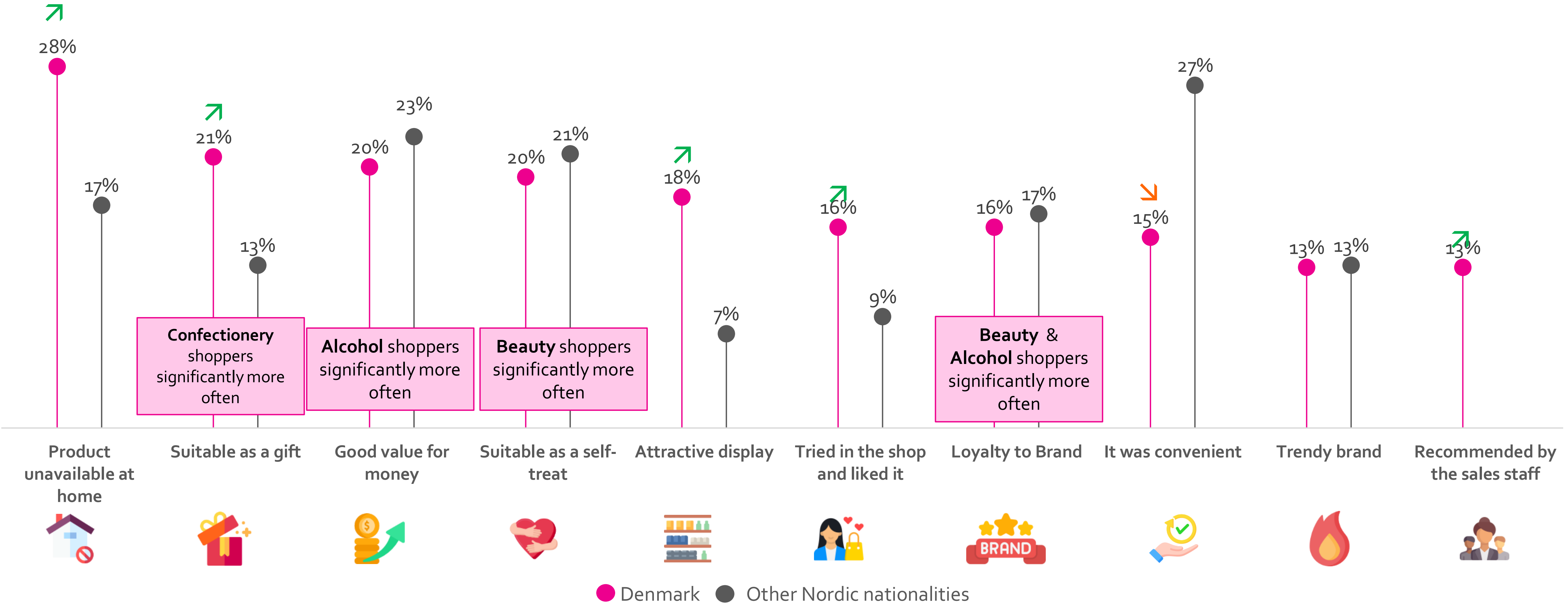
↗ ↘ Indicate significantly higher / lower vs other Nordic nationalities

Purchases among Danish travellers are primarily driven by exclusivity and gifting potential, with products not available at home and suitability as gifts playing a key role. In-store elements such as visibility and trial further reinforce conversion, while convenience and price are less decisive, highlighting a more considered and experience-influenced buying decision.

TOP 10 DRIVERS OF PURCHASE – IN NORDIC AIRPORTS



Indicate significantly higher / lower vs other Nordic nationalities

Danish buyers actively benchmark prices, primarily against online channels, while also showing stronger comparison with other duty free shops than their Nordic peers. This suggests a more informed and value-aware shopper, even if price is not the primary trigger for purchase.

PRICE COMPARISON – BUYERS – IN <u>NORDICS AIRPORTS</u>

Denmark

Other Nordic nationalities

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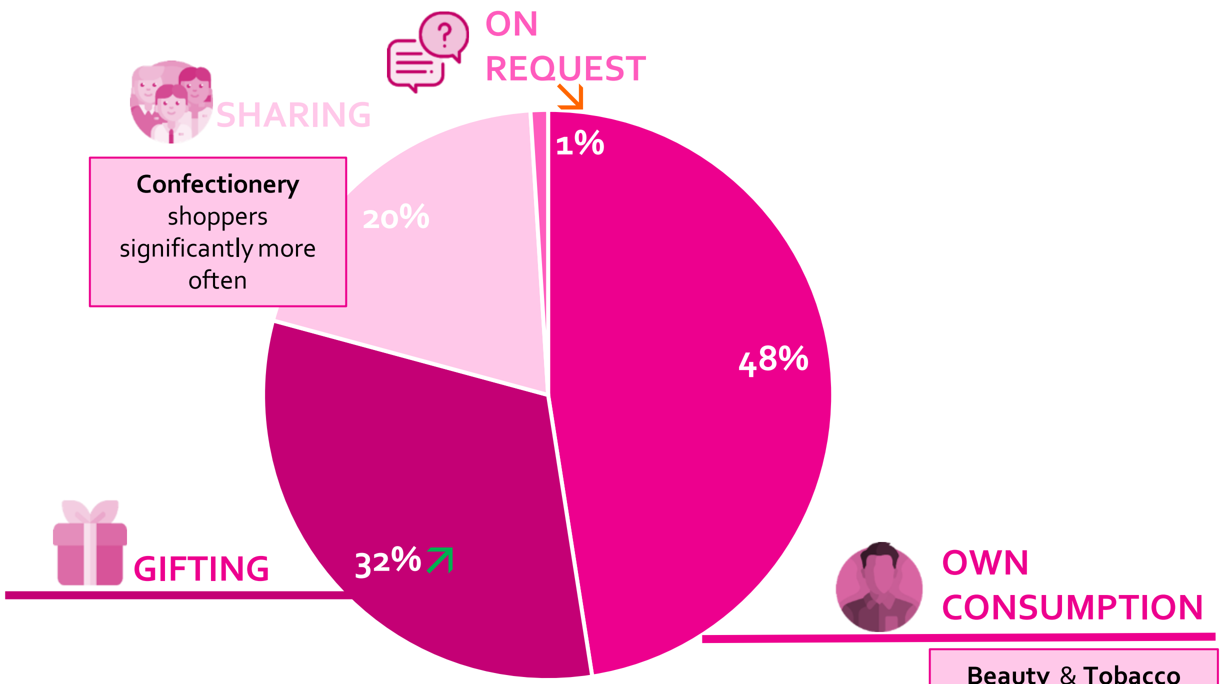
↗ ↘ Indicate significantly higher / lower vs other Nordic nationalities

Purchases are more frequently driven by personal use, with Danish shoppers also showing a stronger inclination toward gifting compared to other Nordics. Social and request-led purchases play a more limited role, reinforcing a more self-directed and intentional buying behaviour.

PURPOSE OF PURCHASE – IN NORDIC AIRPORTS

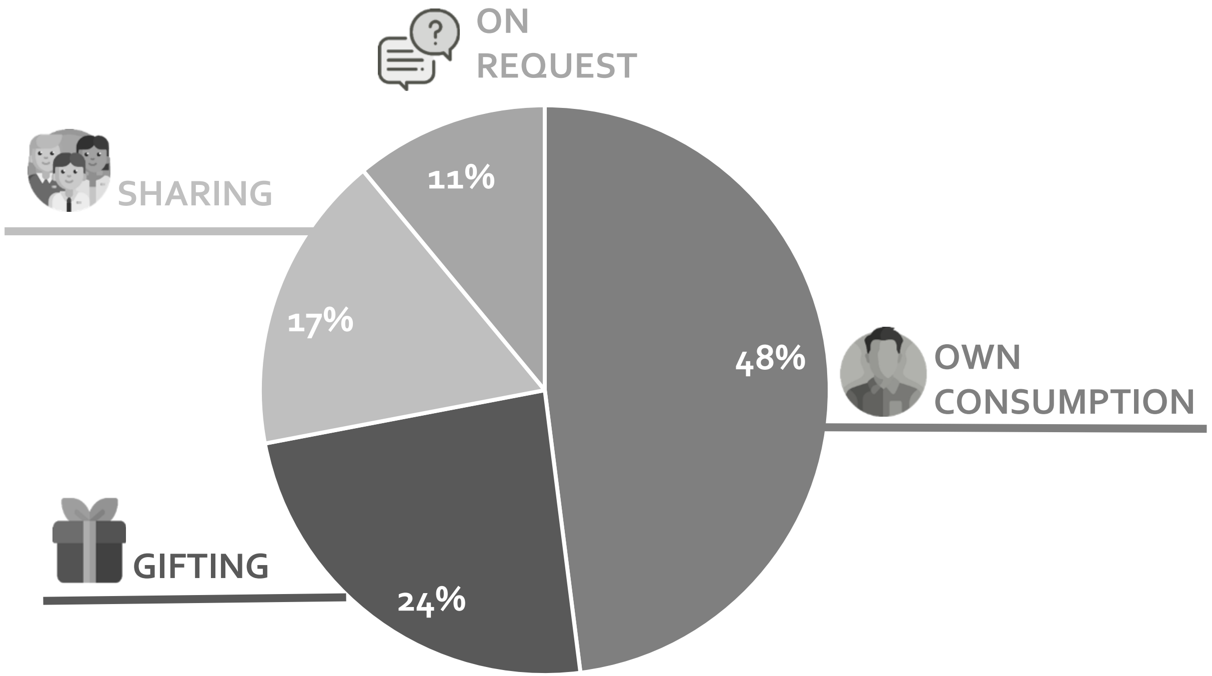
Denmark



Confectionery shoppers significantly more often

Beauty & **Tobacco** shoppers significantly more often

Other Nordic nationalities



↗ ↘ Indicate significantly higher / lower vs other Nordic nationalities

Shopping behaviour is less planned, with a strong dominance of undecided and impulse buyers and a significantly higher tendency to finalise decisions in-store. This highlights the critical role of the retail environment in influencing choices and converting intent into purchase.

PLANNING LEVELS – IN NORDIC AIRPORTS

Denmark

Alcohol shoppers significantly more often

SPECIFIC PLANNERS 18% ↘

- Planned to purchase the exact product: 4% ↘
- Planned specific but changed my mind: 3%
- Planned to purchase a specific brand: 1% ↘

UNDECIDED PLANNERS 57% ↗

- Planned with some idea in mind: 41% ↗
- Planned without any specific idea: 16%

Confectionery shoppers significantly more often

IMPULSE BUYERS 26%

82% ↗ make the **final decision in-store**

Other Nordic nationalities

SPECIFIC PLANNERS 36%

- Planned to purchase the exact product: 21%
- Planned to purchase a specific brand: 15%

UNDECIDED PLANNERS 41%

- Planned with some idea in mind: 18%
- Planned without any specific idea: 23%

IMPULSE BUYERS 23%

64% make the **final decision in-store**

↗ ↘ Indicate significantly higher / lower vs other Nordic nationalities

RESEARCH BEYOND BORDERS

Interaction with sales staff is less frequent, but when it happens, it remains highly influential on purchase decisions. This indicates strong potential to drive conversion by increasing engagement at key touchpoints in-store.

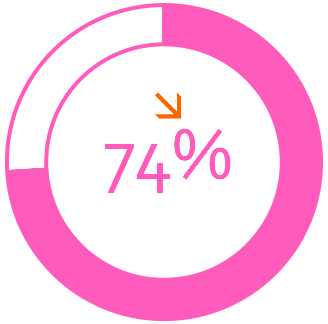
SALES STAFF INTERACTION & INFLUENCE – IN NORDIC AIRPORTS

Denmark

INTERACTED WITH THE STAFF

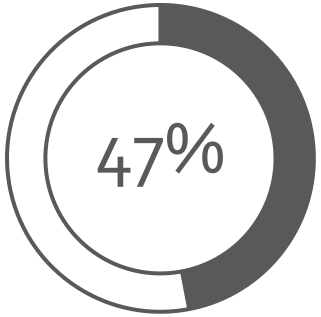
Beauty shoppers significantly more often

WERE IMPACTED BY STAFF INTERACTION
(out of those who interacted)

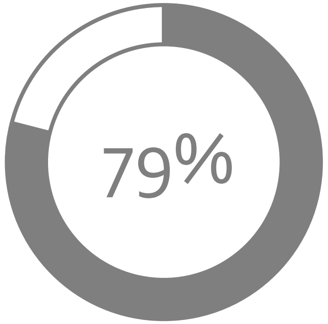


Other Nordic nationalities

INTERACTED WITH THE STAFF



WERE IMPACTED BY STAFF INTERACTION
(out of those who interacted)



↗ ↘ Indicate significantly higher / lower vs other Nordic nationalities

Exposure to touchpoints is slightly higher and more strongly driven by physical retail environments, particularly other Duty-Free stores and locations at destination. Compared to other Nordics, digital and in-flight channels play a less prominent role, highlighting the importance of in-store visibility and the broader travel retail ecosystem.

TOUCHPOINTS & TOP MOMENTS OF EXPOSURE – IN NORDIC AIRPORTS

Denmark

25% Noticed touchpoints

Another DF Store	Offline in Home City	Stores at Destination	Online	Airport outside DF Store	Stores in Home City	In flight
↗ 52%	26%	↗ 22%	↘ 22%	↗ 17%	9%	↘ 4%

xx% out of those who noticed touch points

Other Nordic nationalities

22% Noticed touchpoints

Online	In-flight	Offline in Home City	Another DF Store	Stores at Destination	Stores in Home City	Airport outside DF Store
83%	34%	28%	17%	10%	10%	3%

xx% out of those who noticed touch points

RESEARCH BEYOND BORDERS

↗ ↘ Indicate significantly higher / lower vs other Nordic nationalities

OVERVIEW OF KEY FINDINGS: DANISH TRAVELERS AT AIRPORTS

1 **CONVERSION-LED PERFORMANCE MODEL**
Overall performance is driven more by the ability to convert shoppers in-store than by generating traffic, indicating that once engaged, this audience is highly responsive to the retail offer.

2 **CLEAR OPPORTUNITY TO PREMIUMISE SPEND**
Strong purchasing intent is not fully translated into value, with lower basket sizes suggesting missed opportunities to trade shoppers up and maximise revenue per buyer.

3 **EXPERIENCE OVER PRICE MINDSET**
Shopping behaviour is primarily driven by emotional and experiential triggers rather than price or promotions, highlighting the importance of inspiration, storytelling and store environment.

4 **IN-STORE ENVIRONMENT AS THE KEY DECISION DRIVER**
With limited pre-planning and a high tendency to decide on-site, the physical retail space plays a central role in shaping both purchase intent and final choice.

5 **MODERN, LEISURE-DRIVEN SHOPPER PROFILE**
A younger, more gender-balanced and leisure-oriented audience, combined with higher premium travel affinity, reflects a shopper open to elevated and lifestyle-led propositions.

6 **UNDERLEVERAGED HUMAN INTERACTION**
Sales staff remain a powerful but underutilised lever, with strong influence when engaged, pointing to clear potential in increasing and optimising staff interaction.

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Focus: Ferries in the Nordics

SHOPPING BEHAVIOR ON FERRIES

DANISH TRAVELLERS

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Footfall is strong and in line with other Nordics, but lower conversion limits overall performance despite solid engagement. While shoppers are entering stores at similar levels, fewer complete a purchase, and those who do spend slightly less, pointing to missed opportunities to better activate and convert traffic onboard.

SHOPPING KPIS – IN NORDIC FERRIES

Denmark

FOOTFALL (% of DF visitors out of total PAX)	CONVERSION (% of DF buyers out of DF visitors)	PURCHASE RATE (% of DF buyers out of total PAX)	AV SPEND (€)
65 %	64 % ↗	42 % ↘	€133 ↘

Other Nordic nationalities

FOOTFALL (% of DF visitors out of total PAX)	CONVERSION (% of DF buyers out of DF visitors)	PURCHASE RATE (% of DF buyers out of total PAX)	AV SPEND (€)
65 %	50 %	77 %	€148

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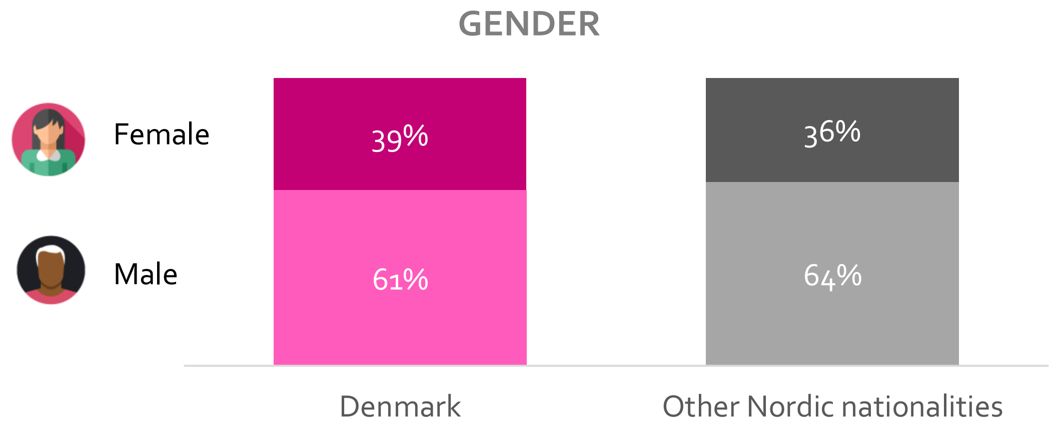
↗ ↘ Indicate significantly higher / lower vs other Nordic nationalities

The visitor profile remains broadly aligned with other Nordics, with a slight male skew and a strong concentration of Millennials. This indicates a relatively stable and mainstream audience, with limited structural differences to leverage compared to the airport environment.

VISITOR PROFILE – IN NORDIC FERRIES



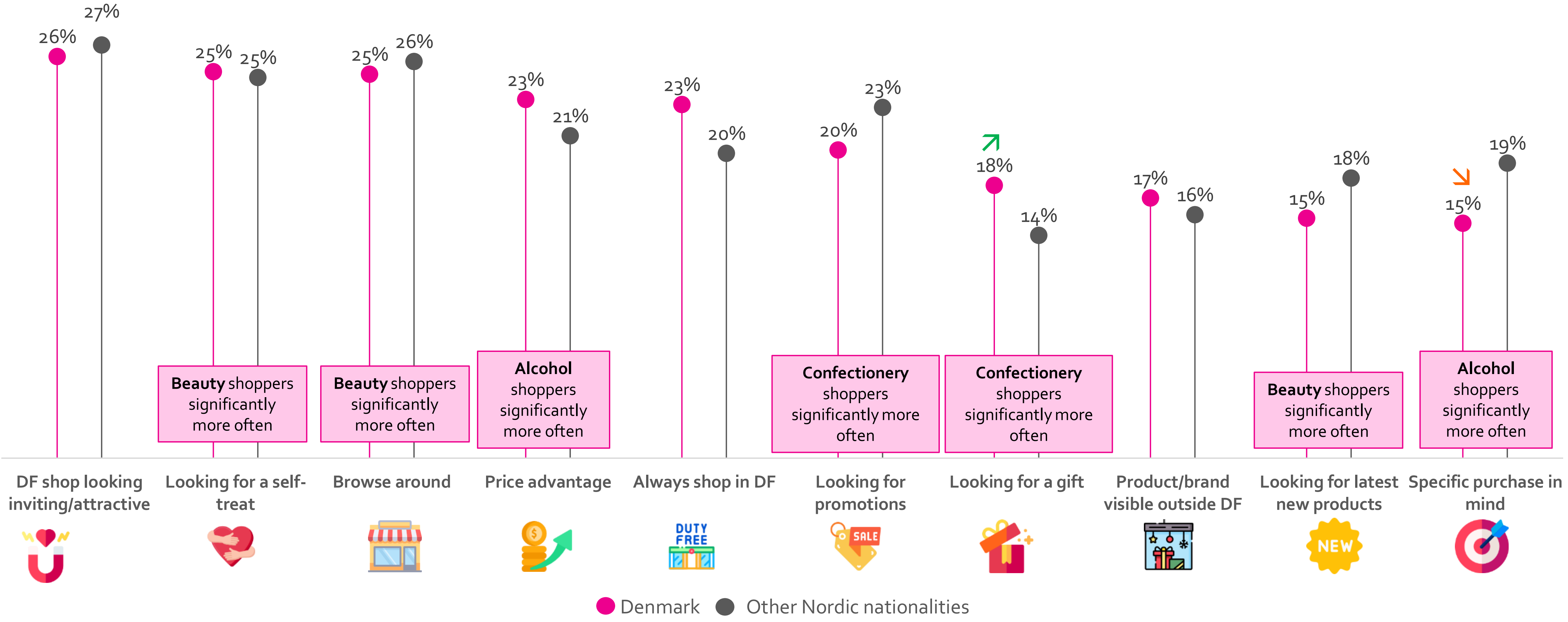
AGE

	Denmark	Other Nordic nationalities
Gen Z	9%	6%
Millennials	51%	51%
Gen X	33% ↘	37%
Boomers	7%	6%
Avg age (y.o.)	**41**	**42**

↗ ↘ Indicate significantly higher / lower vs other Nordic nationalities

Store visits are driven by a balanced mix of browsing, self-treating and habitual shopping behaviours, with price advantage also playing a more noticeable role than in airports. Compared to the airport environment, motivations appear slightly more functional and planned, reflecting a more deliberate shopping mindset onboard.

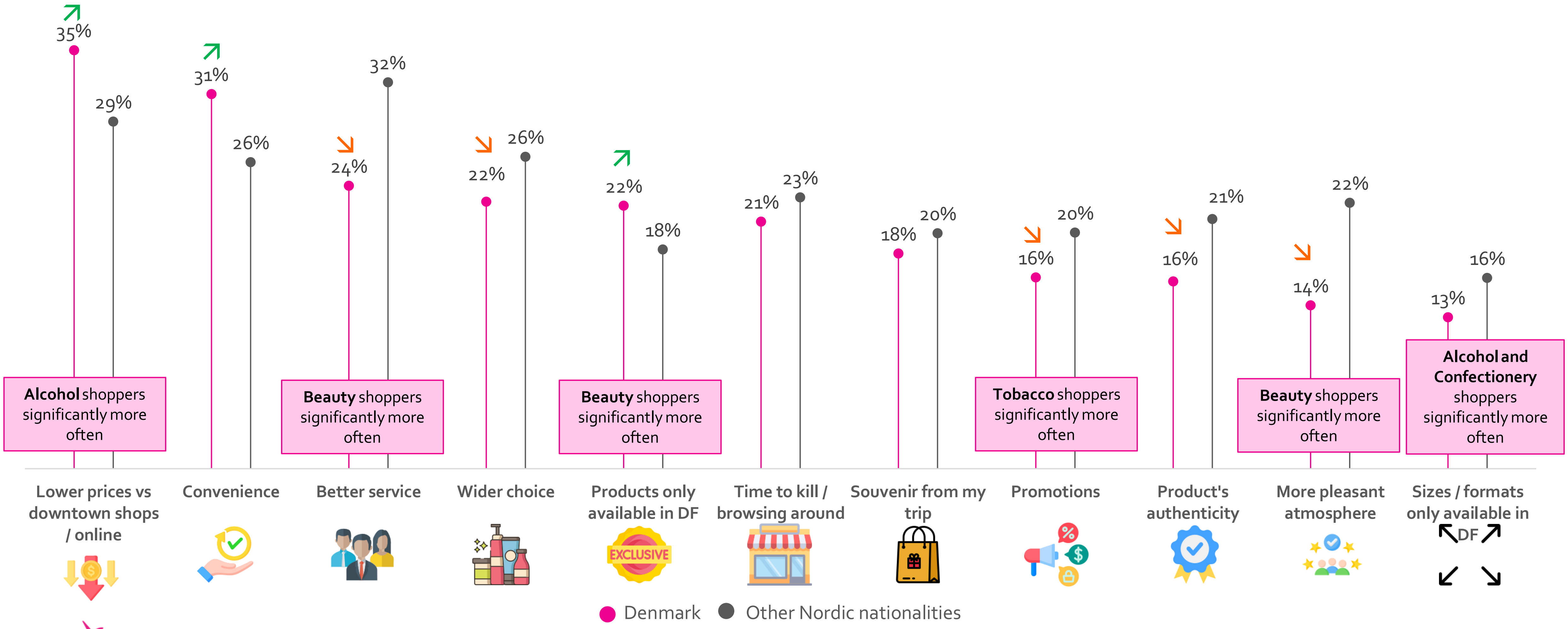
TOP 10 DRIVERS OF VISITS – IN NORDIC FERRIES



Indicate significantly higher / lower vs other Nordic nationalities

Duty free appeal is strongly anchored in price advantage and convenience, with Danish travellers showing higher sensitivity to savings versus other channels. At the same time, exclusivity and product availability remain important differentiators, while softer elements such as service, promotions and overall shopping experience play a more secondary role.

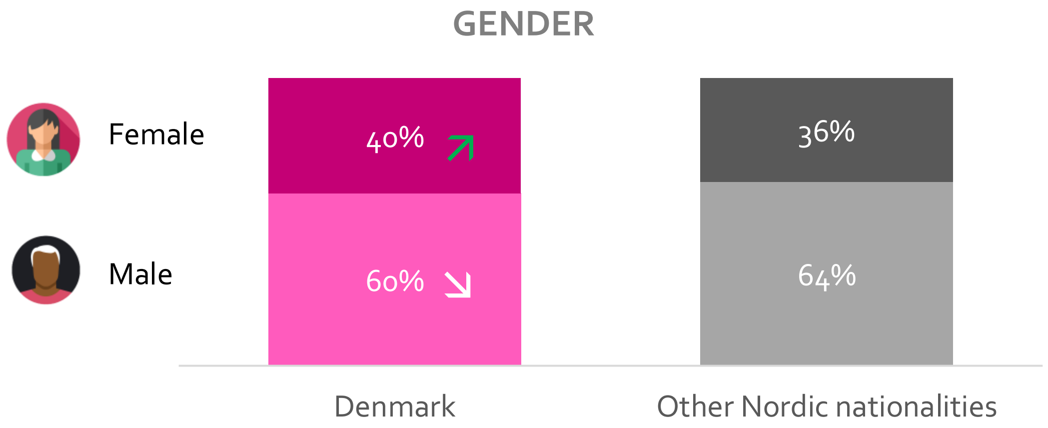
DUTY FREE APPEAL FACTORS - IN NORDIC FERRIES



↗↘ Indicate significantly higher / lower vs the previous period

Nordic buyers are predominantly male. Danish buyers skew more toward Boomers, while other Nordic buyers are slightly younger on average, driven by a higher share of Gen Z and Millennials, in line with their overall visitor profile.

BUYERS PROFILE – IN NORDIC FERRIES



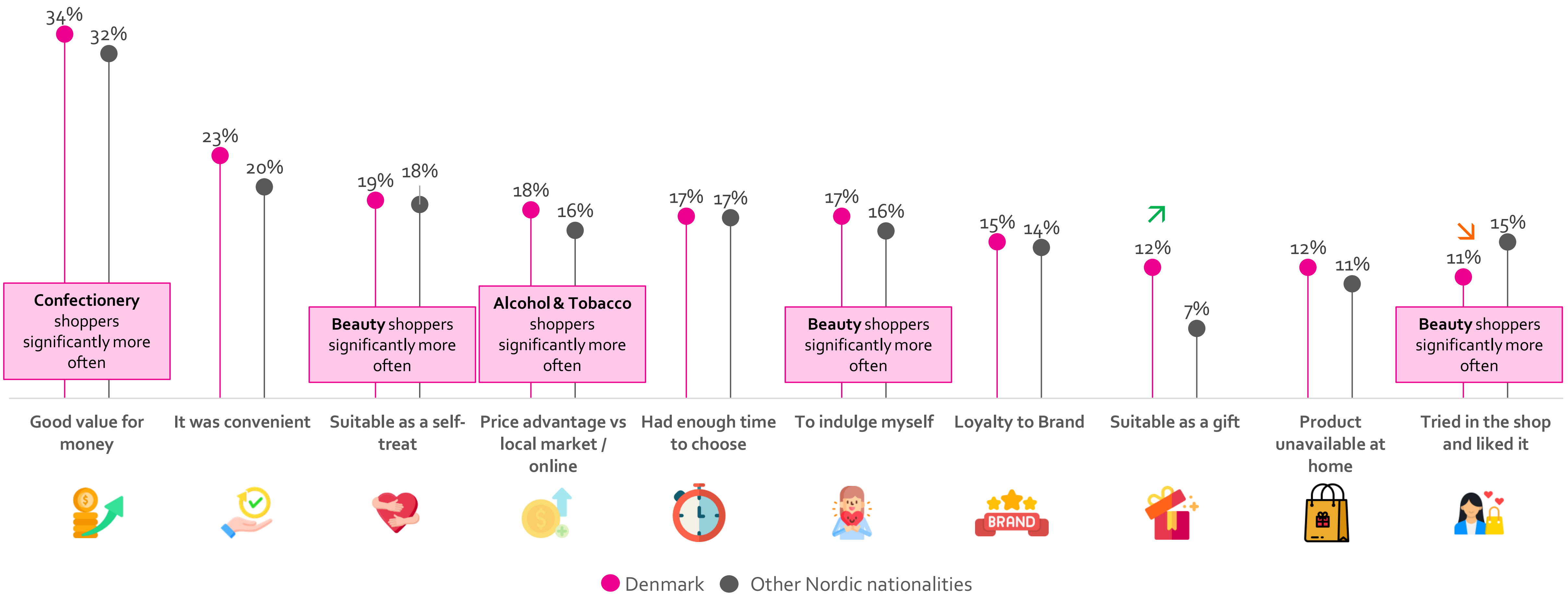
AGE

	Denmark	Other Nordic nationalities
Gen Z	9% ↗	5%
Millennials	49%	52%
Gen X	35%	37%
Boomers	7%	6%
Avg age (y.o.)	**42**	**42**

↗ ↘ Indicate significantly higher / lower vs other Nordic nationalities

Value for money is the main purchase driver among all Nordic travelers, followed by having enough time to choose, self-indulgence, and convenience, showing the importance of highlighting value alongside creating a convenient and enjoyable shopping experience.

TOP 10 DRIVERS OF PURCHASE – IN NORDIC FERRIES

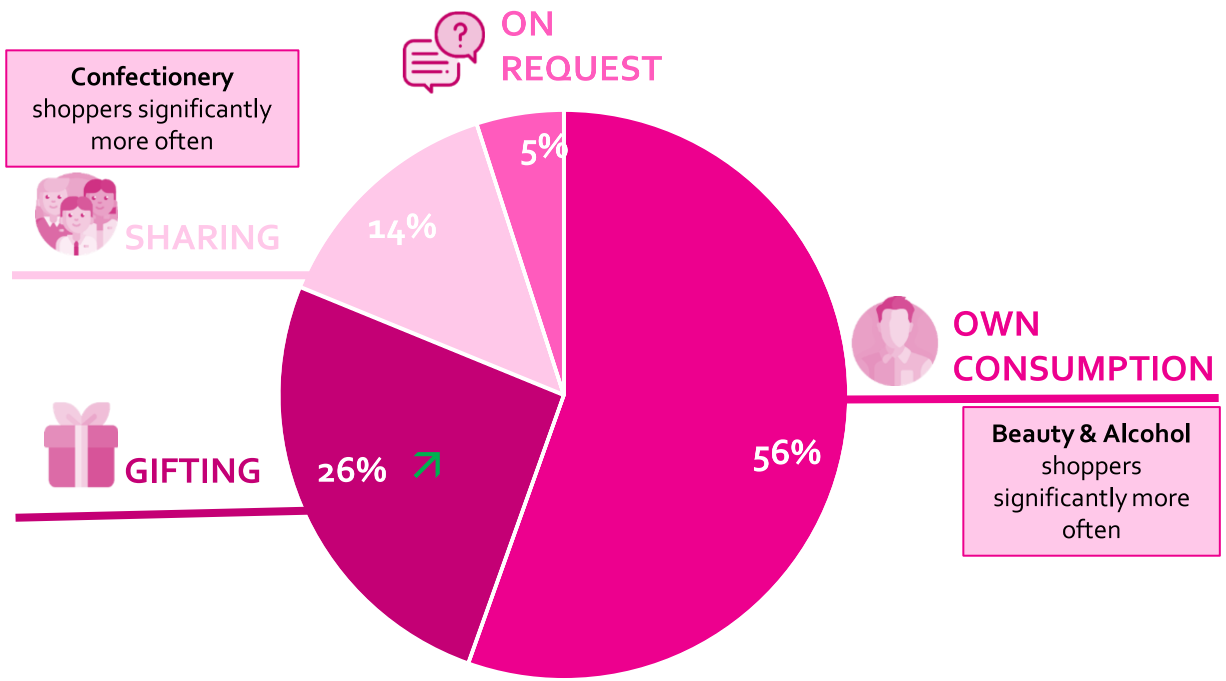


Indicate significantly higher / lower vs other Nordic nationalities

Purchases are largely driven by personal consumption, with a slightly stronger role for gifting compared to other Nordics. Social and request-based purchases remain limited, confirming a more individual and self-driven shopping behaviour onboard.

PURPOSE OF PURCHASE – IN NORDICS FERRIES

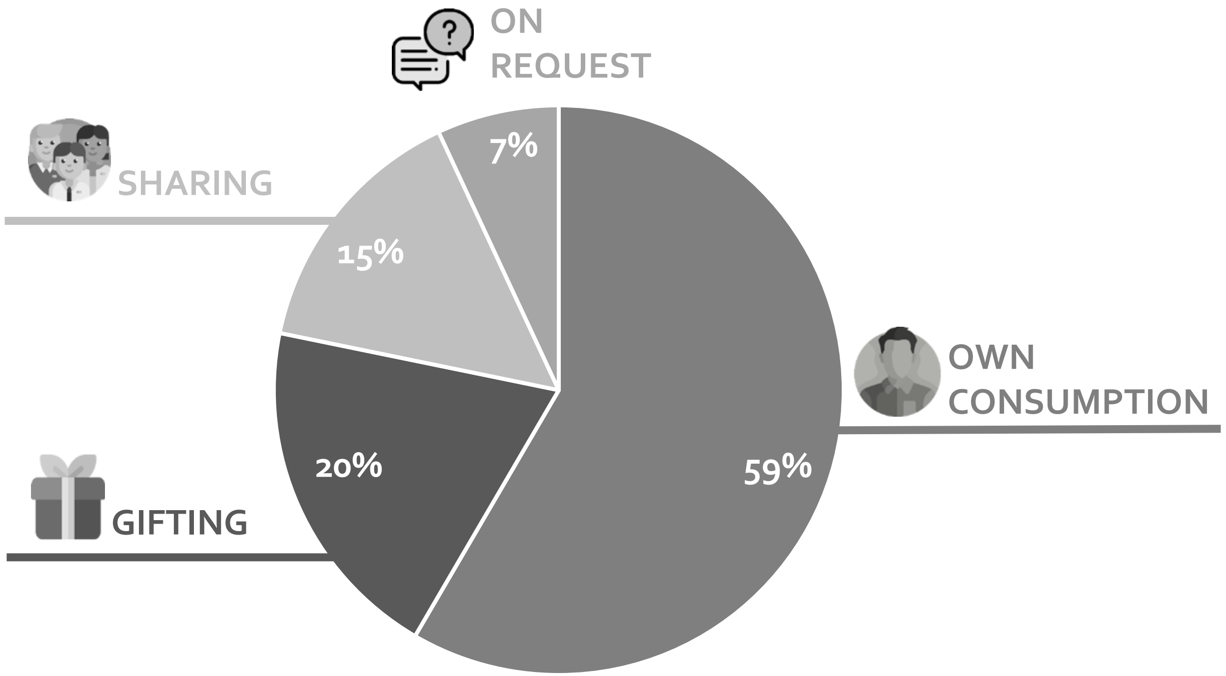
Denmark



Confectionery shoppers significantly more often

Beauty & Alcohol shoppers significantly more often

Other Nordic nationalities



↗ ↘ Indicate significantly higher / lower vs other Nordic nationalities

Planning behaviour is more structured than in airports, with a higher share of specific planners and fewer fully impulsive purchases. However, a significant portion of shoppers still enter with only a loose idea, indicating that while intent is stronger, there remains room to influence decisions onboard.

PLANNING LEVELS – IN NORDIC FERRIES

Denmark

Alcohol shoppers significantly more often

Beauty shoppers significantly more often

Confectionery shoppers significantly more often

SPECIFIC PLANNERS	34%	Planned to purchase the exact product	17%
		Planned to purchase a specific brand	13%
		Planned specific but changed my mind	2%
		Planned specific but not available	2%
UNDECIDED PLANNERS	↗ 47%	Planned without any specific idea	28% ↗
		Planned with some idea in mind	19%
IMPULSE BUYERS	20%		

67% make the final decision in-store

Other Nordic nationalities

SPECIFIC PLANNERS	34%	Planned to purchase a specific brand	16%
		Planned to purchase the exact product	15%
		Planned specific but changed my mind	2%
		Planned specific but not available	1%
UNDECIDED PLANNERS	43%	Planned without any specific idea	22%
		Planned with some idea in mind	21%
IMPULSE BUYERS	22%		

65% make the final decision in-store

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↗ ↘ Indicate significantly higher / lower vs other Nordic nationalities

Purchase consideration starts early, with many shoppers already deciding before the journey, but there is a slightly stronger shift towards pre-trip and en-route planning compared to in-store decision-making. This suggests that influencing shoppers earlier in the journey is more critical than relying solely on onboard activation.

MOMENT WHEN DF BUYERS START TO THINK ABOUT THEIR SPECIFIC PURCHASE - IN NORDIC FERRIES

Denmark

Before leaving	On the way	On-board	In the Store
50%	18% ↗	19% ↘	13% ↘

Other Nordic nationalities

Before leaving	On the way	On-board	In the Store
49%	14%	24%	23%

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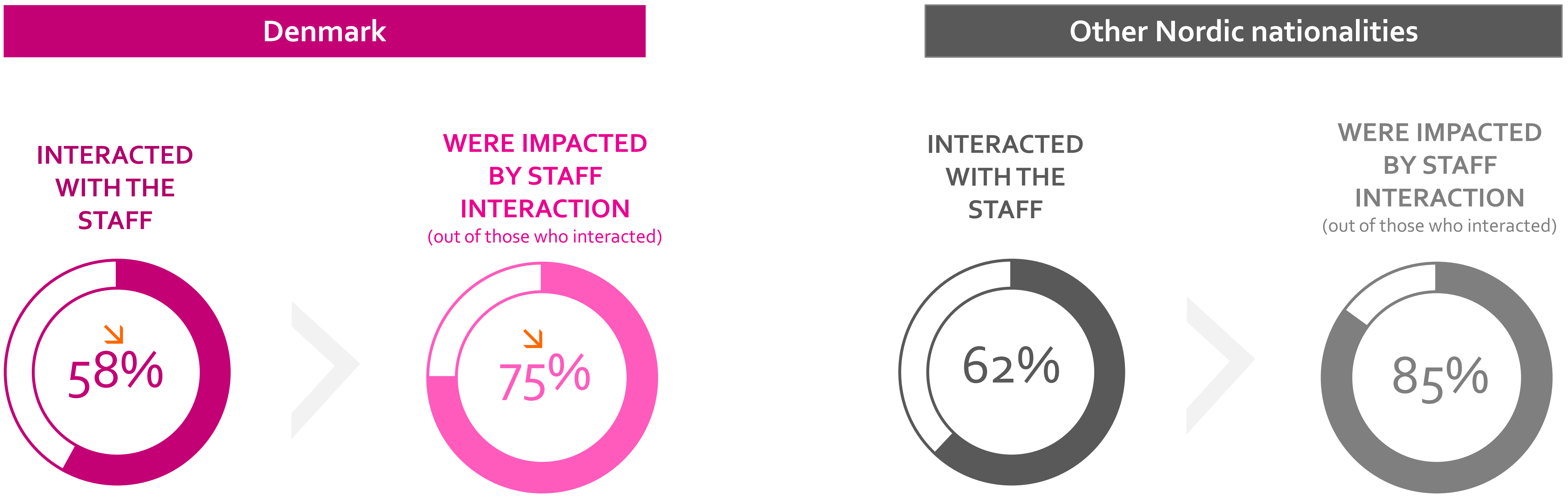
↗ ↘ Indicate significantly higher / lower vs other Nordic nationalities

Engagement with sales staff is relatively high onboard, but their influence on purchase decisions is slightly weaker compared to other Nordics. This suggests that while interaction levels are strong, there is an opportunity to improve the quality and effectiveness of these engagements to better drive conversion.

SALES STAFF INTERACTION & INFLUENCE – IN NORDIC FERRIES



Beauty shoppers significantly more often

↗ ↘ Indicate significantly higher / lower vs other Nordic nationalities

Promotions play a strong role in driving purchases, with over half of shoppers engaging with discounted products. At the same time, there is a high share of first-time buyers, indicating openness to discovery, although interest in duty free exclusives is slightly lower, suggesting less emphasis on uniqueness as a purchase trigger.

PURCHASES OF PROMOTIONS, FIRST TIME BUYERS & DF EXCLUSIVES – IN NORDICS FERRIES

	PURCHASES OF PRODUCTS ON PROMOTION	PURCHASES OF PRODUCTS NEVER BOUGHT BEFORE (FIRST TIME BUYERS)	PURCHASES OF UNIQUE / DF EXCLUSIVE PRODUCTS
Denmark	55% (**Confectionery** shoppers significantly more often)	↘ 60%	↘ 51% (**Beauty** shoppers significantly more often)
Other Nordic nationalities	53%	65%	56%

↗ ↘ Indicate significantly higher / lower vs other Nordic nationalities

Touchpoint exposure is slightly lower overall, but strongly led by online channels, which play a more prominent role than in other Nordic markets. Compared to airports, the journey is more digitally influenced, with less impact from physical retail environments, highlighting the importance of pre-trip and online engagement.

TOUCHPOINTS & TOP MOMENTS OF EXPOSURE – IN NORDIC FERRIES

Denmark

40% Noticed touchpoints

Online	Another DF Store	Stores at Destination	Offline in Home City	Stores in Home City
↗ 57%	↘ 25%	24%	↘ 20%	↘ 16%

X% out of those who noticed touch points

Other Nordic nationalities

43% Noticed touchpoints

Online	Another DF Store	Stores at Destination	Stores in Home City	Offline in Home City
53%	29%	26%	24%	23%

X% out of those who noticed touch points

↗ ↘ Indicate significantly higher / lower vs other Nordic nationalities

OVERVIEW OF KEY FINDINGS: DENMARK TRAVELERS ON FERRIES

1. **TRAFFIC WITHOUT CONVERSION EFFICIENCY**
   High store entry does not translate into equally strong purchasing, indicating friction in the conversion journey and missed opportunities to turn engaged visitors into buyers.

2. **MORE FUNCTIONAL, PRICE-LED MINDSET**
   Shopping behaviour is more rational and driven by price advantage and convenience, with less emphasis on experiential or emotional triggers compared to airports.

3. **EARLIER AND MORE STRUCTURED PLANNING**
   A larger share of shoppers enter with a clear purchase intention, with many decisions made before boarding, reducing reliance on in-store influence.

4. **STRONG ROLE OF PROMOTIONS AND DEALS**
   Discounts and promotions play a central role in driving purchases, reinforcing a value-seeking mindset and sensitivity to price incentives.

5. **HIGH BUT UNDER-OPTIMISED STAFF INTERACTION**
   Interaction with staff is relatively frequent, but its impact on purchase is weaker, suggesting an opportunity to improve the quality and effectiveness of engagement.

6. **DIGITALLY INFLUENCED SHOPPER JOURNEY**
   Online channels play a key role in shaping awareness and consideration, with less reliance on physical touchpoints, highlighting the importance of pre-trip and digital activation.

m1nd-set RESEARCH BEYOND BORDERS

Nordic Travel Retail Group

KEY FINDINGS

KEY FINDINGS

AIRPORTS

- Shopping behaviour is driven by **experience and strong in-store conversion**, with shoppers highly likely to purchase once engaged despite only moderate entry levels.
- Decisions are largely **unplanned and emotionally driven**, with browsing, gifting and self-treating acting as key triggers, making the retail environment central to conversion.
- The audience is **younger, more leisure-oriented and more premium-inclined**, supporting a natural affinity for lifestyle-led and elevated retail propositions.
- **Sales staff interaction is less frequent but highly impactful**, meaning well-timed and high-quality engagement can significantly enhance performance.

FERRIES

- Shopping is more **functional and price-driven**, with **value, convenience and promotions** playing a central role in both attracting and converting shoppers.
- Travellers show **stronger pre-planning and clearer purchase intent**, with many decisions made before or early in the journey.
- Despite strong footfall, **conversion is less efficient**, highlighting missed opportunities to better activate onboard traffic.
- The journey is more **digitally influenced**, with online and pre-trip touchpoints shaping awareness and consideration to a greater extent.

AIRPORT VS FERRY

Airports are characterised by spontaneity, experience and strong in-store influence, where shoppers are more open to discovery and final decisions are often made on-site. In contrast, ferries reflect a more planned, value-focused and digitally influenced journey, where shoppers arrive with clearer intent and are primarily motivated by price and functional needs rather than experiential triggers.

Thank you!

m1nd-set
RESEARCH BEYOND BORDERS

Nordic Travel
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