

# Forecasts For Europe

September 2024

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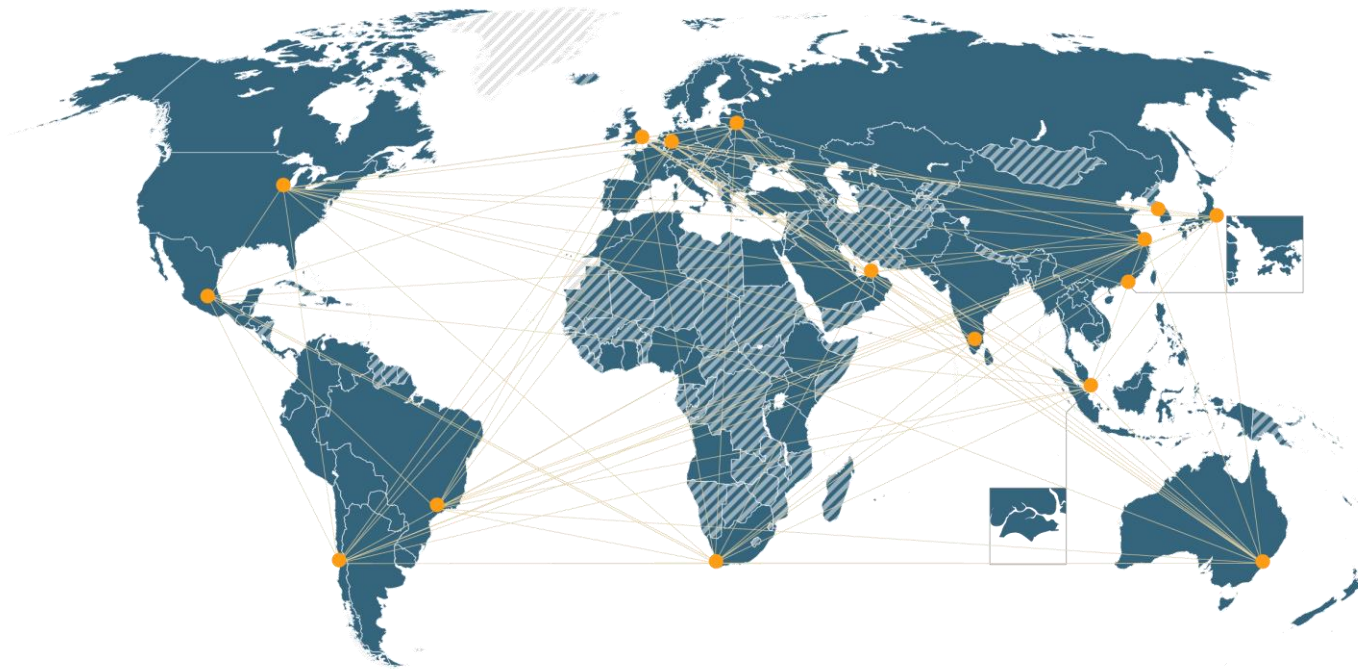
# Forecasts For Europe

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# About Euromonitor International

# Euromonitor International network and coverage



## 16 OFFICES

London	Tokyo
Chicago	Sydney
Singapore	Bangalore
Shanghai	São Paulo
Vilnius	Hong Kong
Santiago	Seoul
Dubai	Düsseldorf
Cape Town	Mexico City

## 100 COUNTRIES

in-depth analysis on  
consumer goods and  
service industries

## 210 COUNTRIES + AND TERRITORIES

demographic, macro- and  
socio-economic data on  
consumers and economies

# Research expertise

## Industries

### Appliances & Electronics

- Consumer Appliances
- Consumer Electronics
- Toys and Games

### Drinks

- Alcoholic Drinks
- Hot Drinks
- Soft Drinks
- Drinks Claims

## Food & Nutrition

- Cooking Ingredients and Meals
- Dairy Products and Alternatives
- Fresh Food
- Health and Wellness
- Nutrition
- Snacks
- Staple Foods
- Food Claims

## Health & Beauty

- Beauty and Personal Care
- Consumer Health
- Eyewear
- Tissue and Hygiene
- Health and Beauty Claims

## Home Products

- Home and Garden
- Home Care
- Pet Care
- Home Claims

### Luxury & Fashion

- Apparel and Footwear
- Luxury Goods
- Personal Accessories

### Nicotine & Cannabis

- Cannabis
- Tobacco

## Services

- Consumer Finance
- Consumer Foodservice
- Mobility
- Sports
- Travel

### B2B

- Industrial
- Ingredients
- Packaging

### Channels

- E-Commerce
- Digital Consumer
- Retail

## Companies

- Competitor Analytics

### Products

- Innovation
- Sustainability

### Consumers

- Households
- Income and Expenditure
- Lifestyles
- Population

## Economies

- Business Dynamics
- Cities
- Commodities
- Economy, Finance and Trade

### Analytics

- Forecast Models

### Surveys

- Voice of the Consumer
- Voice of the Industry

# Contents

Flows Forecasts

Source Markets with Potential

Packaged Holiday Penetration

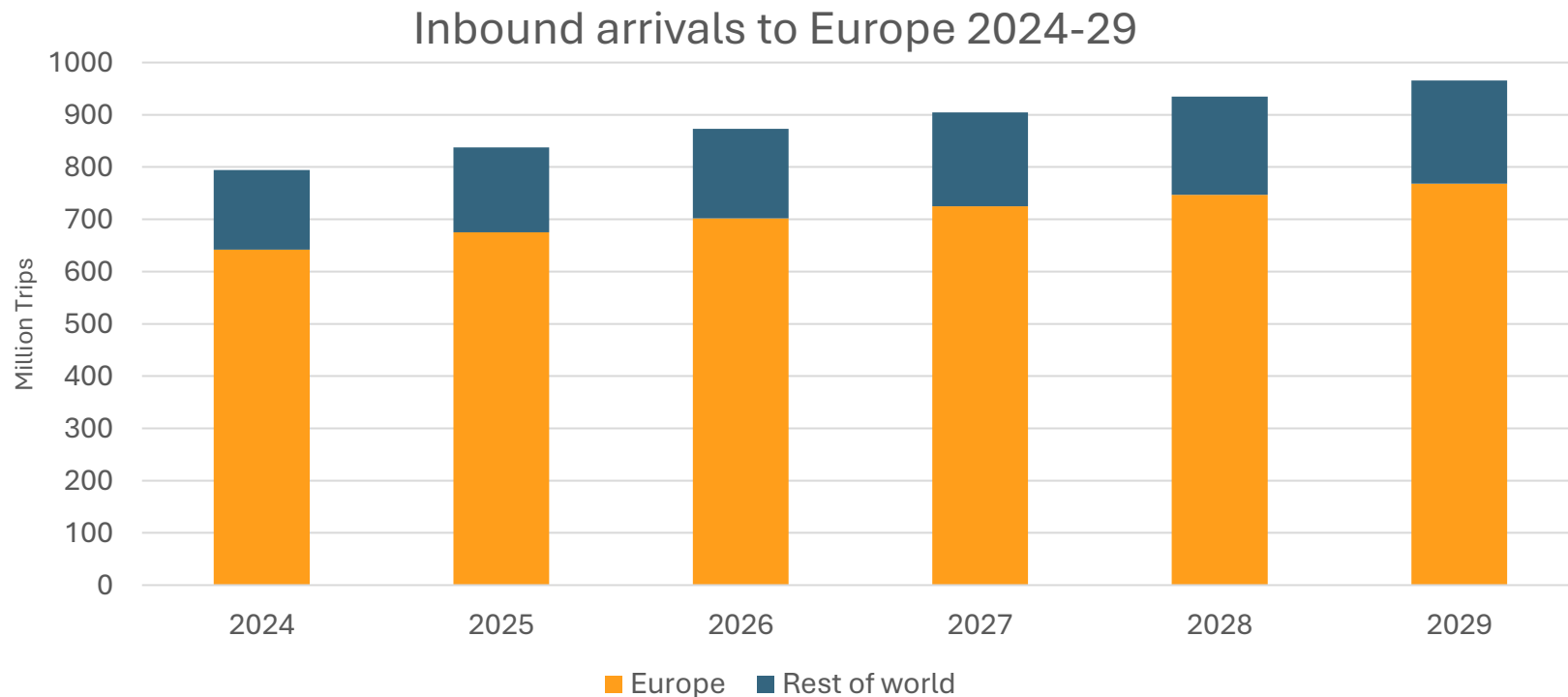
Cool Tourism

- **60%** Forecast value growth from India by 2029
- **12%** US visitors prefer solo travel
- **1bn** Forecast trips to Europe by 2029



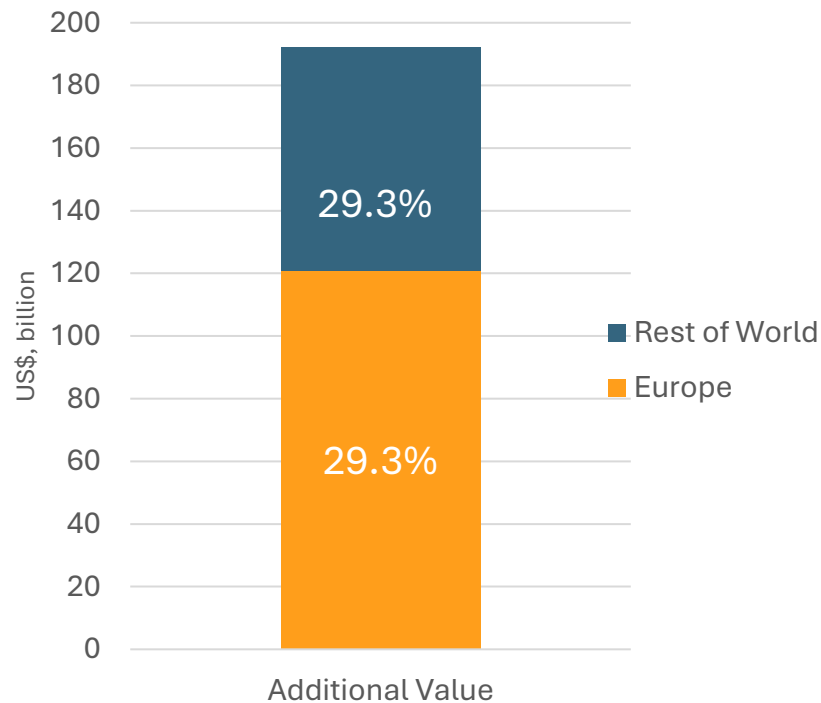
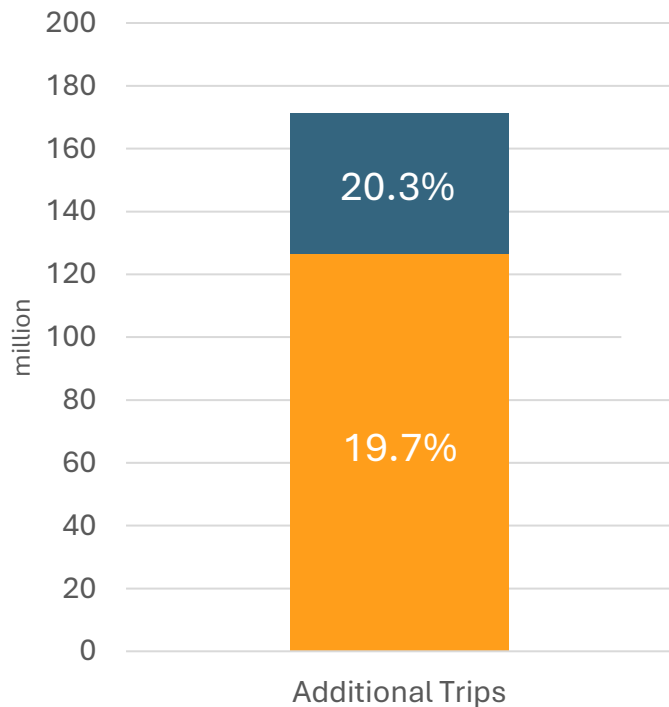
# Flows Forecasts

# Steady growth forecast for arrivals to Europe



Source: Euromonitor International, Passport Travel

# Value to continue outperforming volume growth 2024-29

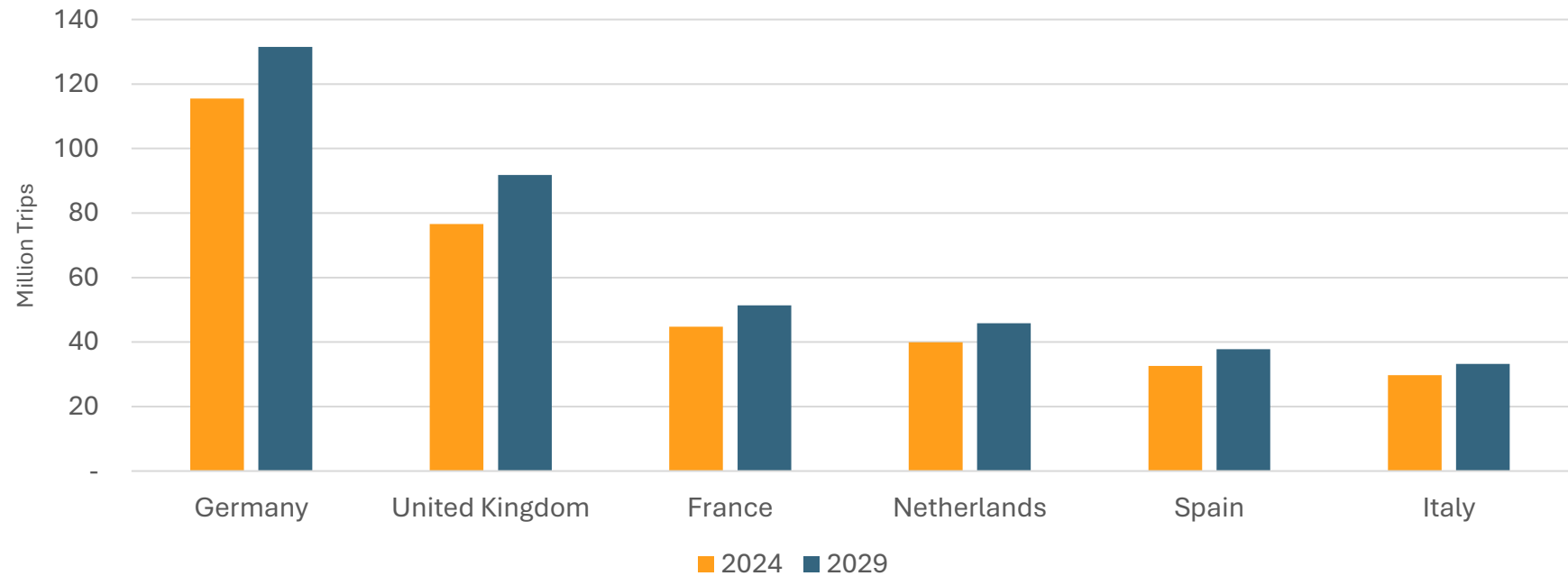


Source: Euromonitor International, Passport Travel

# Flows Forecasts: Source Europe

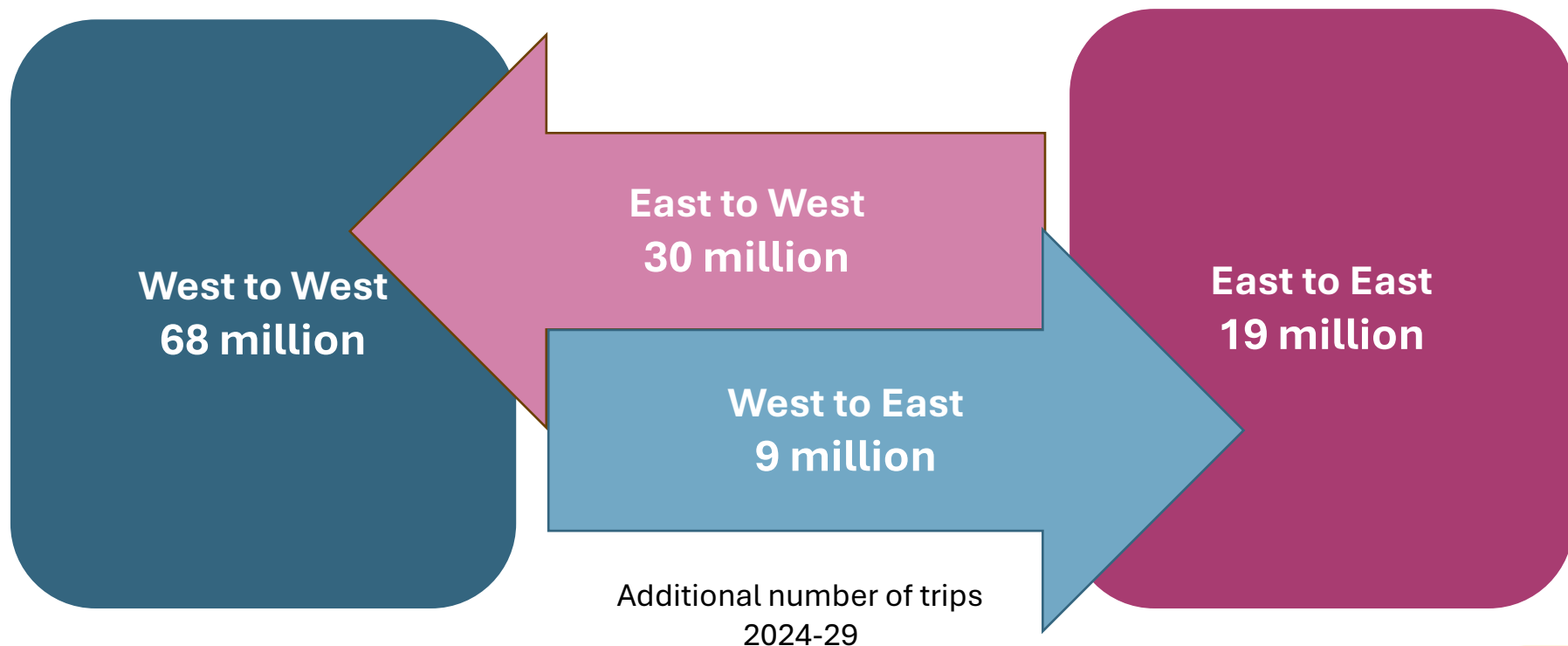
# Continued growth forecast for all key European source markets

Total Outbound Trips to Europe



Source: Euromonitor International, Passport Travel

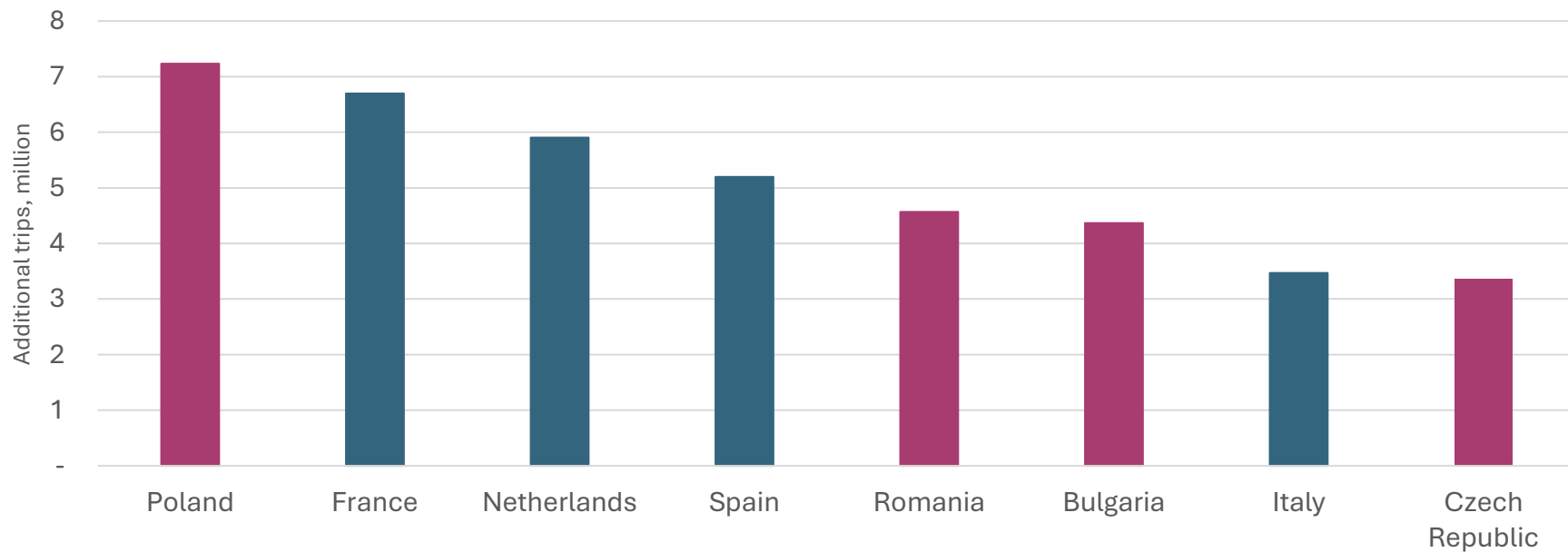
## Forecast: Eastern Europe becoming more important



Source: Euromonitor International, Passport Travel

# Eastern European markets to growing faster than western markets

Outbound Trips to Europe – Net growth 2024-29



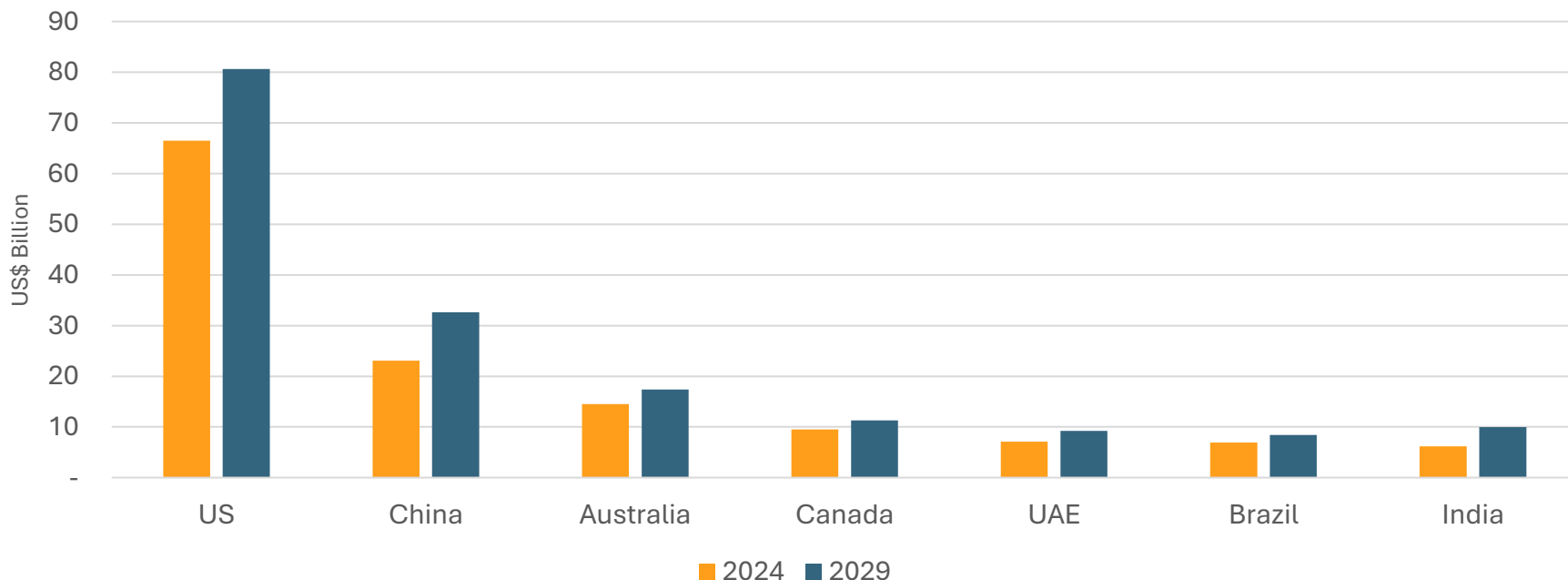
Note: Germany and the UK not included.  
Source: Euromonitor International, Passport Travel

# Flows Forecasts: International



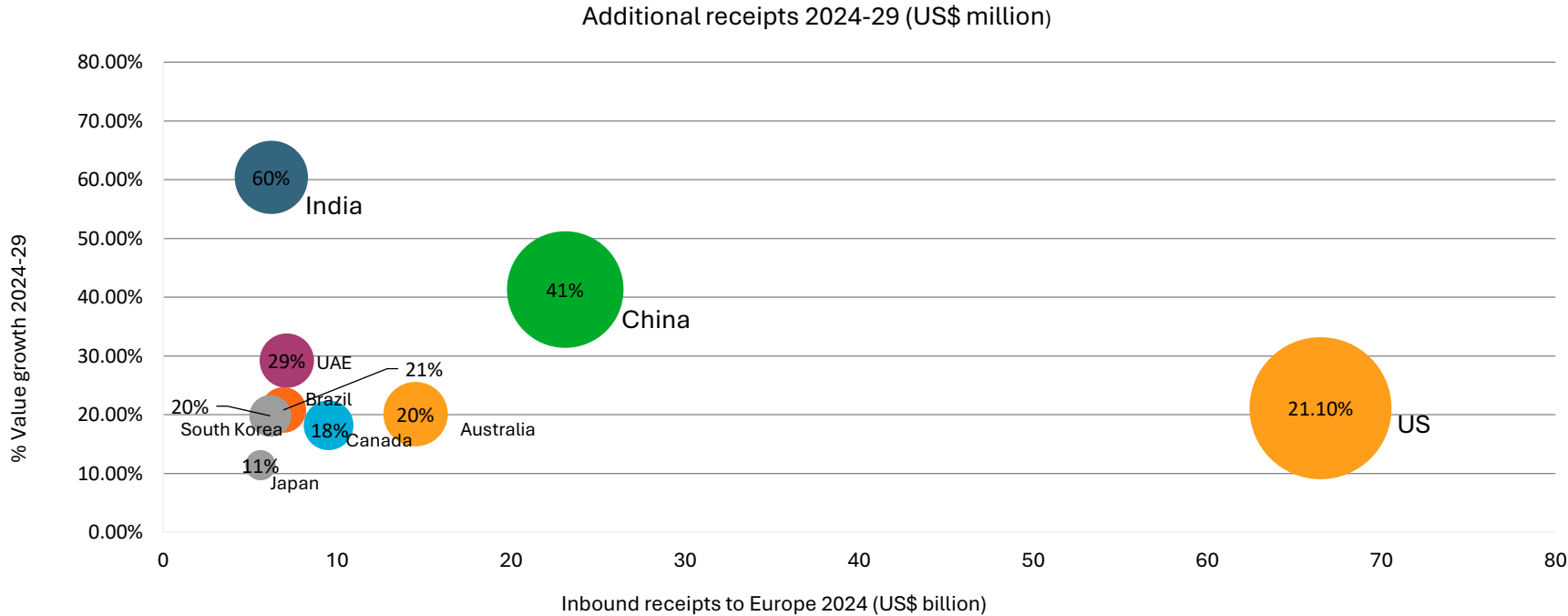
# US and China to remain the leading long-haul source markets

Total Inbound Receipts to Europe



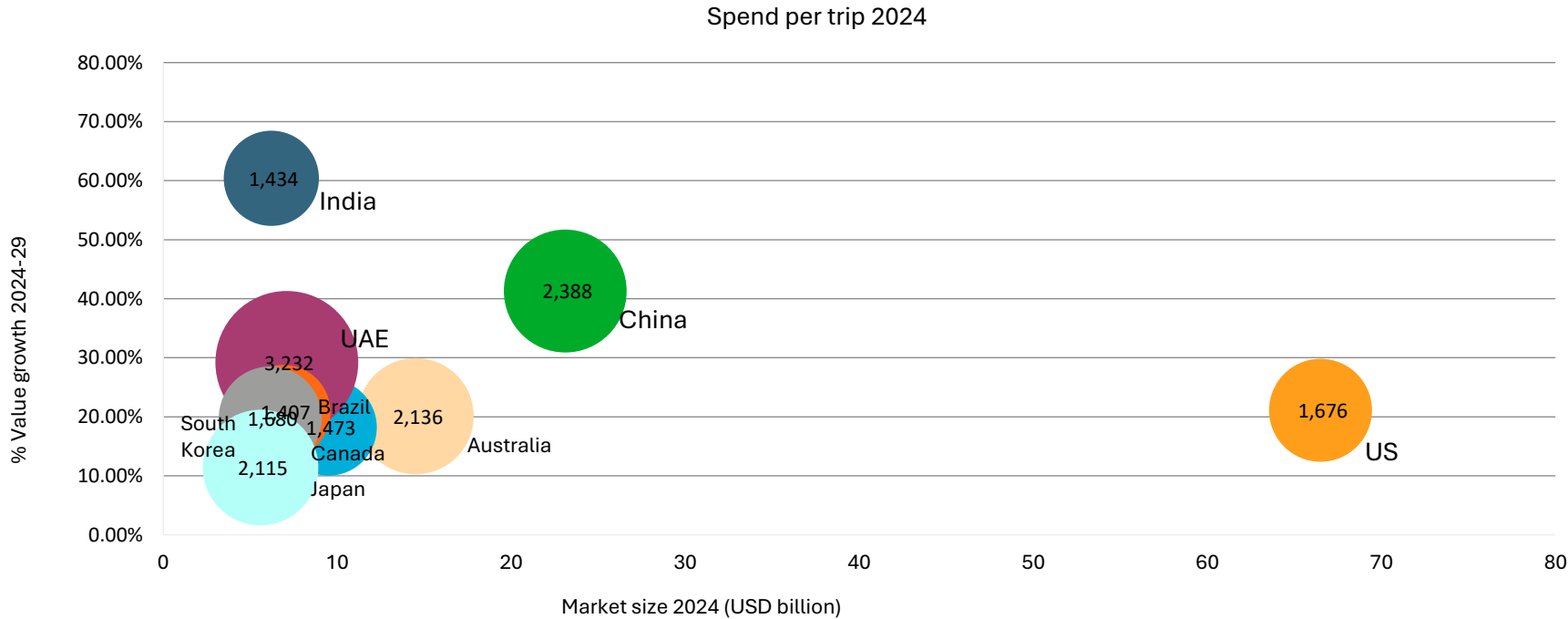
Source: Euromonitor International, Passport Travel

# India an emerging source market to look out for



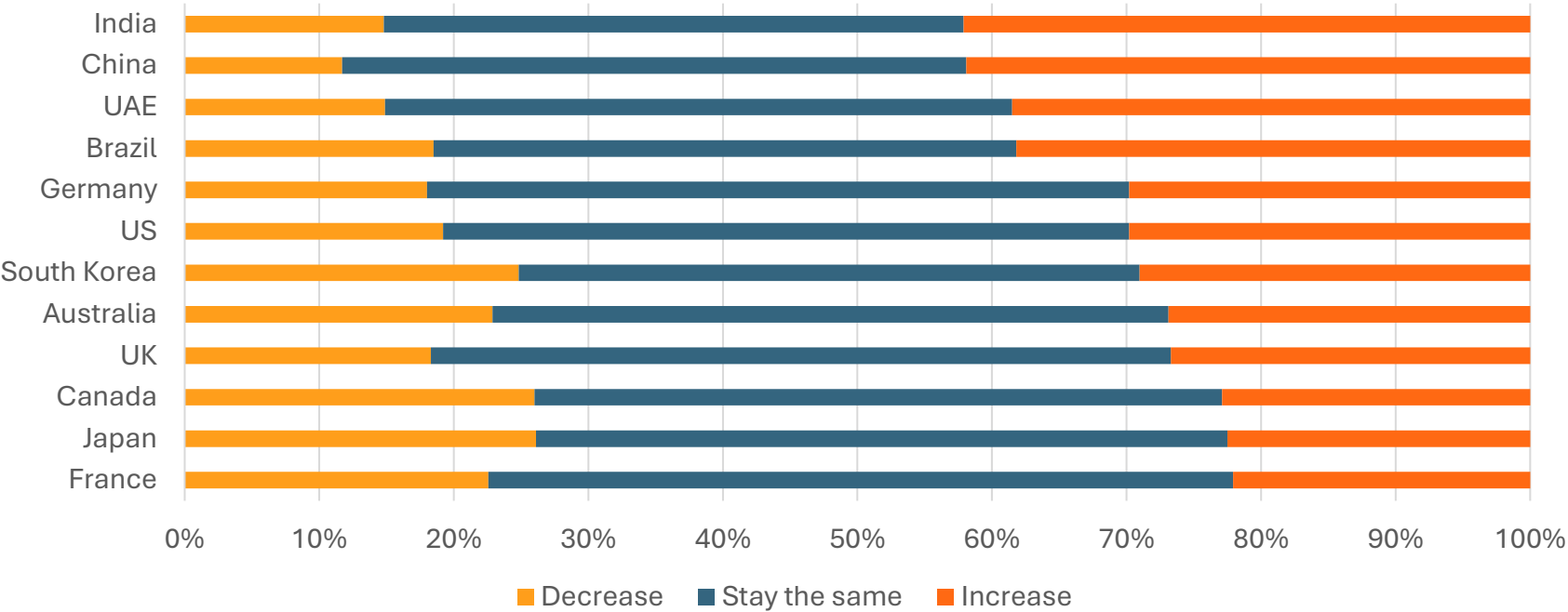
Source: Euromonitor International  
 Note: Bubble size indicates size of additional inbound receipts to Europe by source market

# Higher spend per trip from the eastern visitors



Source: Euromonitor International  
 Note: Bubble size indicates spend per trip in 2024 in US\$

In the next 12 months do you intend to change any of the following habits? Spending on leisure travel/vacations?

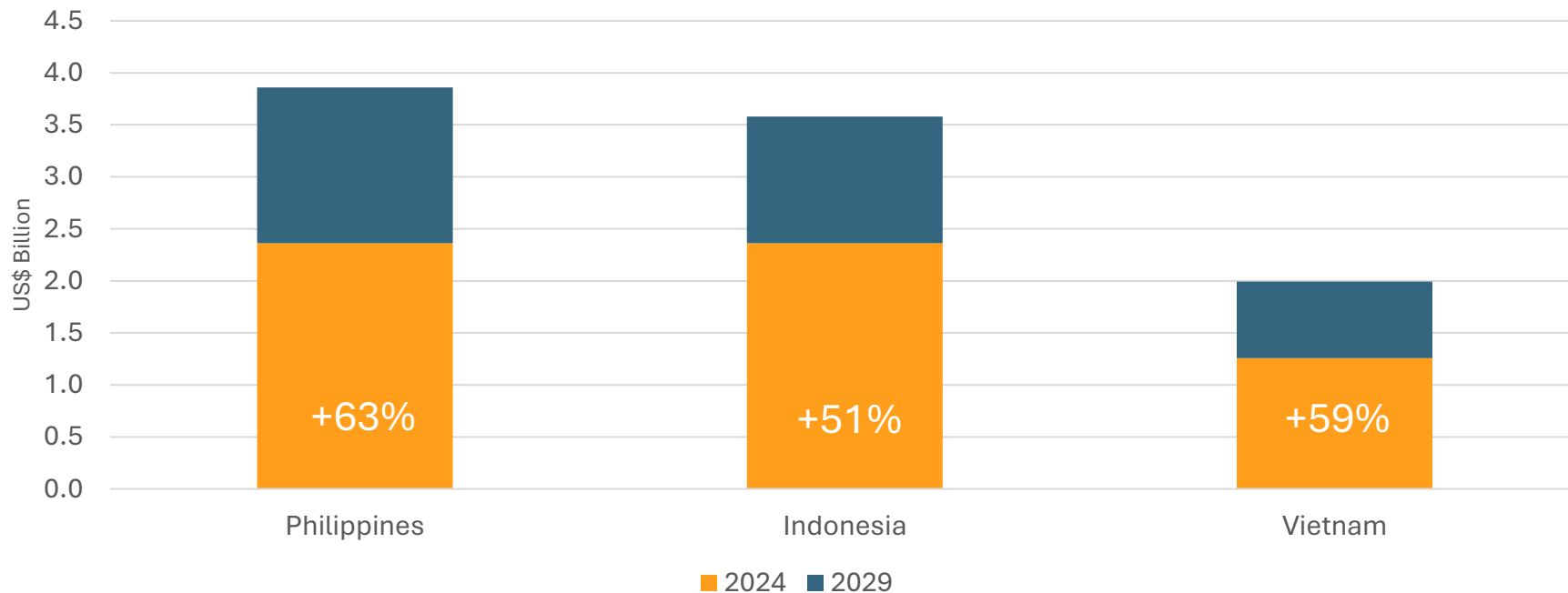


Source: Euromonitor International, Voice of the Consumer: Travel Survey, fielded February to March 2024 (n=:36,341)

Note: Shown to Respondents who make travel purchases at least occasionally

# The next emerging source markets?

## Inbound receipts to Europe 2024-2029



Source: Euromonitor International, Passport Travel

# Markets with Potential



# India: Family and Luxury

## Travel preferences

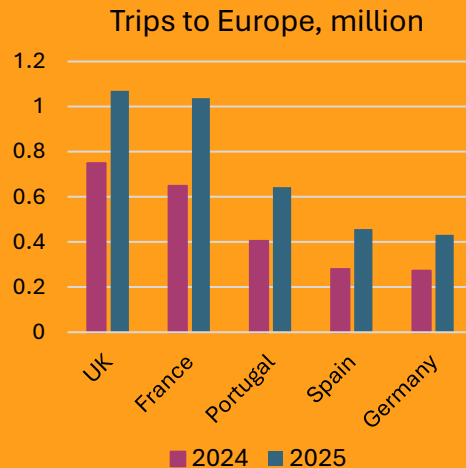
57% Travel with children

19% Would spend more on a family friendly destination

## Traveler types

31% Luxury Seekers

22% Adventure Lovers



Source: Euromonitor International, Passport Travel



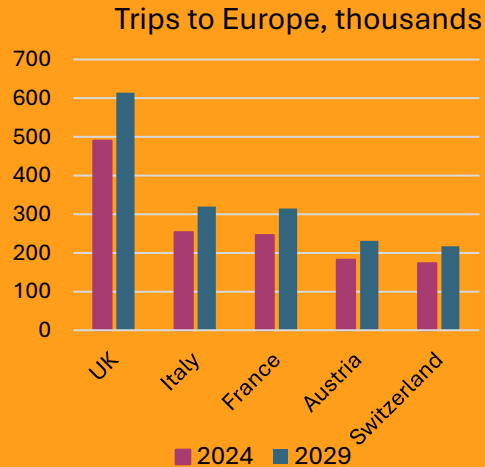
Alpine destinations  
also very popular

# UAE: Personalisation

## Travel preferences

More likely to travel with their children 60%

15% Would spend more on a family friendly destination



Source: Euromonitor International, Passport Travel

## Traveler types

25% Luxury Seekers

19% Wellness Worshipers



Personalised service is key

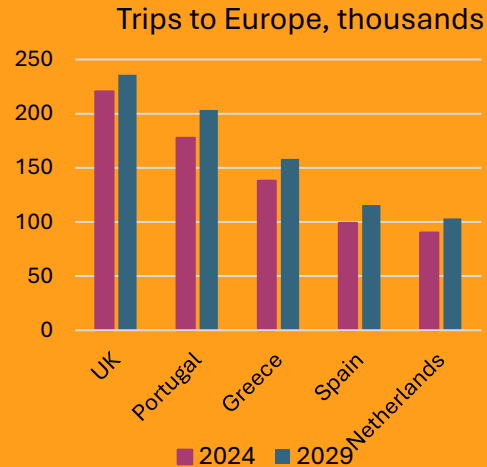


# SA: Friends & Events

## Travel preferences

More likely to travel with friends 29%

24% Would spend more on a safe destination



Source: Euromonitor International, Passport Travel

## Traveler types

20% Cultural Explorers

Only 4% Luxury Seekers



Sporting & Events major outbound travel drivers

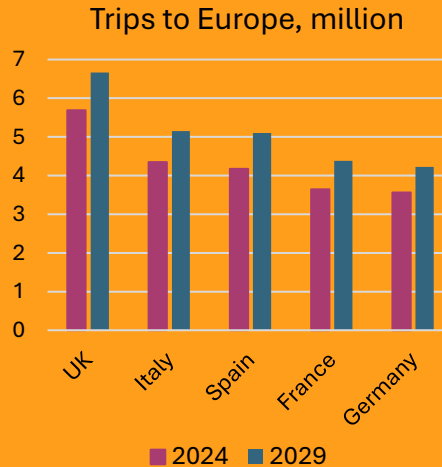
# US: Relaxation matters

## Travel preferences

More likely to travel alone 12%  
19% Would spend more on relaxation

## Traveler types

Only 9% Luxury Seekers  
16% Leisure Seekers  
16% Adventure Lovers



Source: Euromonitor International, Passport Travel

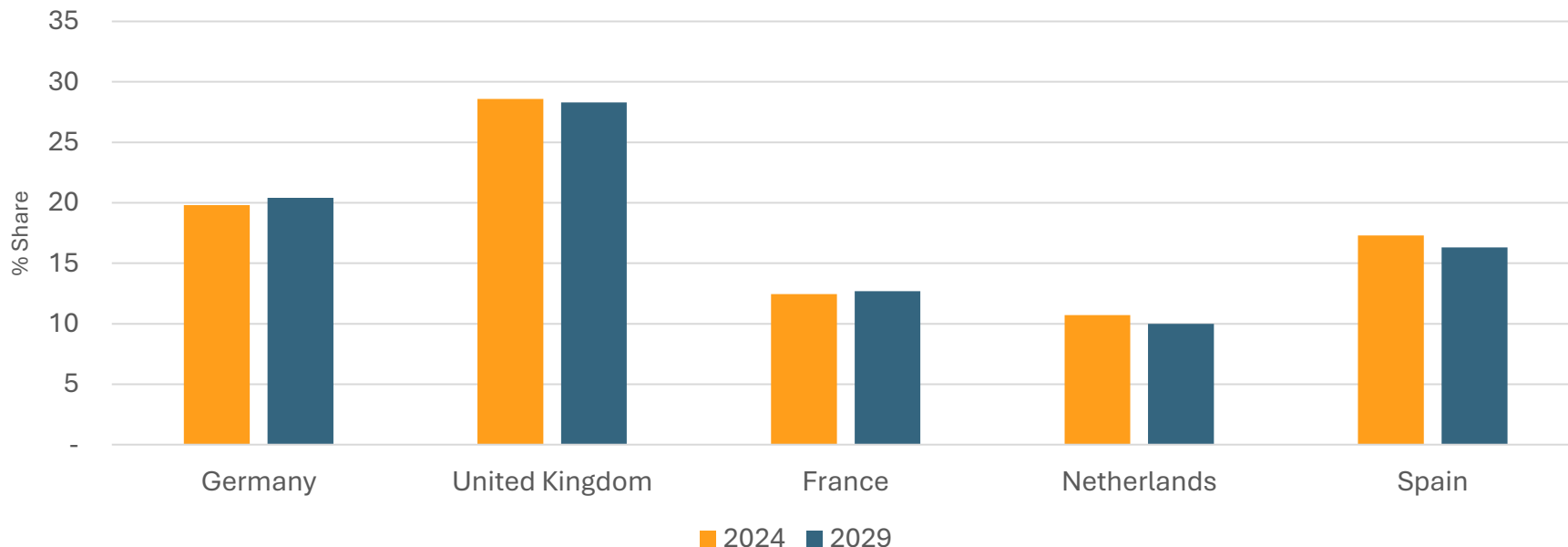


Less interested in booking  
a packaged trip

# Packaged Holiday Penetration

# Western Europe: Packages will remain resilient

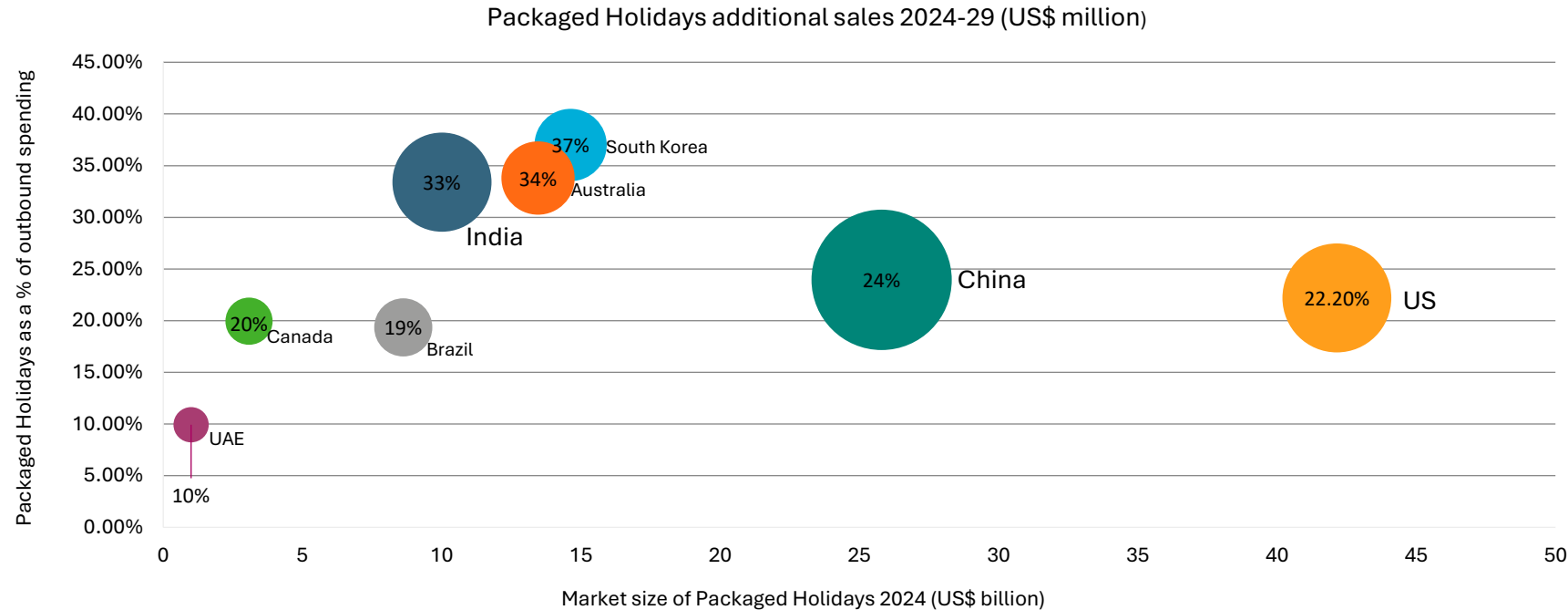
## Packaged Holidays as a % of Outbound Leisure Spending



Note: Packaged Holidays may include trips to domestic destinations. Markets ranked by total outbound leisure spending.

Source: Euromonitor International, Passport Travel

# International: Asian market rising through packages



Source: Euromonitor International  
Note: Bubble size indicates additional value sale for packaged holidays 2024-29, by source market

# Cool Tourism

## The next opportunity?

## Southern to Northern Europe



Temperatures on 15 July 2024

## MEA to Europe



Image source: Unsplash

# Cool Tourism

Not just about really cold destinations in the far north of Europe!



Image source: Unsplash



# Requirements to attract Cool Travellers

- Create awareness of the destination
- Connectivity – Air, Sea & “Flight Free”
- Lodging capacity
- Value for money



Neringa, Lithuania

Image source: Unsplash

# Cool Travel destinations rank high on our Sustainable Travel Index

## Sustainable Travel Index Rank Breakdown across Countries by Pillars in 2023



### Rank Change Status

- ↓ Decline in ranking
- ↑ Improvement in ranking
- Same rank as 3 years before

### Pillars

- Environmental Sustainability
- Social Sustainability
- Economic Sustainability
- Risk
- Sustainable Tourism Dema..
- Sustainable Transport
- Sustainable Lodging

Source: Euromonitor International from trade sources and national statistics.  
Please note that a larger bar on the chart indicates a higher rank.

# Final thoughts:

- Look out for new markets in APAC
- Find out who their traveller types are and what their destination preferences are
- Do not overlook our European home market
- Europe is on track for 1 billion visitors by 2029

# Thank you

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