Duty-Free Portfolio Evaluation | India

CASE STUDY OVERVIEW

Resinnov
Delivering Research with Innovation

Context

A leading global alcoholic beverage company partnered with us to evaluate its premium Scotch whisky portfolio in India's duty-free channel.
The study examined how Indian travellers shop the category, assess brands at shelf, and perceive the portfolio versus key competitors.

Markets Covered

Delhi | Mumbai | Hyderabad

(High-frequency international leisure travellers with recent DF purchase experience)

RESEARCH APPROACH

Objectives:

- Assess brand and SKU performance within the DF environment
- Understand SKU role clarity, value perceptions, and rejection drivers
- Benchmark against actively considered competitive brands
- Evaluate proposed rebranding and repackaging directions
- Explore DF navigation, visibility, and storytelling dynamics
- Decode self-consumption vs gifting decision pathways

Audience: Frequent international leisure travellers

Brand preferers and competitive buyers

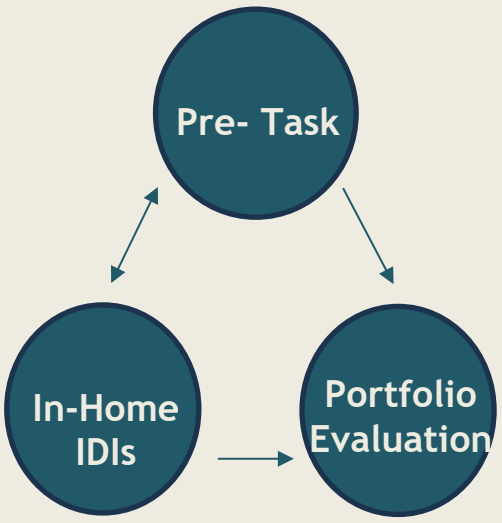
Why dyads?

Enabled natural discussion around travel, gifting, and social influence

21 Qualitative interviews

(7 per city)
Mix of IDIs and Dyads

Methodology



KEY INSIGHTS

Optimal Value – Premium Balance

Client's 15 YO SKU emerged as the most preferred SKU, striking the right balance of price, taste, and premium cues.

Entry-Level Perception Barrier

13 YO SKU was seen as too entry-level for Duty Free, limiting its appeal for gifting.

Portfolio Clarity Gap

Weak differentiation between SKU 12 YO and 13 YO created shelf confusion.

Storytelling Over Visibility

Clear brand storytelling influenced preference more than visibility alone.

Packaging-Led Decision Making

Packaging played a crucial role in purchase decisions, especially for gifting.

VALUE DELIVERED & CTA

Impact for the Client

- Clear identification of the portfolio's hero SKU and pressure points
- Actionable guidance on SKU role clarity and portfolio simplification
- Directional input on packaging refinement for duty-free impact
- Competitive intelligence grounded in real traveller behaviour
- Deeper understanding of Indian Consumers

DF gifting and purchase psychology

WORK WITH US!

We partner with brands to decode complex categories, niche audiences, and high-stakes purchase moments—delivering insights that move beyond what people say to why they choose.

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