



BrandWeb

This module presents an online category pricing audit for Travel Retail.

Coverage:

- airport shops
- airline catalogues
- ferry brochures
- alcohol SKUs
- supplying companies
- separate brands
- special offers, promotions and launches
- monthly with historical tracking
- data sorted by: price, product type, size, brand and brand owner

Subscription:

- 12 months with optional annual renewal and unlimited corporate users

A Fast-Growing Channel

The Online Channel is growing exponentially in Travel Retail. Every month our team scans the websites of every leading international airport, airline and ferry retailer for product and pricing data.

Use these results to check the prices of your competitors' products, identify the largest retailers and track Special Offers.

Monthly Updates

Every month, an average of three to five new outlets come on stream. New entrants are reflected in each monthly update.

The team currently scan over 375 separate outlets from:

- ✓ airports
- ✓ airlines
- ✓ ferries

Data Span

The following data for every SKU which is offered for sale online is recorded and uploaded to the Air4casts travel retail pricing database:

- ✓ product type
- ✓ brand
- ✓ retailer name
- ✓ size
- ✓ brand owner
- ✓ promotions
- ✓ outlet name
- ✓ brand family
- ✓ new product launches
- ✓ online retail price
- ✓ special offer price
- ✓ change in price vs last month

Alcohol Product Coverage

✓ Aperitif	✓ Aquavit	✓ Armagnac	✓ Bitters	✓ Brandy	✓ Cachaca	✓ Champagne	✓ Cognac
✓ Fruit Brandy	✓ Gin	✓ Grappa	✓ Liqueurs	✓ Madeira	✓ Port	✓ Rum	✓ Sake
✓ Sherry	✓ Shochu	✓ Tequila	✓ Vermouth	✓ Vodka	✓ Whiskey American	✓ Whiskey Irish	✓ Whiskey Irish Malt
✓ Whiskey Canadian	✓ Whiskey Japanese	✓ Whiskey Japanese Malt	✓ Whiskey Other Malt	✓ Whisky Scotch	✓ Whisky Scotch Malt	✓ Whisky Swedish	✓ Other Spirits



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- ferry brochures
- beauty SKUs
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|------------------------|-----------------------|-----------------------|---------------------------------|
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Beauty Product Coverage

Women

- | | | |
|----------------------|-------------------------------|-------------------------------|
| ✓ Skincare Body Care | ✓ Skincare Cleansers & Toners | ✓ Skincare Exfoliants & Masks |
| ✓ Skincare Eye | ✓ Skincare Hand & Nail | ✓ Skincare Moisturisers |
| ✓ Skincare Other | ✓ Skincare Serums | ✓ Skincare Sets |
| ✓ Skincare Shaving | ✓ Skincare Suncare | ✓ Haircare |
| ✓ Makeup Eyes | ✓ Makeup Face | ✓ Makeup Lips |
| ✓ Makeup Nails | ✓ Makeup Other | ✓ Makeup Sets |

Men

- | | | |
|----------------------|-------------------------------|-------------------------------|
| ✓ Skincare Body Care | ✓ Skincare Cleansers & Toners | ✓ Skincare Exfoliants & Masks |
| ✓ Skincare Eye | ✓ Skincare Hand & Nail | ✓ Skincare Moisturisers |
| ✓ Skincare Other | ✓ Skincare Serums | ✓ Skincare Sets |
| ✓ Skincare Shaving | ✓ Skincare Suncare | ✓ Haircare |
| ✓ Makeup Eyes | ✓ Makeup Face | ✓ Makeup Lips |
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BrandWeb

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Coverage:

- airport shops
- airline catalogues
- ferry brochures
- confectionery SKUs
- supplying companies
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Confectionery Product Coverage

- | | | | | | |
|------------------|------------------|-------------------|----------------------------------|---------------------------|--------------------|
| ✓ Chocolate Bags | ✓ Chocolate Bars | ✓ Chocolate Boxes | ✓ Chocolate Multipacks & Bundles | ✓ Chocolate Novelty Packs | ✓ Chocolate Sweets |
| ✓ Fudge | ✓ Liquorice | ✓ Lollipops | ✓ Marzipan Confectionery | ✓ Mints & Gums | ✓ Nougat |
| ✓ Other | ✓ Seasonal | ✓ Sweets | ✓ Sweets Bags | ✓ Sweets Novelty Packs | ✓ Turkish Delight |



BrandWeb

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- ferry brochures
- fragrance SKUs
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Fragrance Product Coverage

Women/Children/Unisex

- | | | | |
|---------------------|-------------------|-------------------|-------------------|
| ✓ Bath & Shower | ✓ Bodycare | ✓ Coffret | ✓ Deodorant Cream |
| ✓ Deodorant Roll-On | ✓ Deodorant Spray | ✓ Deodorant Stick | ✓ EdC |
| ✓ EdC Spray | ✓ EdP | ✓ EdP Spray | ✓ EdT |
| ✓ EdT Spray | ✓ Haircare | ✓ Handcare | ✓ Parfum |
| ✓ Parfum Solid | ✓ Parfum Solid | | |

Men

- | | | | |
|-------------------|--------------------|---------------------|-------------------|
| ✓ After Shave | ✓ After Shave Balm | ✓ Bath & Shower | ✓ Bodycare |
| ✓ Coffret | ✓ Deodorant Cream | ✓ Deodorant Roll-On | ✓ Deodorant Spray |
| ✓ Deodorant Stick | ✓ EdC | ✓ EdC Spray | ✓ EdP |
| ✓ EdP Spray | ✓ EdT | ✓ EdT Spray | ✓ Haircare |
| ✓ Handcare | ✓ Parfum | ✓ Parfum Solid | ✓ Parfum Spray |



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- tobacco SKUs
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Tobacco Product Coverage

- ✓ Cigarettes ✓ Cigars ✓ Cigarillos ✓ Pipe Tobacco ✓ RYO Tobacco ✓ Snus