GLOBAL BLUE *INSIGHTS*

The new Chinese Shopper and what to expect in 2025

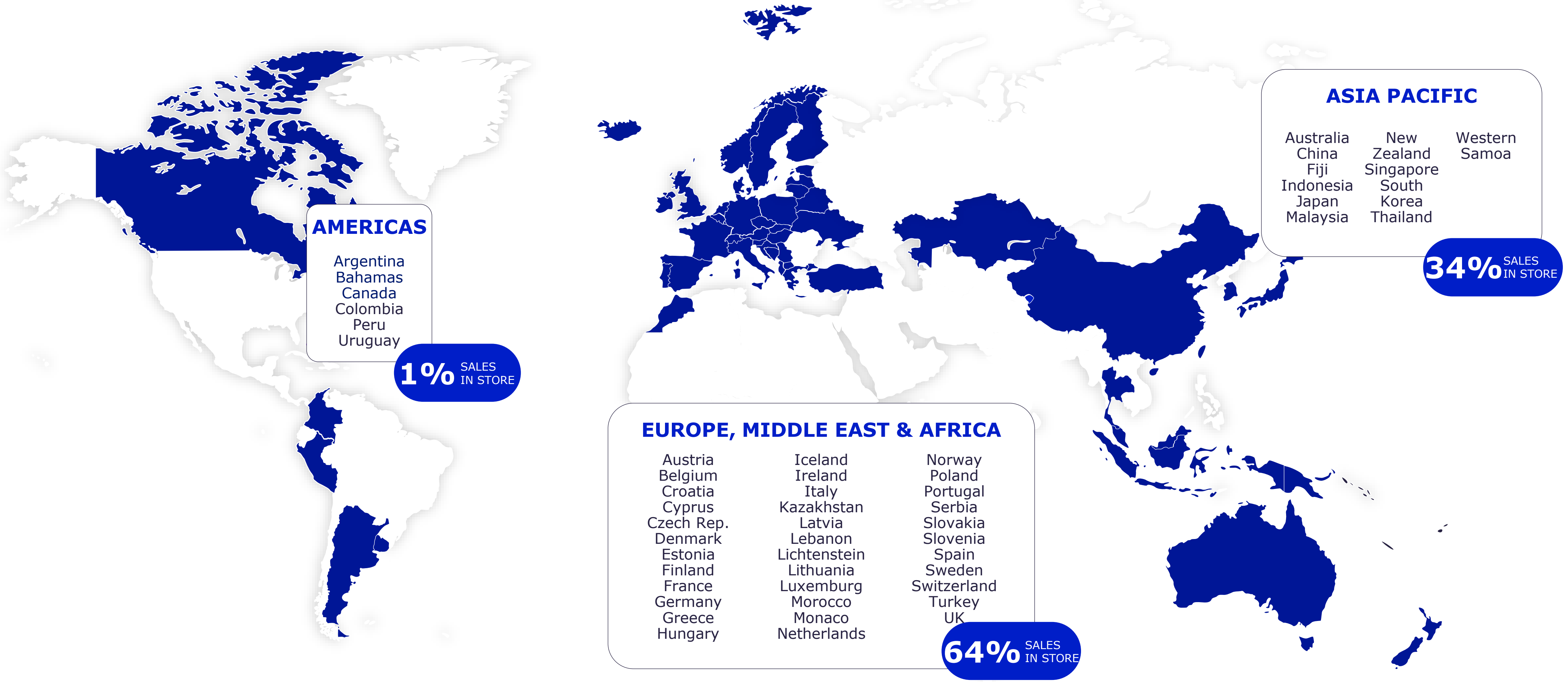
GLOBAL BLUE *INSIGHTS*

1. 2024 Global and Local Tax Free Shopping dynamics: Chinese shopper focus
2. The New Chinese Shopper: profile and shopping behaviours
3. Chinese traveler: 2025 expectations

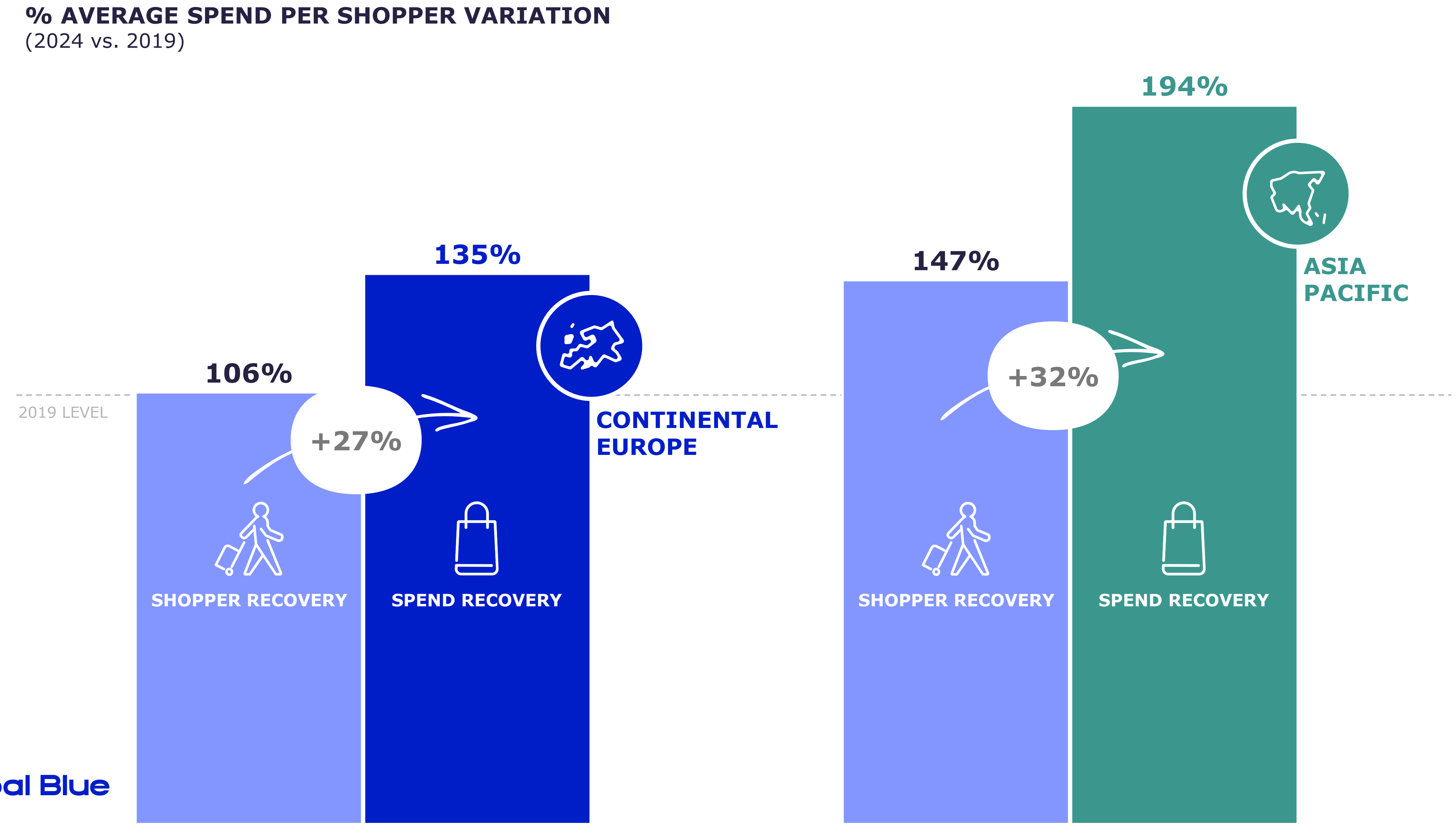
GLOBAL BLUE *INSIGHTS*

1 2024 Global and Local Tax Free Shopping dynamics: Chinese shopper focus

Unique dataset enabling Global Blue to deeply understand international shopper behavior and preference



Strong Global spend recovery compared to 2019, boosted by increased average spend



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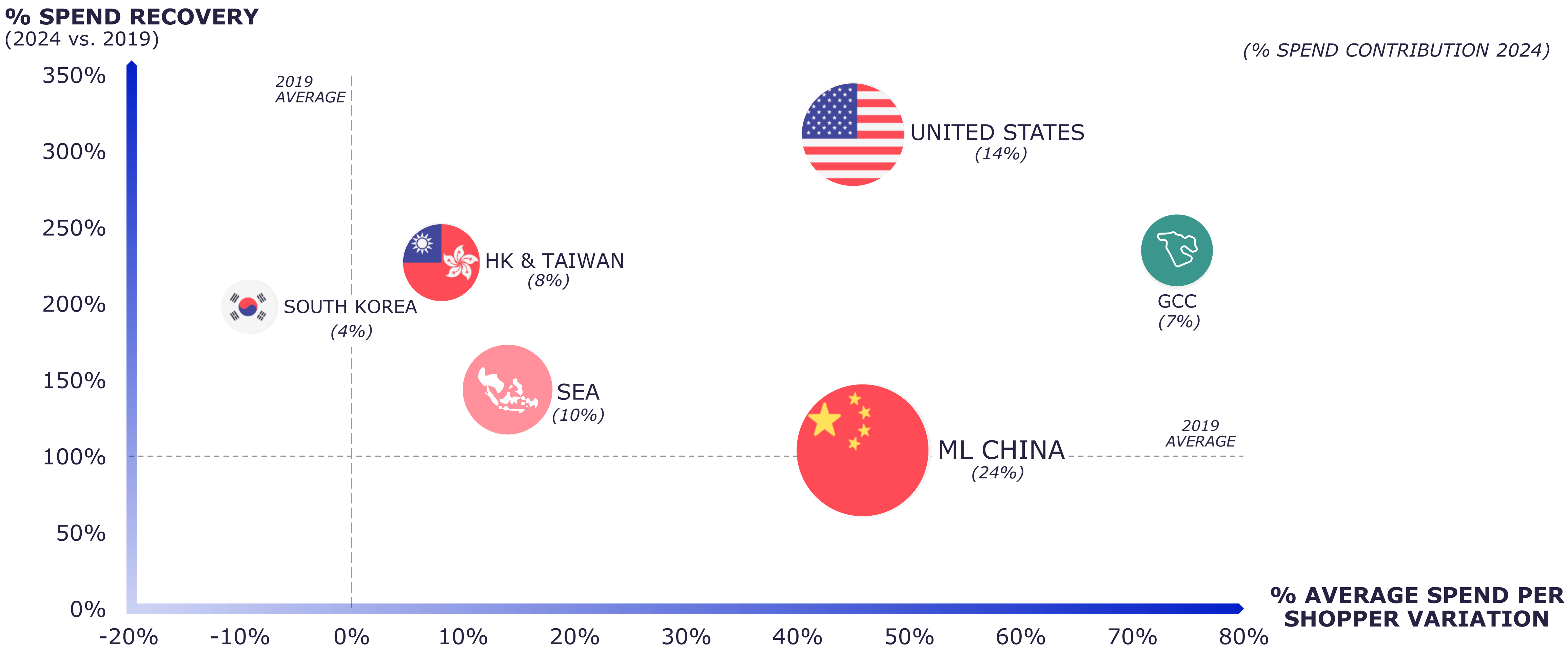
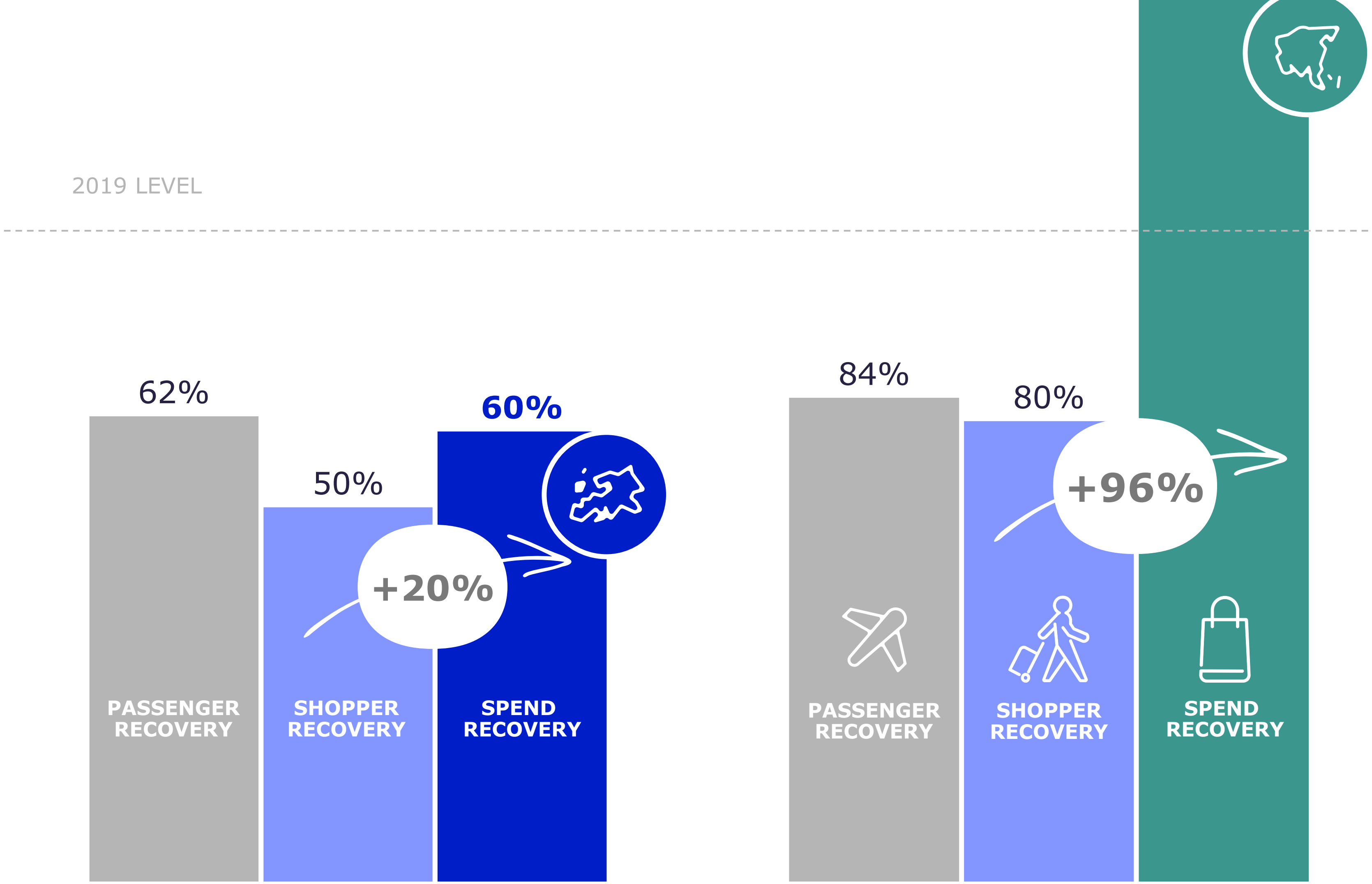
A shift in nationality mix takes over, with ML China spend back to 2019 levels...



… APAC is benefiting from return of ML China shoppers, while Europe's recovery is still 'timid'

% Average spend per shopper variation
(2024 vs. 2019)



The big difference comes from average spend per shopper increase

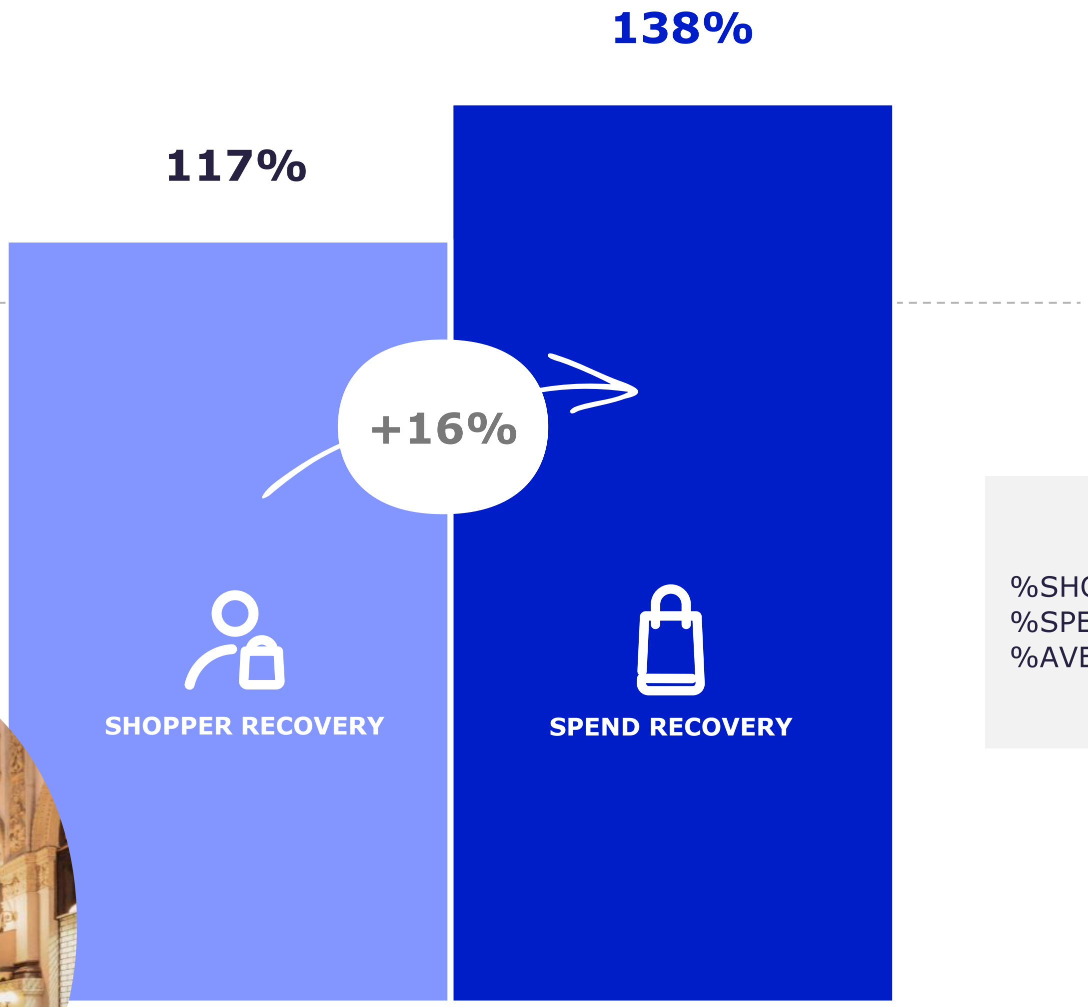
+20% / **+96%**
EUROPE *APAC*

What about Italy?

*Excluding transactions under the new Minimum Spending Threshold (70-155 €)

Italy has significantly surpassed 2019 levels, both in number of Shoppers and Sales

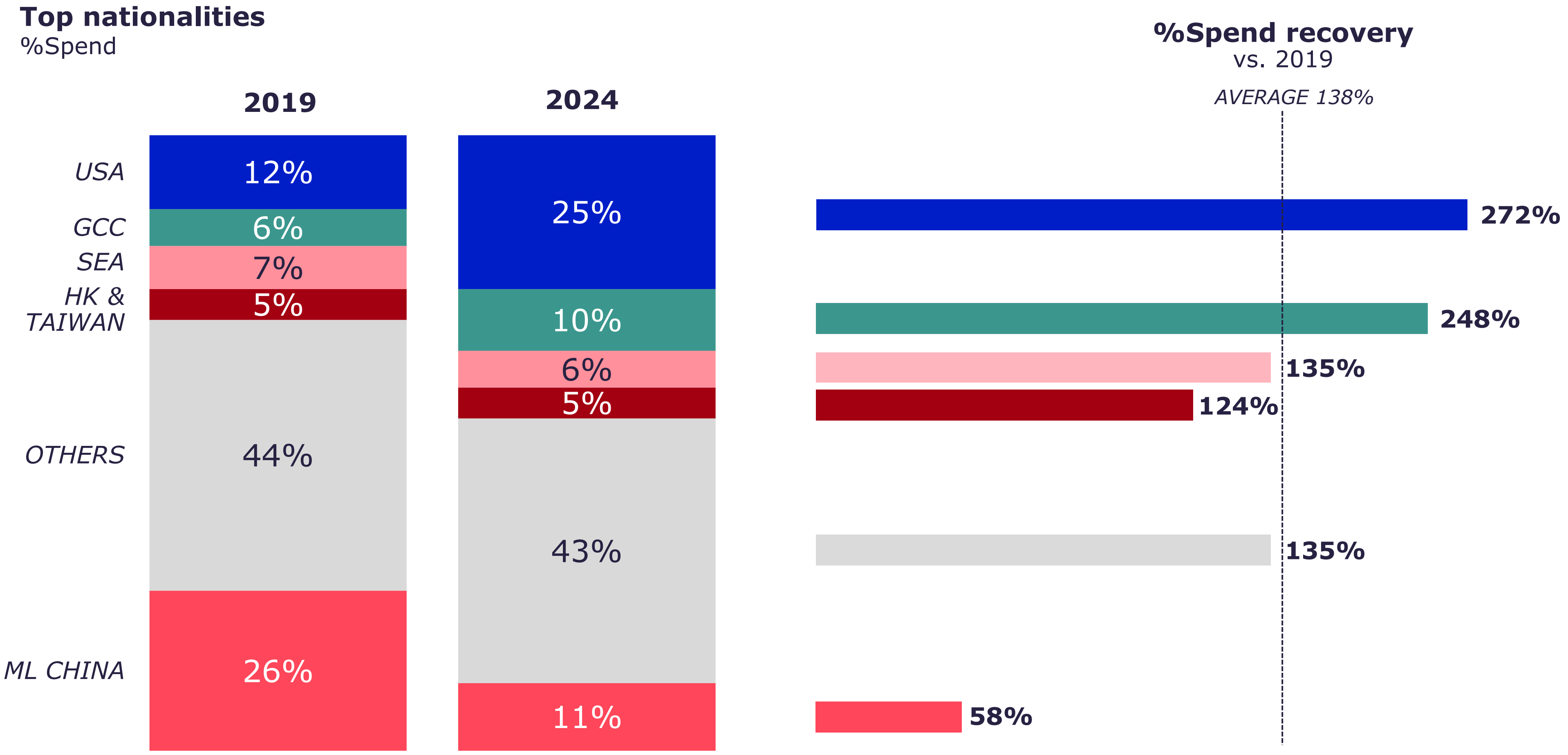
% Average spend per shopper variation
(2024 vs. 2019)



CONTINENTAL EUROPE

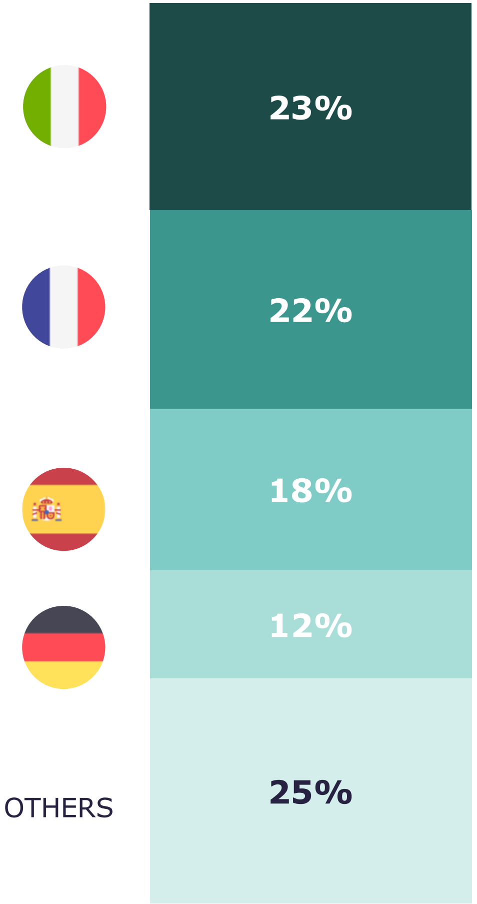
%SHOPPER RECOVERY: **106%**
%SPEND RECOVERY: **135%**
%AVERAGE SPEND INCREASE: **+27%**

Driven by a new mix of nationalities, US & GCC surge, awaiting ML China's full recovery...

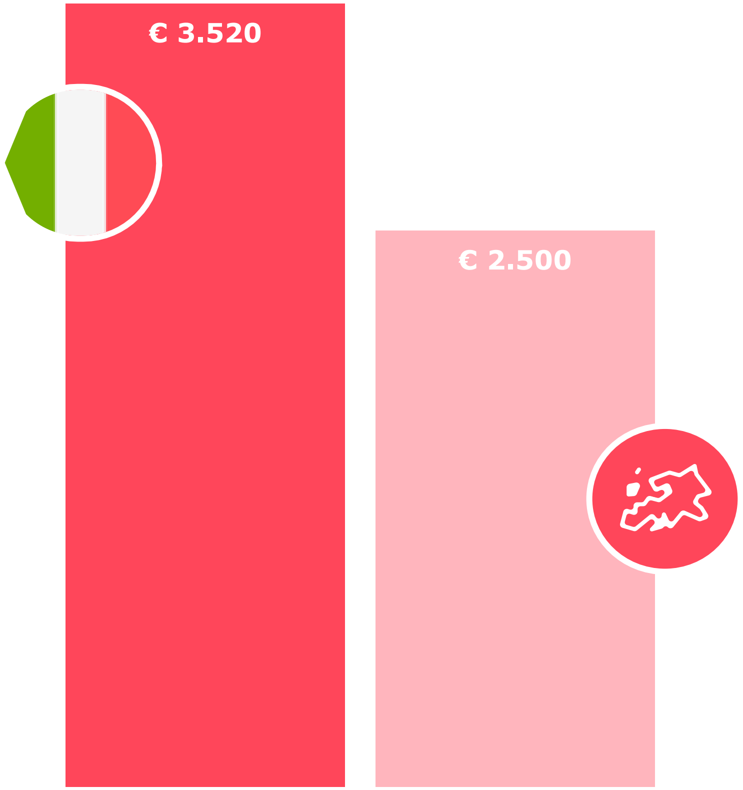


Moving towards full recovery, three positive indicators make Italy a key destination for Chinese shoppers

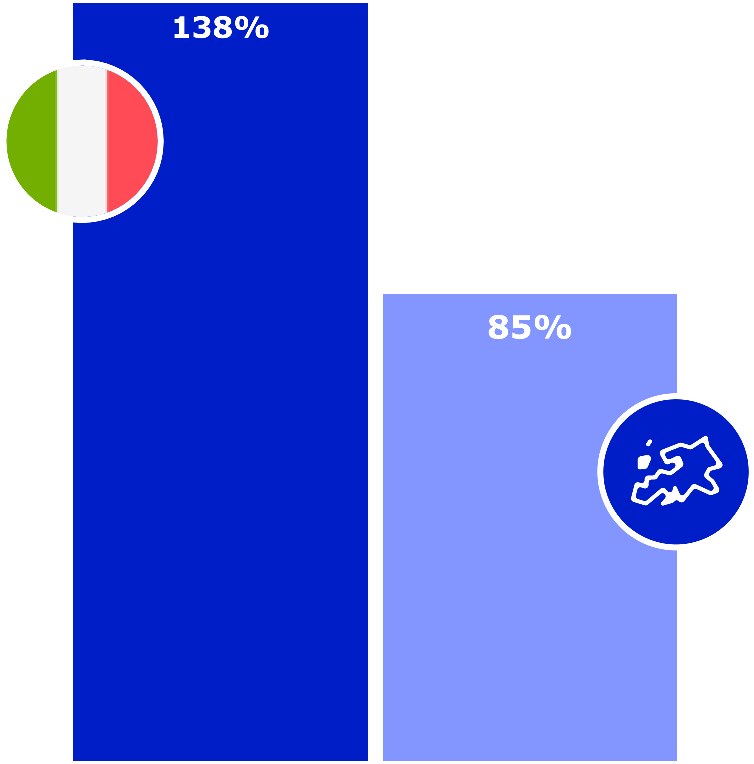
#1 % EU SPEND CONTRIBUTION
2024



#2 AVERAGE SPEND PER SHOPPER
2024



#3 % AIR CAPACITY RECOVERY
2024 vs 2019



Data source: ForwardKeys passengers' data (estimated figures) December 2024

GLOBAL BLUE *INSIGHTS*

2 The new Chinese shopper: profile and shopping behaviours

What are the main shopping behaviours of the New Chinese Shopper in Italy?

Focused Consumption

Luxury Enthusiasts

Preference for Local Brands

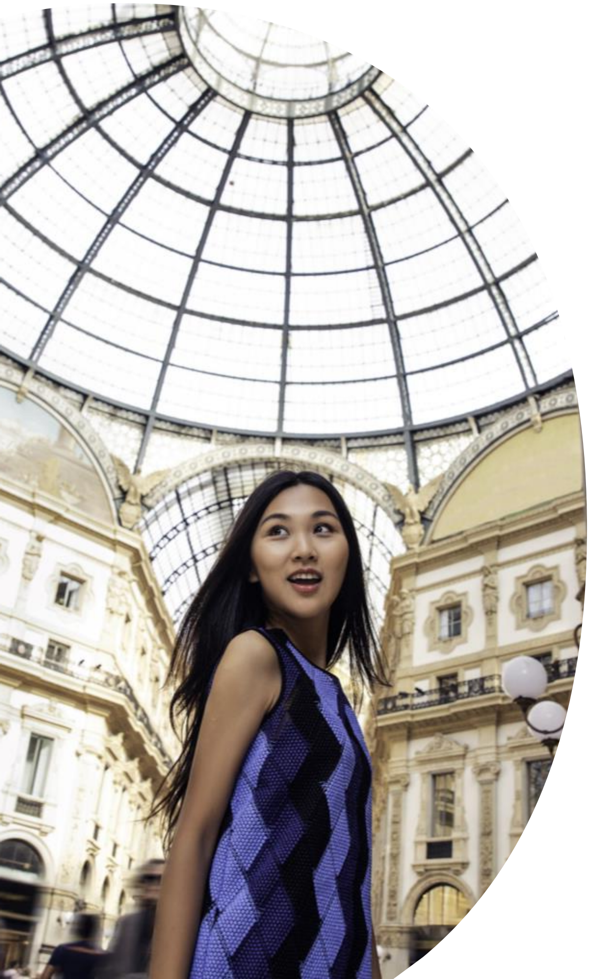
Let’s deep dive…

Focused Consumption

Fewer transactions and a smaller selection of brands vs 2019

	AVERAGE SPEND PER SHOPPER	AVERAGE TRANSACTIONS PER SHOPPER (€)		AVERAGE BRANDS PER SHOPPER
2019	3,230€	~2.5 TRANSACTIONS	**1,200€** Average spend per transaction	~2.2 BRANDS
2024	3,520€	~2 TRANSACTIONS	**1,665€** Average spend per transaction	~1.9 BRANDS

Focused Consumption
Spending concentrated in Top 10 Brands



10 brands

60%
of ML China
Shoppers spending
Italy (2024)

Top 10 Brands capture
60% of ML China spending

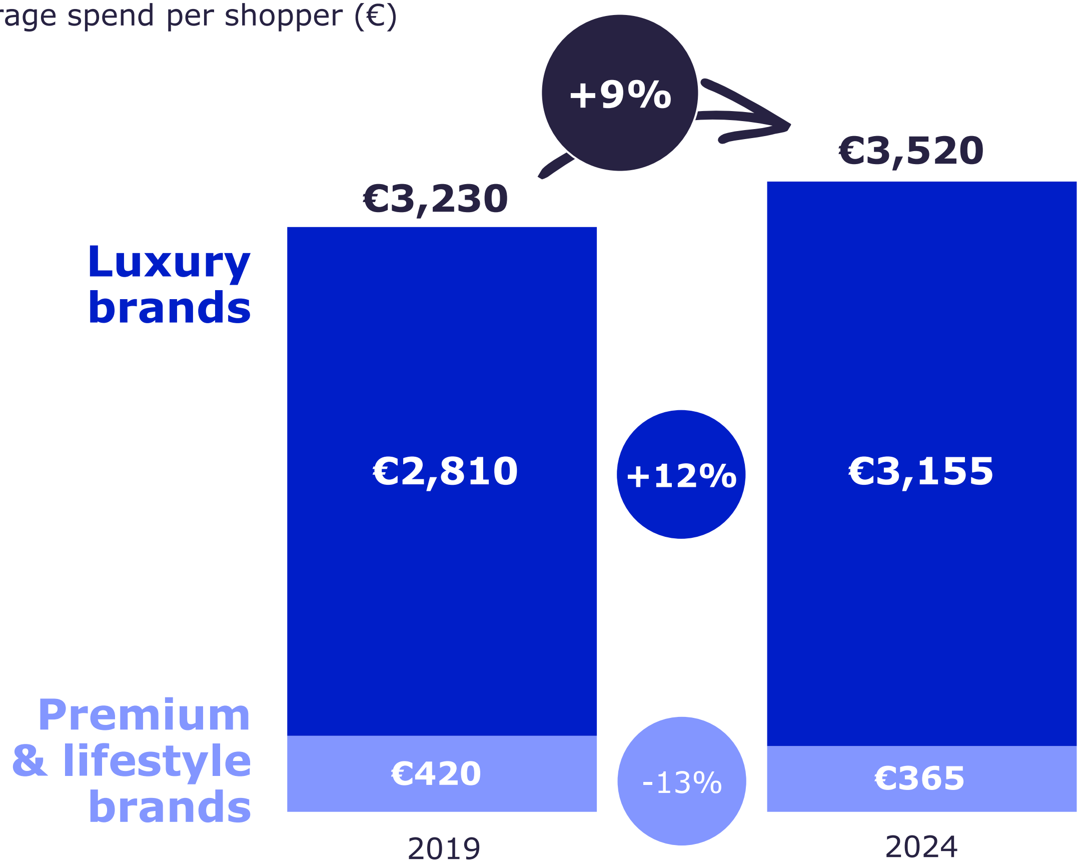
All International Shoppers
Italy (2024)

30
brands

60%
Spending

Luxury Enthusiasts
Spending in Luxury as never seen before

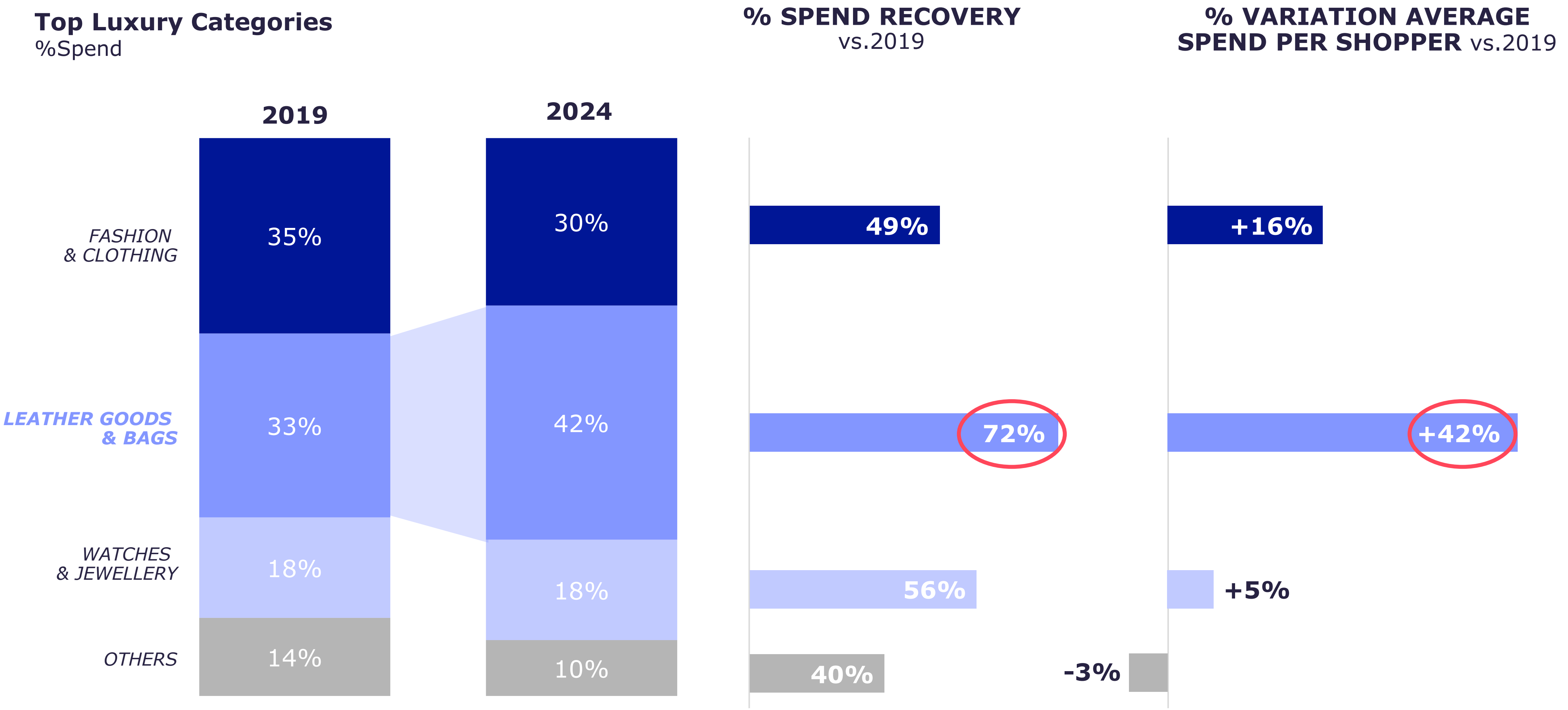
CHINESE WALLET
Average spend per shopper (€)



~90%
of Chinese spending is on **luxury brands**
(+3pp vs 2019)

Luxury Enthusiasts

With a strong preference for Luxury Leather Goods & Bags brands



Luxury Enthusiasts
What is inside their shopping bag?

BAG SHOPPERS
46% ML China Luxury shoppers

€ 6.2k *AVERAGE SPEND PER SHOPPER (2024)*

Item category	%Shoppers	Average spend per item (€)
Bags	**100%**	1,800€
Clothing	21%	480€
Footwear	21%	650€
Fashion Accessories	20%	450€
Coats & Jackets	19%	1,280€
Perfumes & Cosmetics	12%	120€
Watches & Jewelry	10%	4,130€

Non-BAG SHOPPERS
54% ML China Luxury shoppers

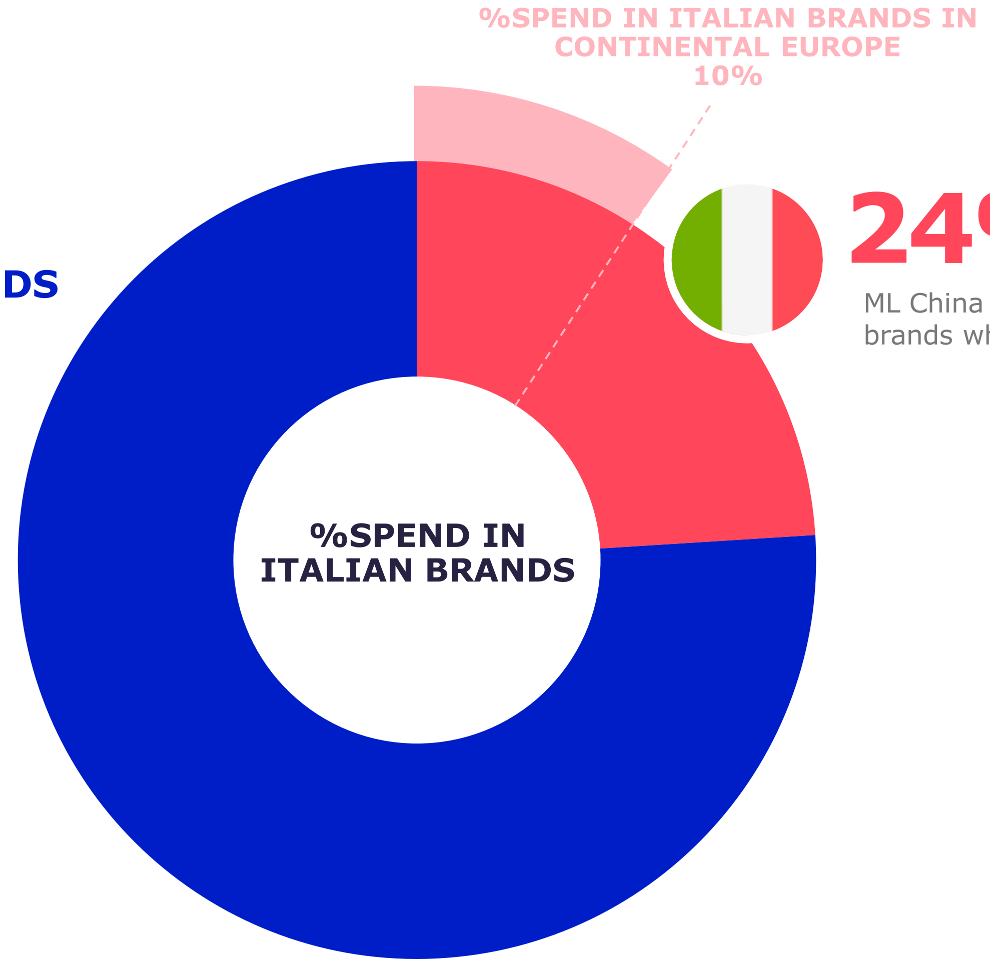
€ 2.4k *AVERAGE SPEND PER SHOPPER (2024)*

Item category	%Shoppers	Average spend per item (€)
Bags	0%	- €
Clothing	**30%**	450€
Footwear	23%	580€
Fashion Accessories	24%	400€
Coats & Jackets	**28%**	1,250€
Perfumes & Cosmetics	**22%**	100€
Watches & Jewelry	**14%**	4,500€

Preference for Local Brands
When in Italy, they favor shopping at Italian Brands

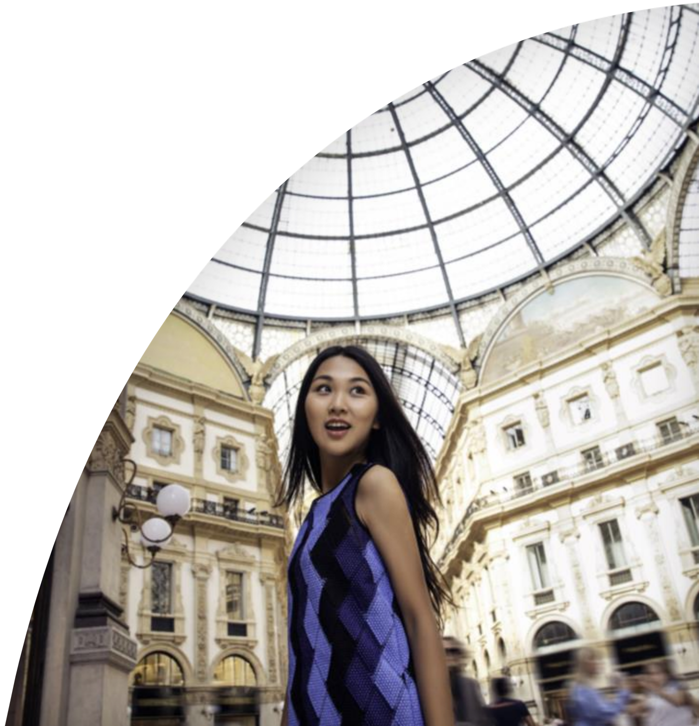
76% **SPEND IN FOREIGN BRANDS**

ML China Shoppers % Spend in non Italian brands when shopping in Italy.



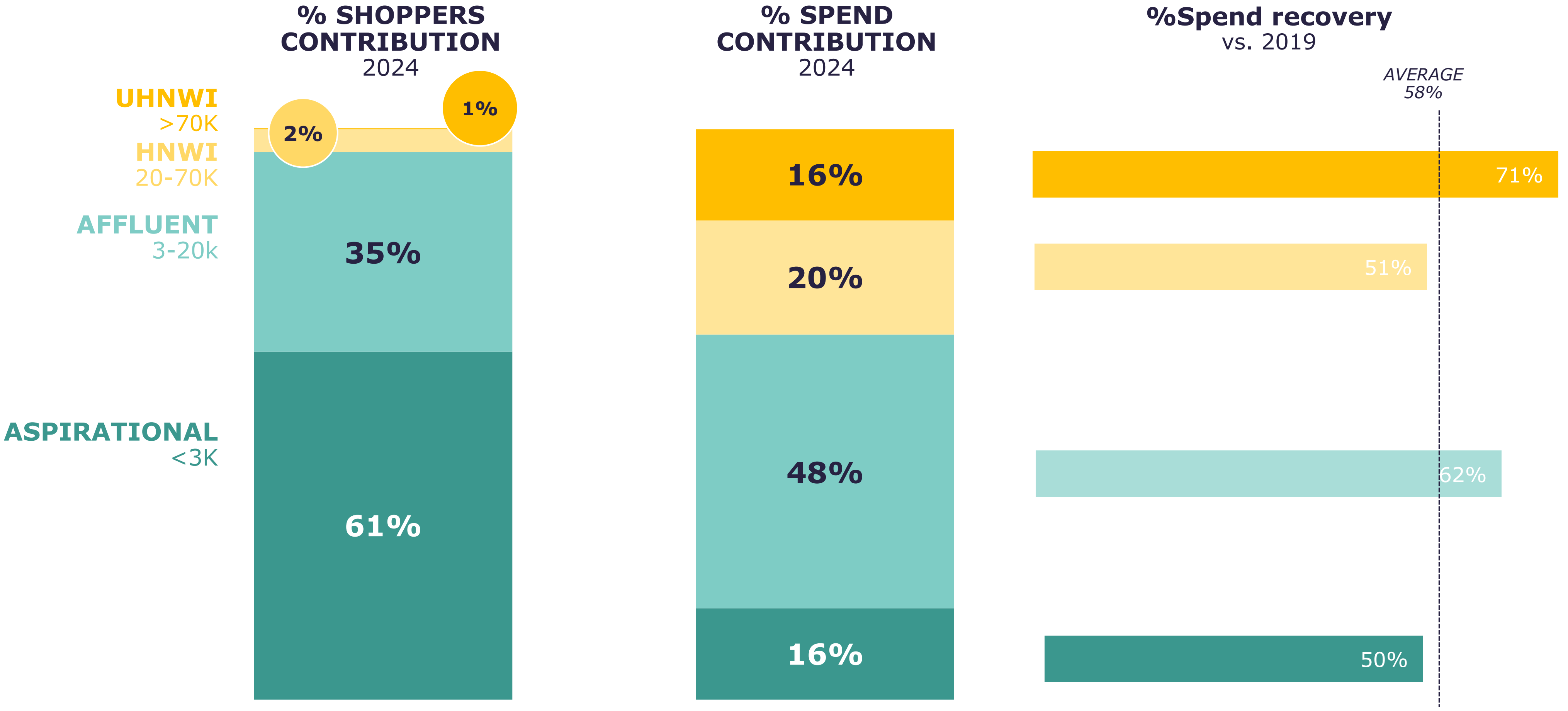
24% **SPEND IN ITALIAN BRANDS**

ML China Shoppers % Spend in Italian brands when shopping in Italy.



Who is the new Chinese International shopper in Italy?

ML China's Top 3% shoppers account for 35% of sales



The driving force
New generations

Gen Z & Millennials represent ~65% of ML China shoppers, with a boom recovery of Gen Z

Gen Z accelerates **x4** their recovery vs. Other age segments

Identifying the Chinese Personas

Understanding ML China shoppers' profile

LIE
The Luxury Purist

40% of ML China shoppers in Italy (2024)

*ix. 144**

WEI
The Mix & Match Shopper

25% of ML China shoppers in Italy (2024)

*ix. 96**

YUN
The Lifestyle & Premium Shopper

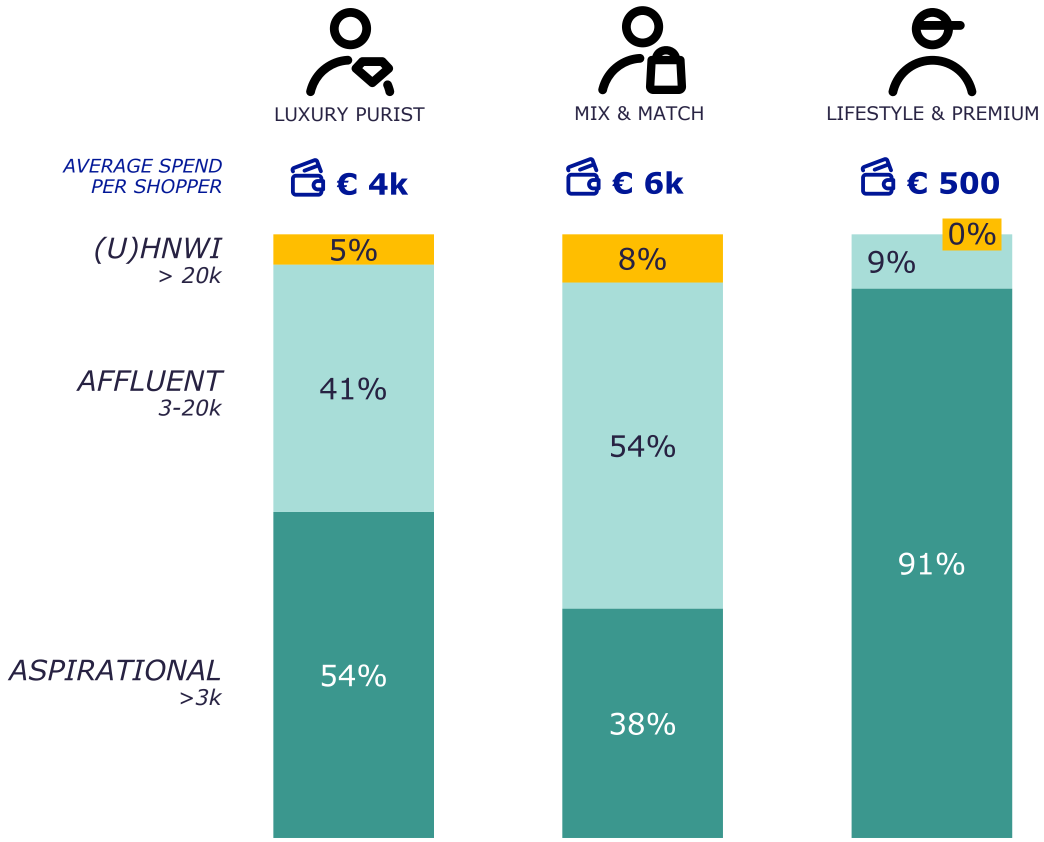
35% of ML China shoppers in Italy (2024)

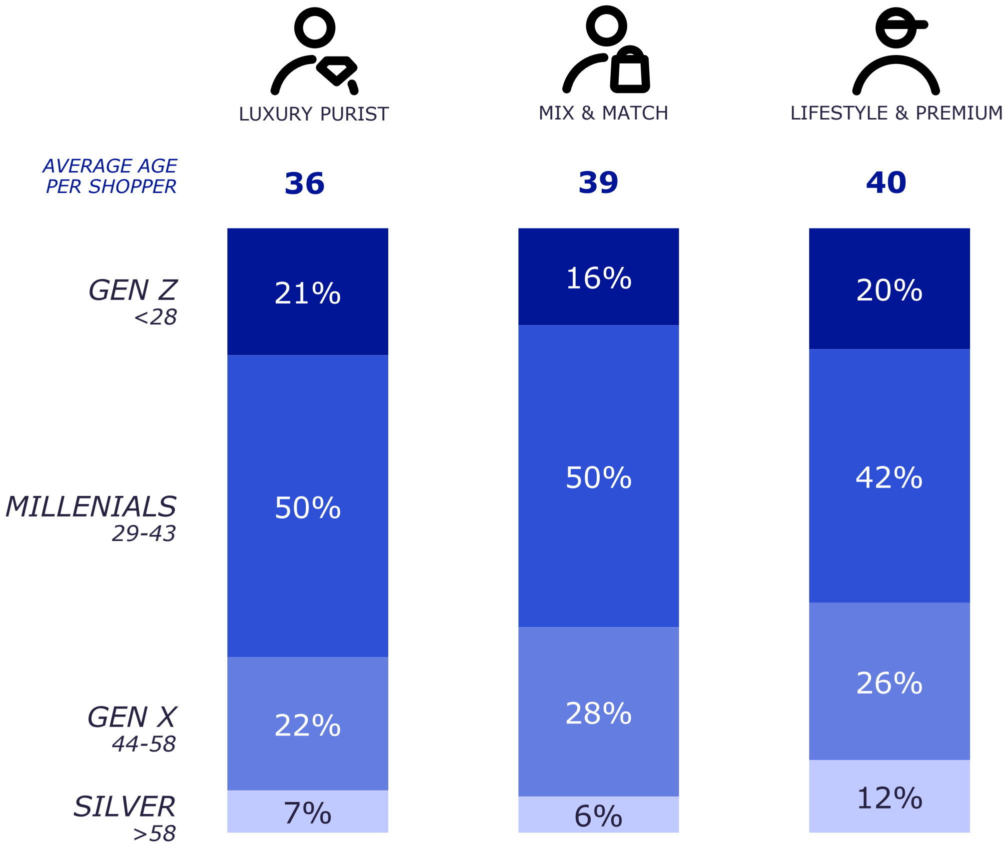
*ix. 77**

*INDEX VS GENERAL ML CHINA SHOPPER IN CONTINENTAL EUROPE (2024)

Cluster & Age patterns across profiles

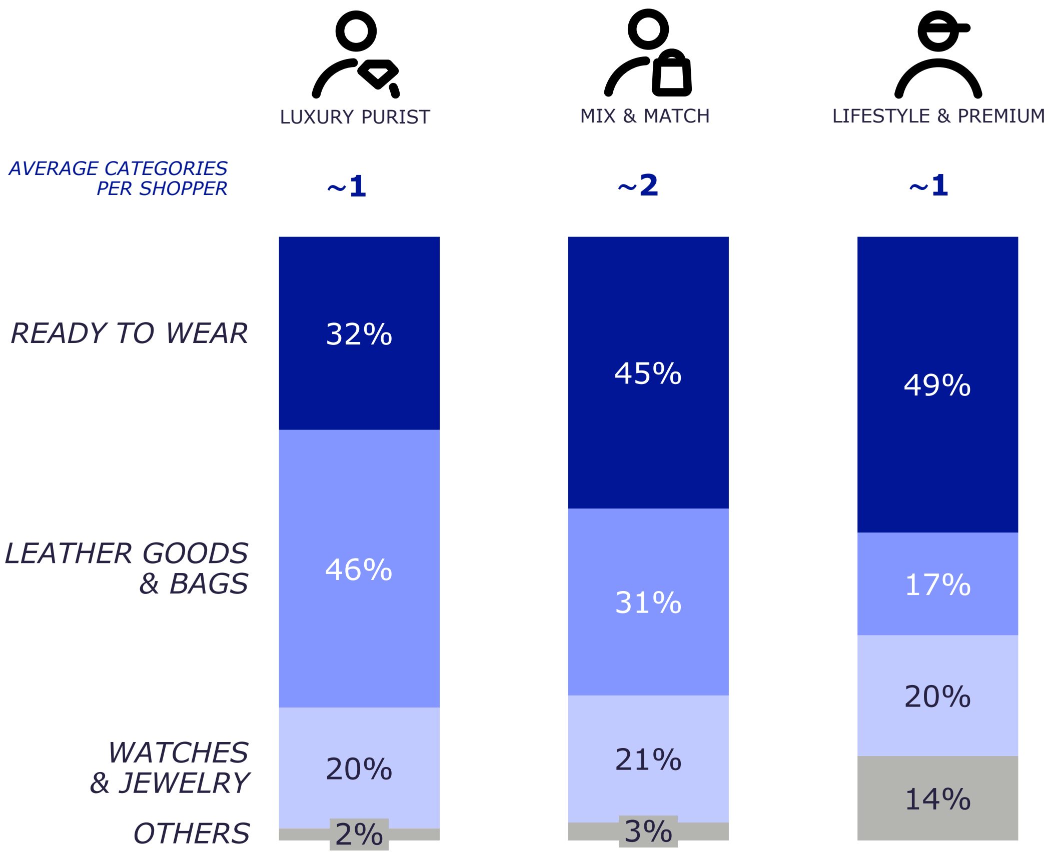
%ML China shoppers
(2024)

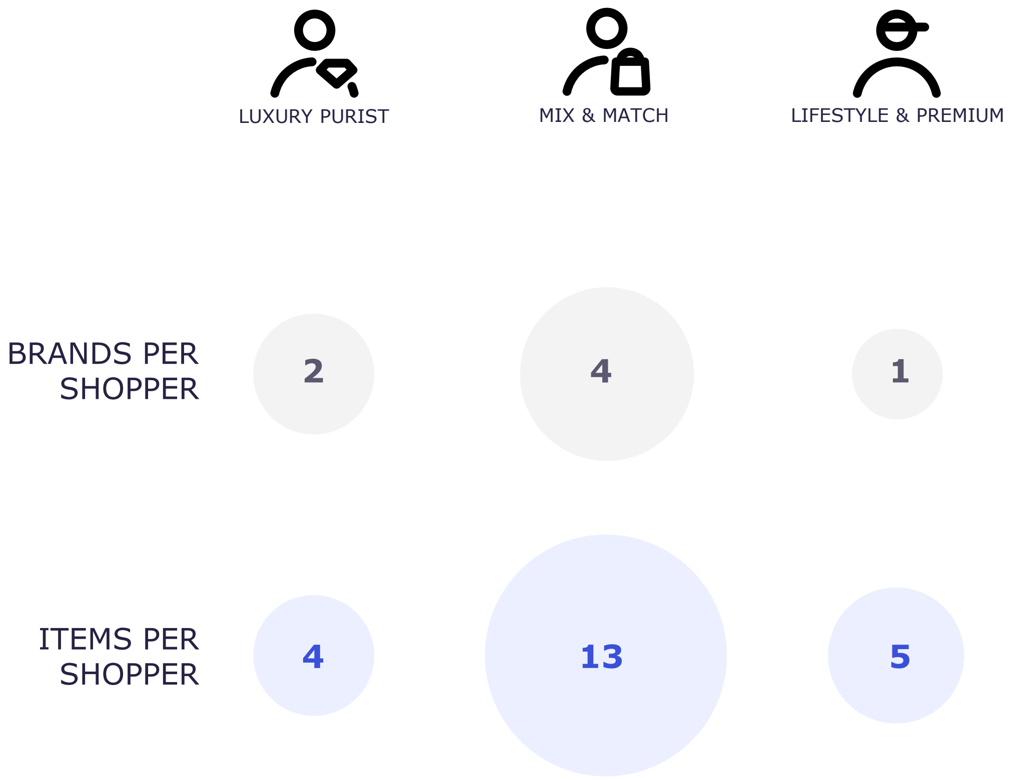




Shopping preferences & Behavior across profiles

%ML China Spend*
(2024)





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*Excluding Department Stores

Key Takeaways

New Chines shopper in Italy

Italy ML China Shoppers key insights

1. Chinese spending **recovery in Italy is 58% vs ’19,** but with positive signals: **highest spend contribution** in Europe; **second highest average spend per shopper** in Europe; **138% of air capacity recovery** vs ‘19.

2. **Gen Z & Millennials represent ~65% of ML China shoppers**. Gen Z showed a spending recovery **4 times higher** than other age segments (241%).

3. ML China's **Top 3% shoppers (UHNI & HNI) account for 35% sales**. UHNWI shoppers have the highest spend recovery (71%).

4. ML China shoppers spend their shopping wallet in fewer brands and transactions vs ’19: **60%** spending **is concentrated in 10 brands & 90% in luxury products/brands.**

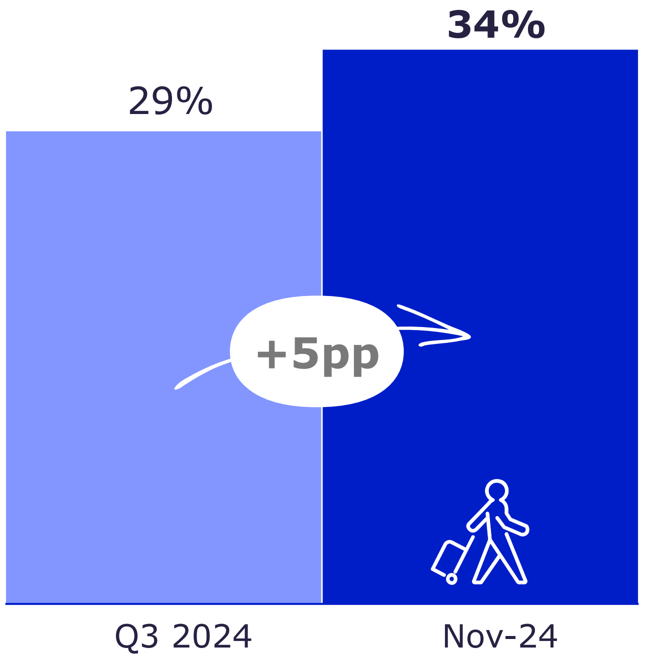
GLOBAL BLUE *INSIGHTS*

3 Chinese traveler: 2025 expectations

Rising expectations: individual Chinese Shoppers' recovery set to soar with accelerating traffic…

MORE WILLING TO FLY INTERNATIONALLY…

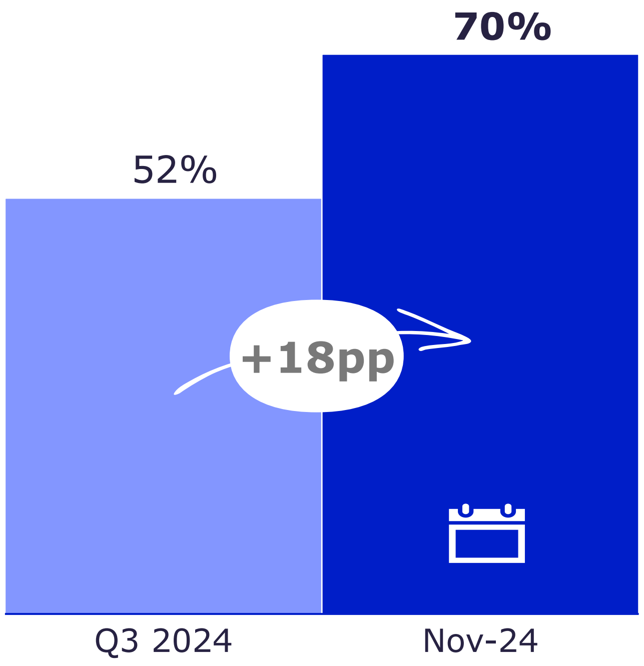
HIGH INCOME



Notes: (1) Percentage that plan to engage in international flights for leisure travel within the next three months
Sources: Deloitte Consumer Signals

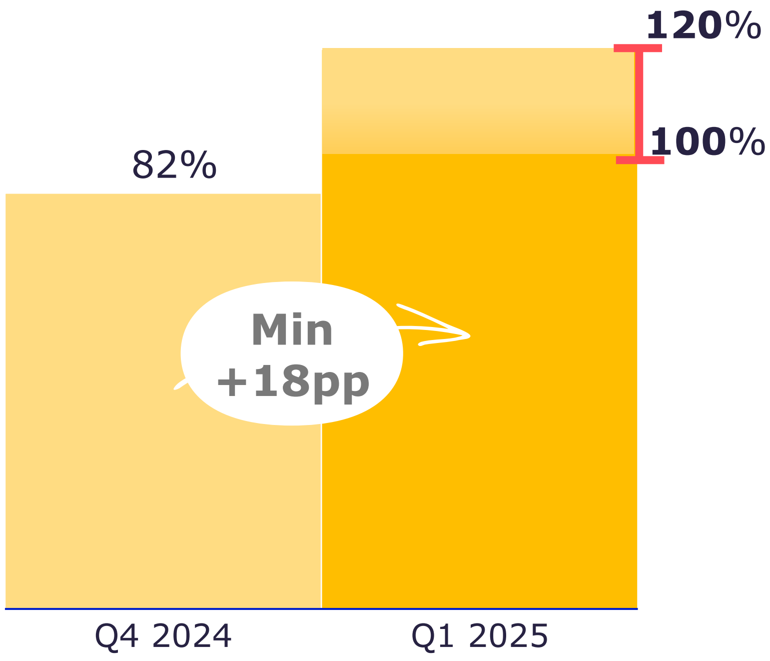
…AND TRAVELLING FOR MORE NIGHTS

HIGH INCOME



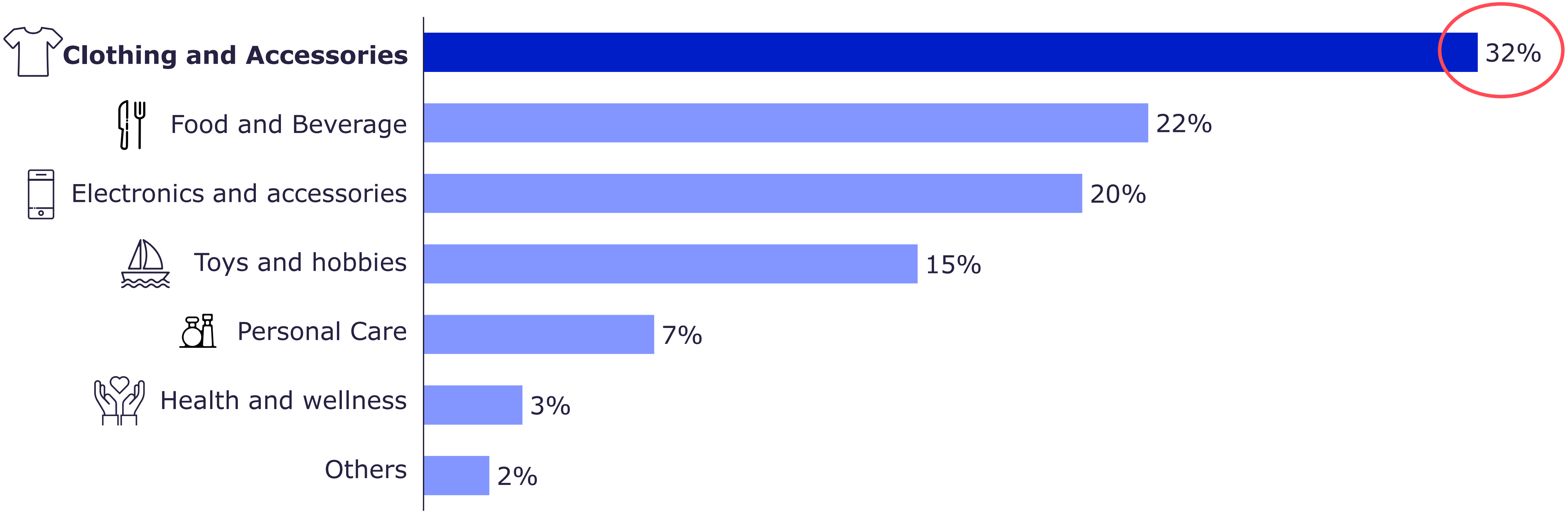
Notes: (2) Travel planning (net intent, expressed as a difference between respondents willing to travel more nights vs travel less nights within the next three months)
Sources: Deloitte Consumer Signals

PASSENGER RECOVERY RATE ACCELERATION



Sources: ForwardKey, European Travel Commission, Chinese Travel Agencies

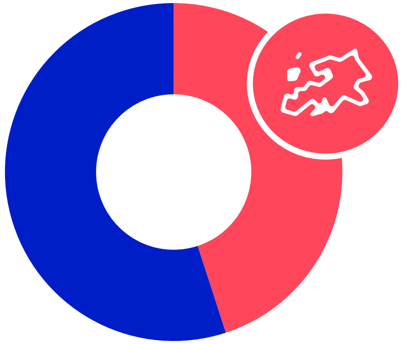
…concentrating their expenses in clothing and accessories/food and beverage



Notes: (1) percentage of survey respondents who made their last splurge purchase in a particular category as of November 2024
Sources: Deloitte Consumer Signals

Chinese Europe tour group recovery still behind 2019. It will improve steadily in Q2 2025

2024

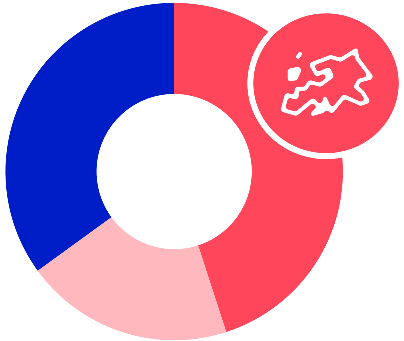


~45%

Overall travel agencies' Europe tour group recovery

LIMITED VISA QUOTA FOR EACH TRAVEL AGENCY	APPOINTMENS: ONLY VIP SLOTS AVAILABLE, HIGHER COSTS	VISA CENTERS IN SOME BIG CITIES: POSSIBLE TRAVELLING COSTS
AIR TICKET PRICE STILL HIGHER THAN 2019	TOUR GROUP PACKAGE PRICE: 20-40% HIGHER THAN 2019	INTEREST IN NEW DESTINATIONS WHERE IT'S EASIER TO ACCESS

2025



RECOVERY INCREASE

Especially Q2 & Summer holiday, yet still behind 2019

HIGHER CAPACITY: VISA CENTRES/ EMBASSY/ CONSULATES	GROUPS & BUSINESS TRIPS WILL SUPPORT THE RECOVERY
COST KEEPS RISING, PRICE REMAINS HIGH	MORE PACKAGE TOUR PRODUCTS WILL BE AVAILABLE TO THE MARKET

Enjoy the journey

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