



Global Blue

Globeshopper Spending Insights in Lebanon

YTD - Jan to Dec 2020

Prepared by
Joe Yacoub

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Glossary & Methodology

Methodology

Figures are based on issued and validated Tax-Free forms with Global Blue

Study period

YTD	Jan 2020 - Dec 2020
PYTD	Jan 2019 - Dec 2019

Glossary

Globeshopper	International traveller, Shopping Tax Free
Spending	Total Sales in Store spend by Globeshopper on a given period
Transactions	Number of validated Tax-Free forms
Average Spending	Average Sales in Store per form

Sector (Million LBP = MLBP)

Lifestyle	Spending below 1 MLBP
Premium	Spending between 1 & 2 MLBP
Affordable Luxury	Spending between 2 & 5 MLBP
Luxury	Spending between 5 & 10 MLBP
Hard Luxury	Spending above 10 MLBP

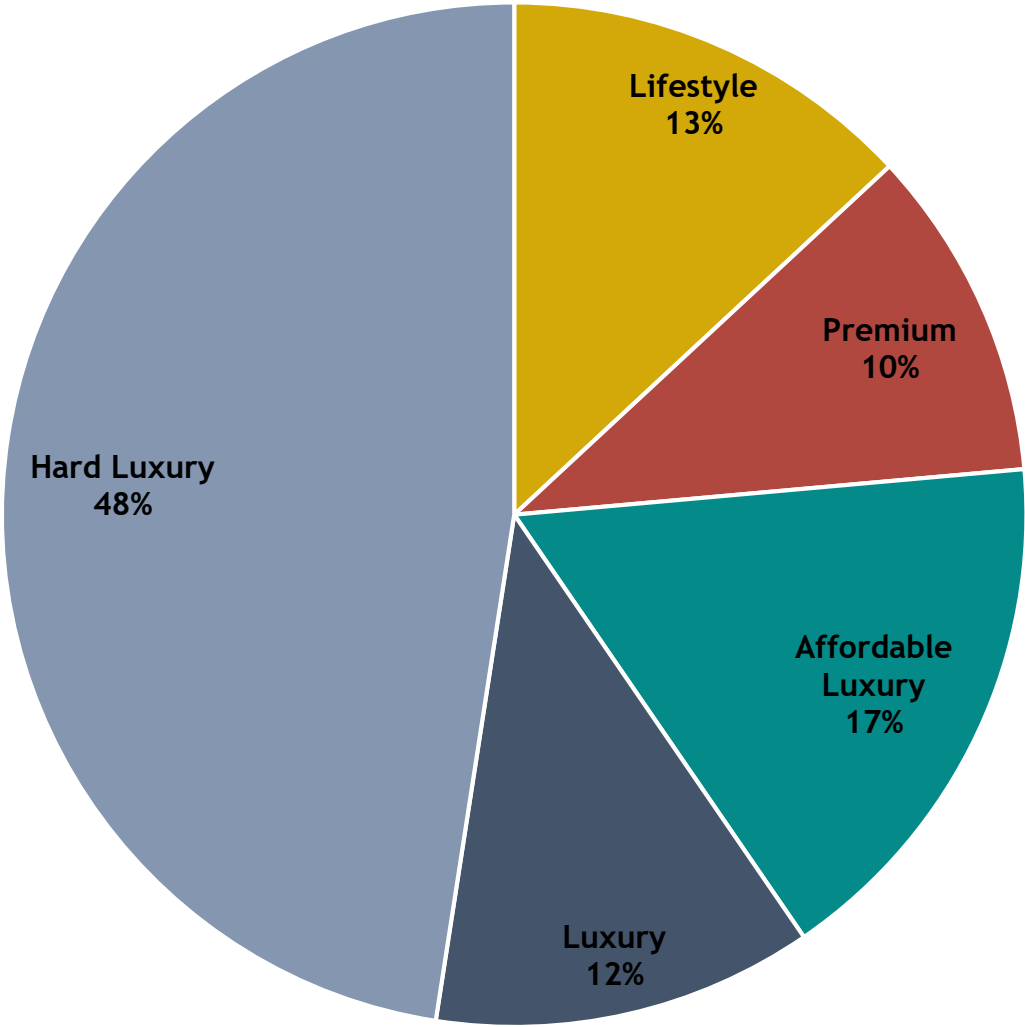


Insights by Sector

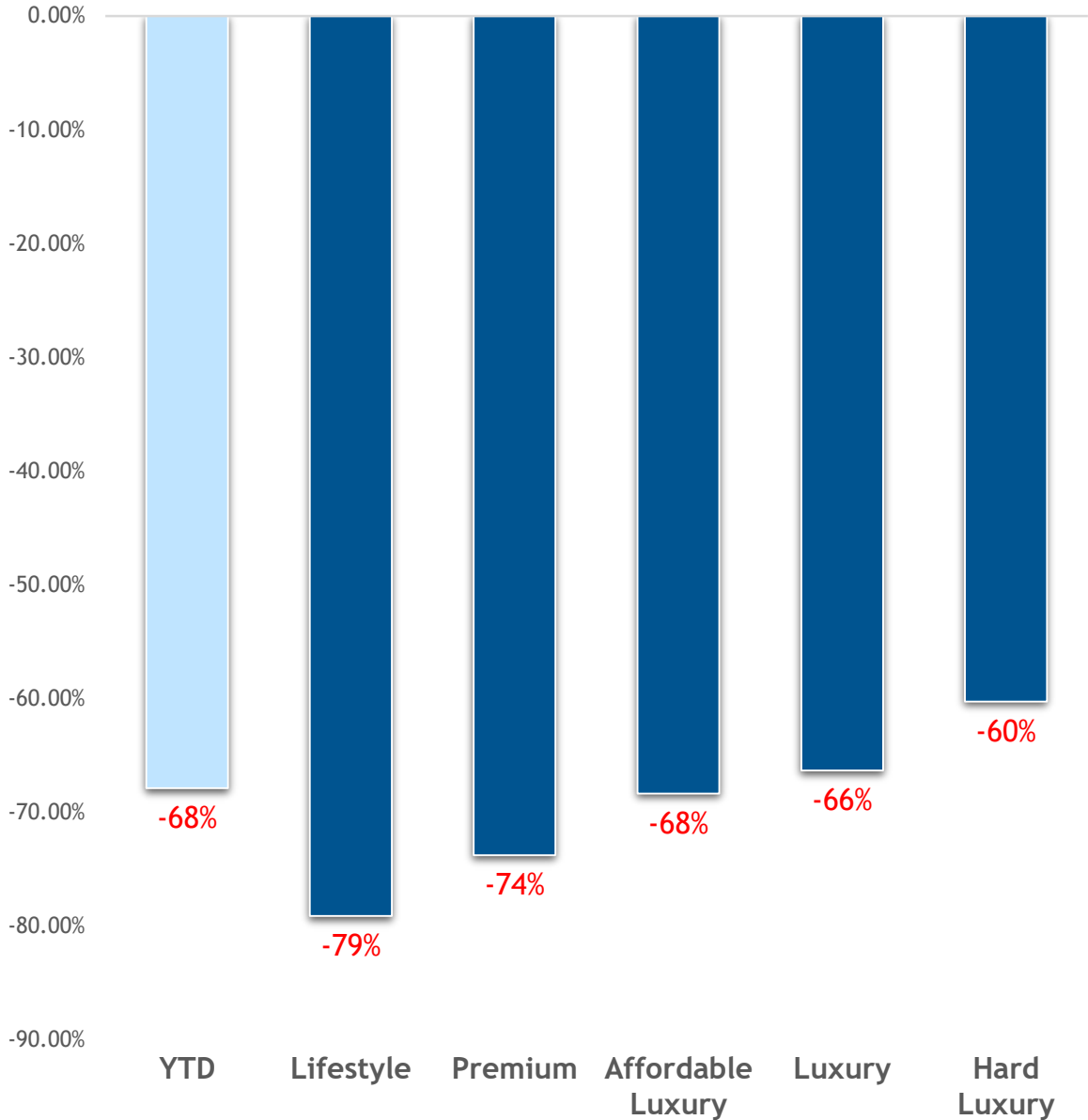
Jan to Dec 2020

Spending By Sector

Spending distribution by Sector - YTD 2020

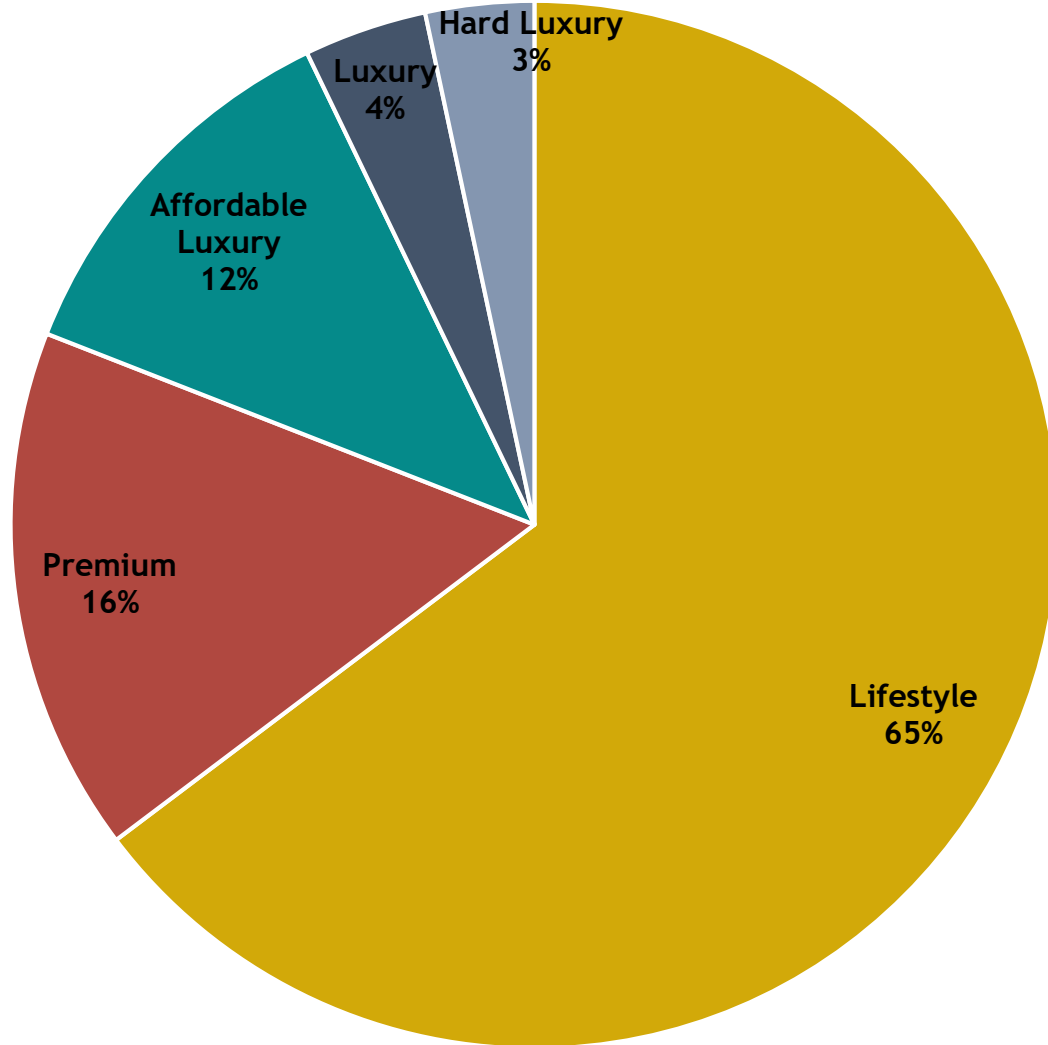


Spending evolution by Sector - YTD vs. PYTD

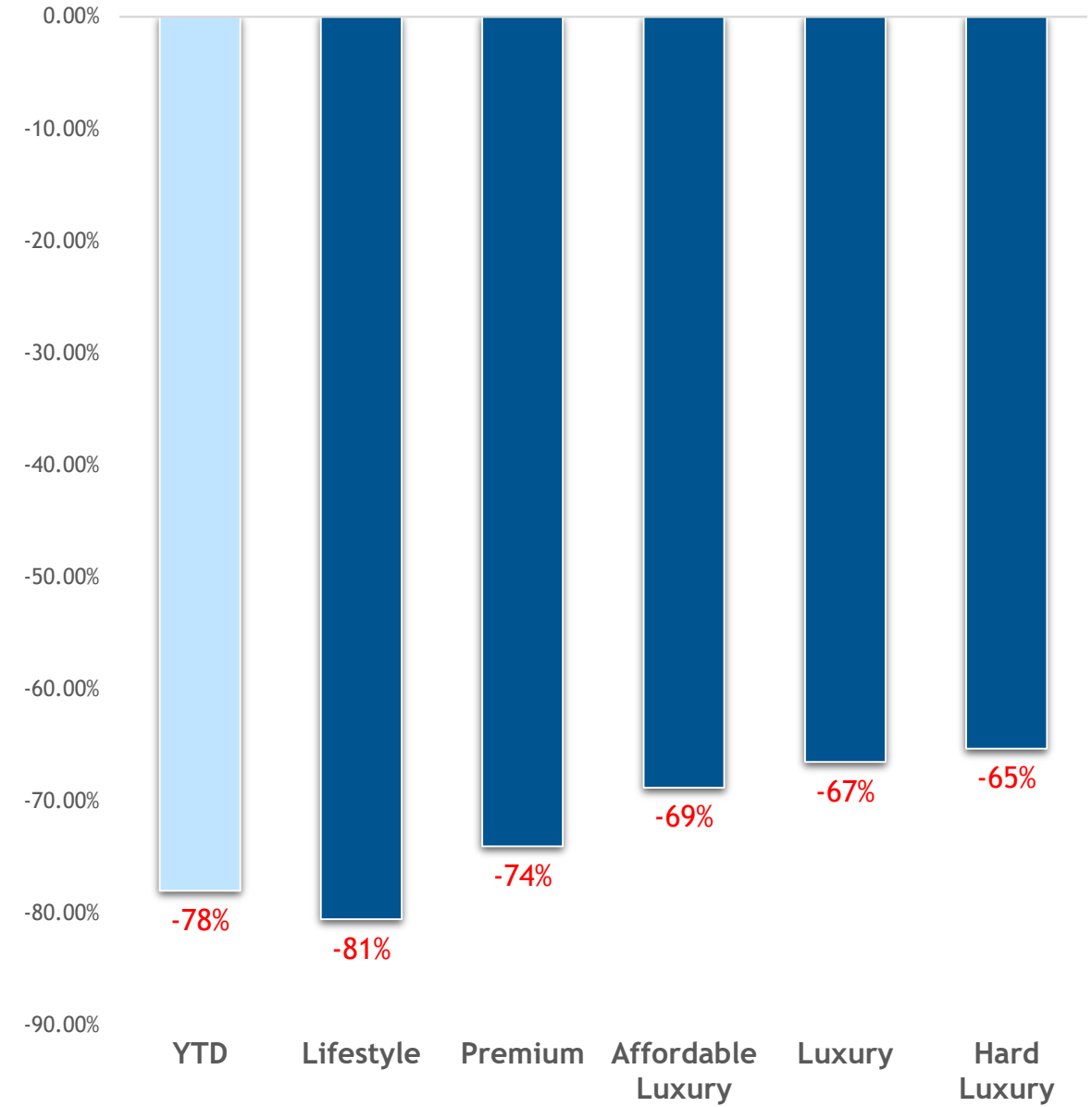


Transactions By Sector

Transactions distribution by Sector - YTD 2020

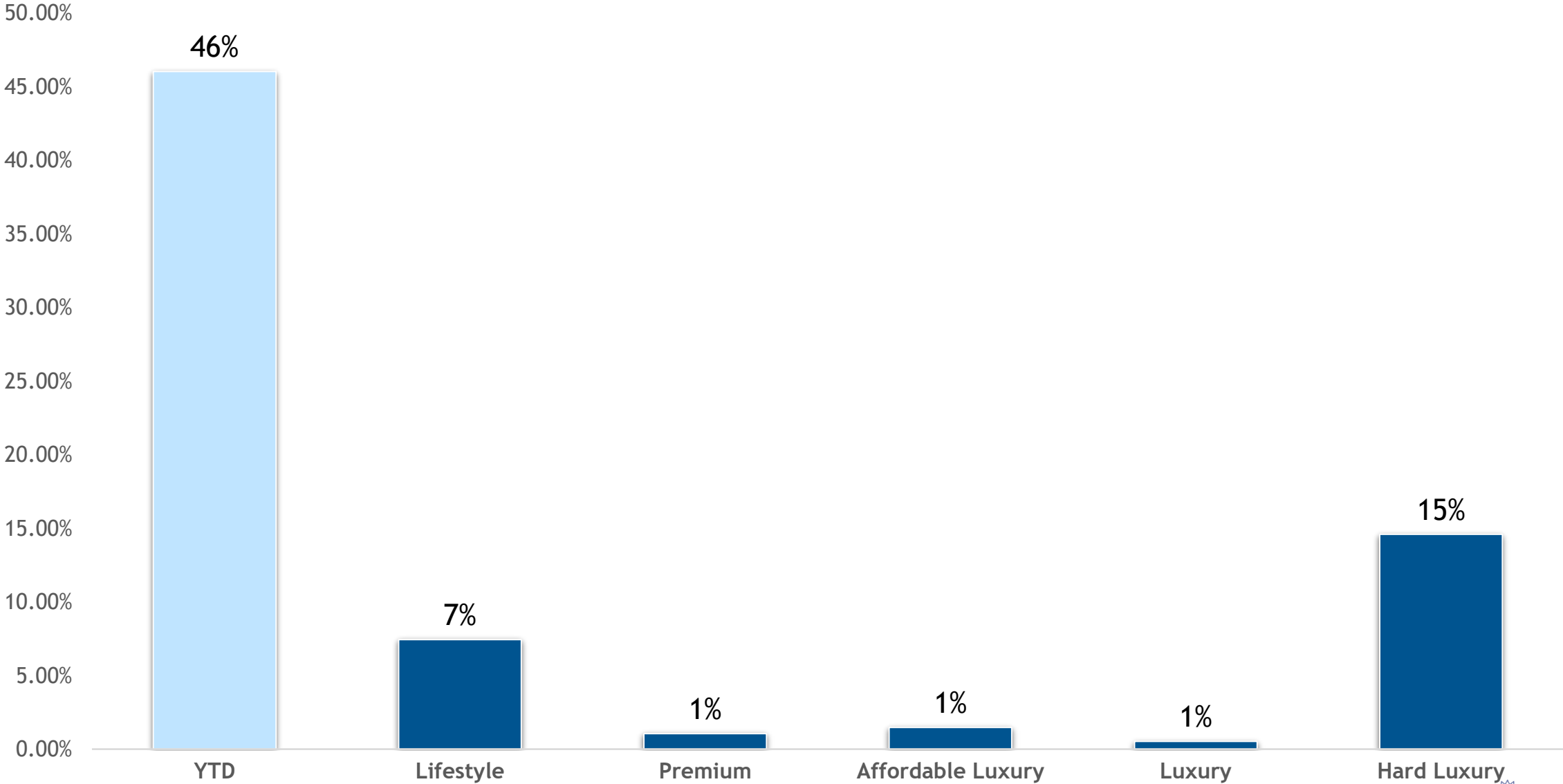


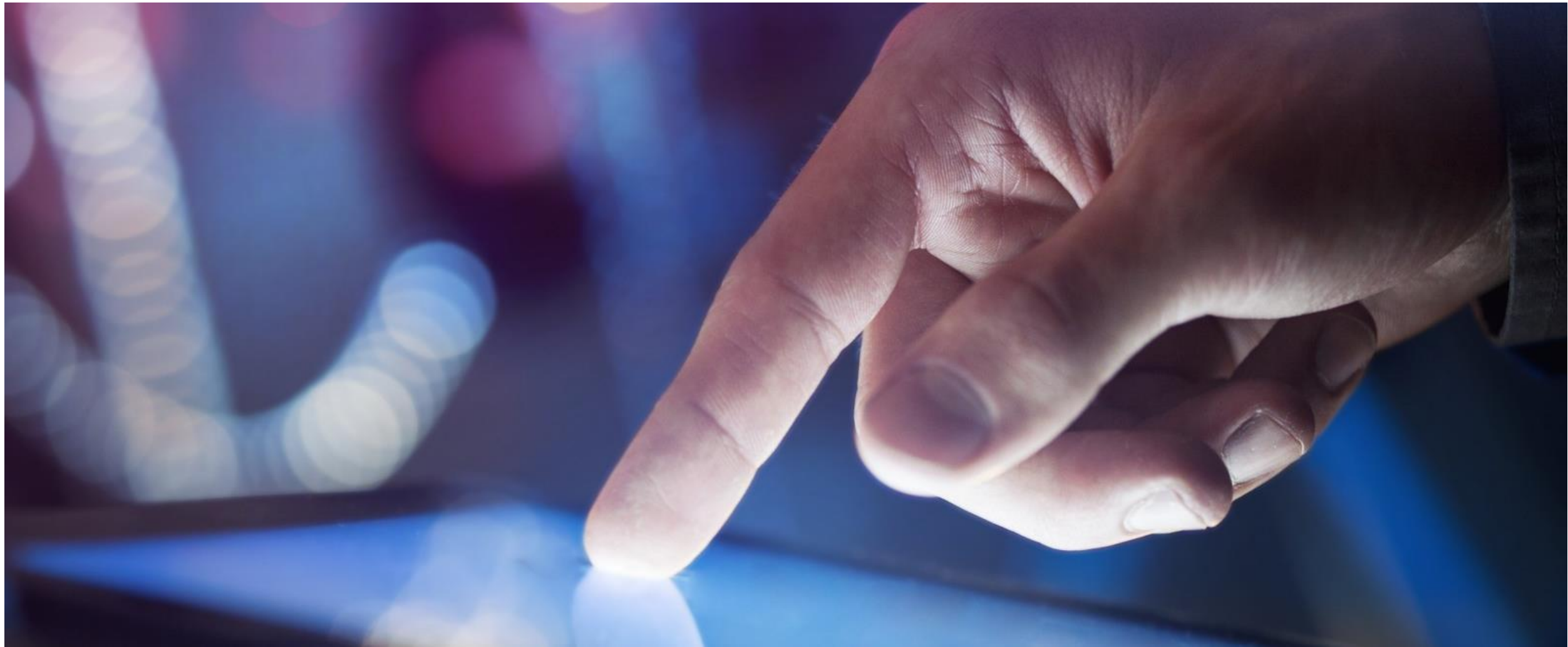
Transactions evolution by Sector - YTD vs. PYTD



Average Spending By Sector

Average Spending evolution by Sector - YTD vs. PYTD



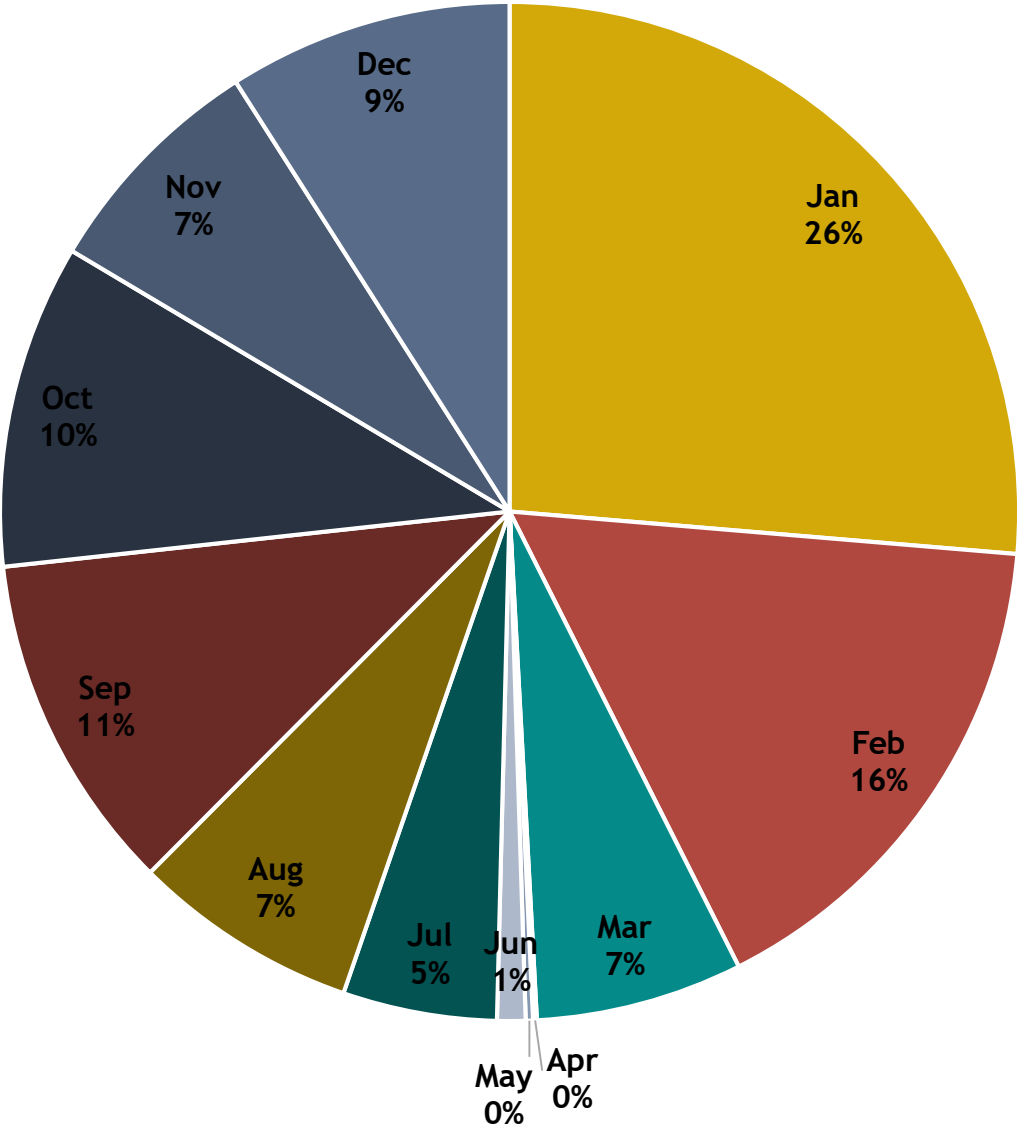


Insights by Month

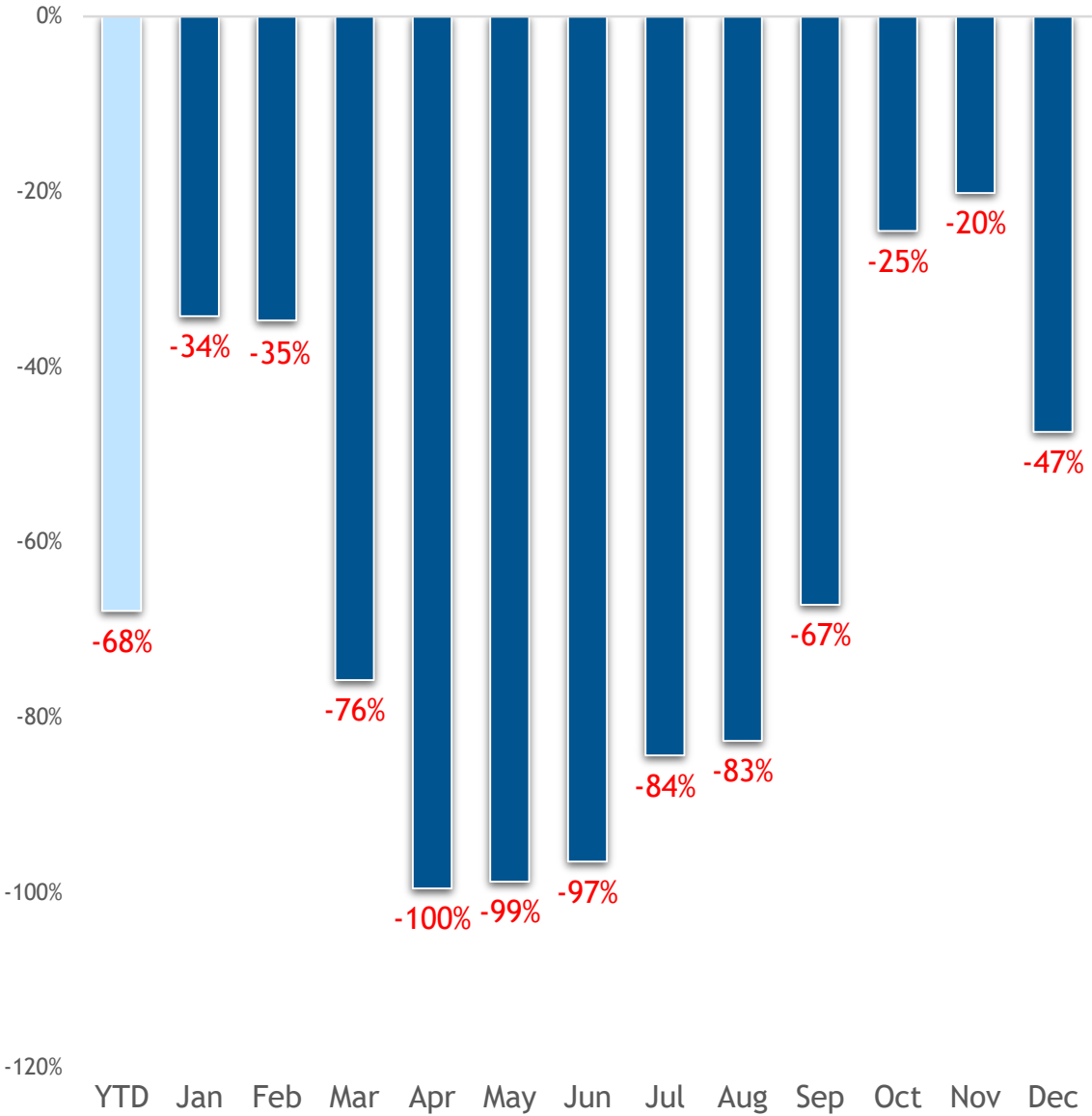
Jan to Dec 2020

Spending By Month

Spending distribution by Month - YTD 2020

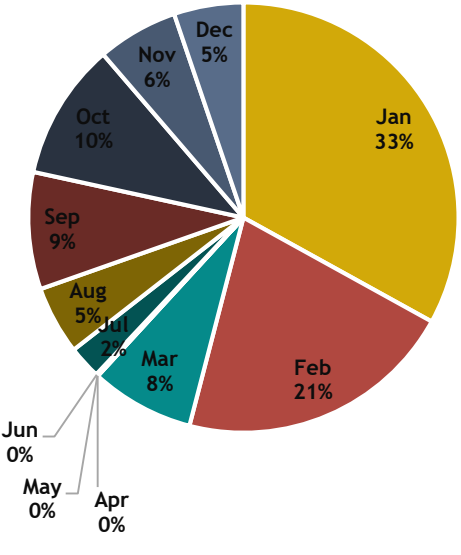


Spending evolution by Month - YTD vs. PYTD



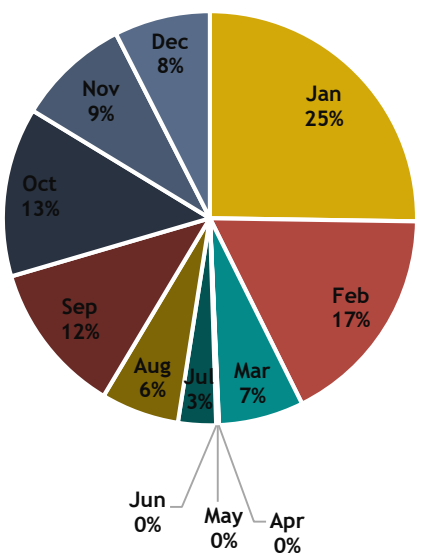
Monthly Spending distribution by Sector - YTD 2020

Lifestyle Spending



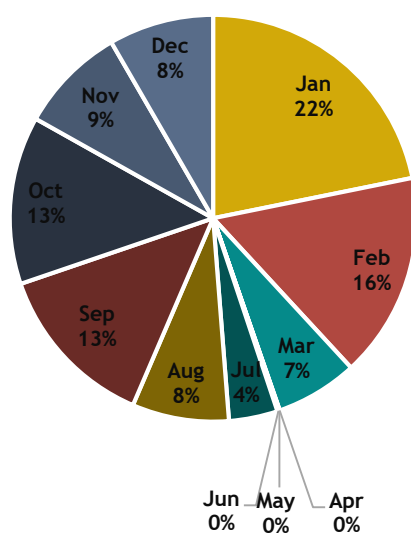
Biggest concentration in Jan

Premium Spending



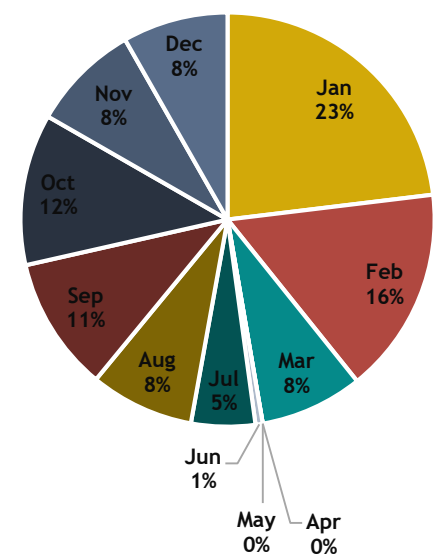
Biggest concentration in Jan

Affordable Luxury Spending



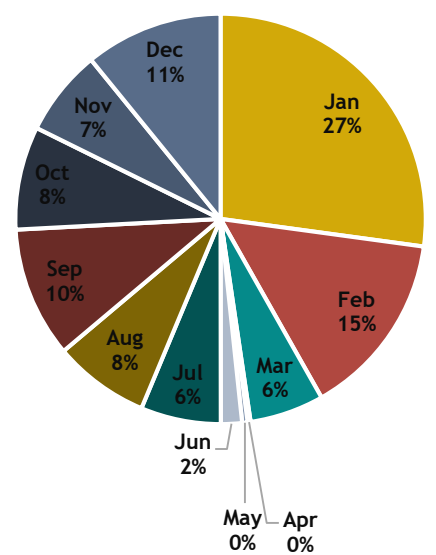
Biggest concentration in Jan

Luxury Spending



Biggest concentration in Jan

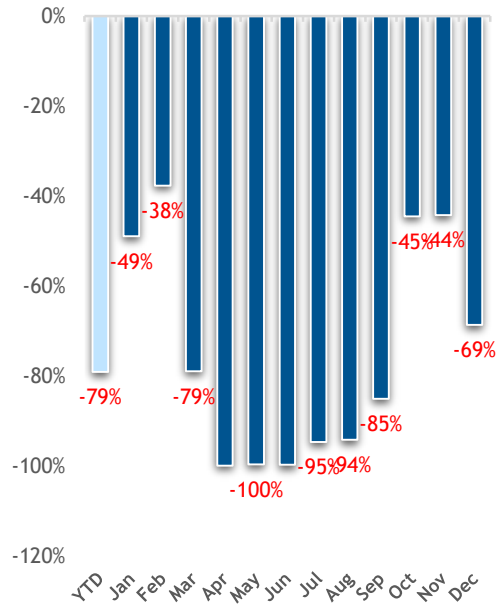
Hard Luxury Spending



Biggest concentration in Jan

Monthly Spending evolution by Sector - YTD 2020

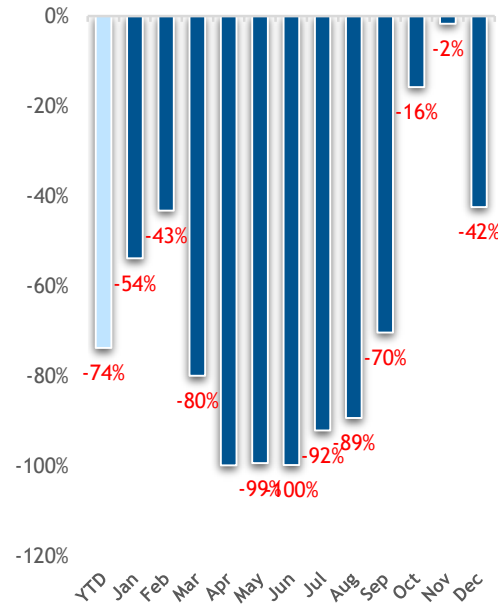
Lifestyle Spending



Drop in All Months for Lifestyle spending

With -79% Decrease in Total Lifestyle Spending

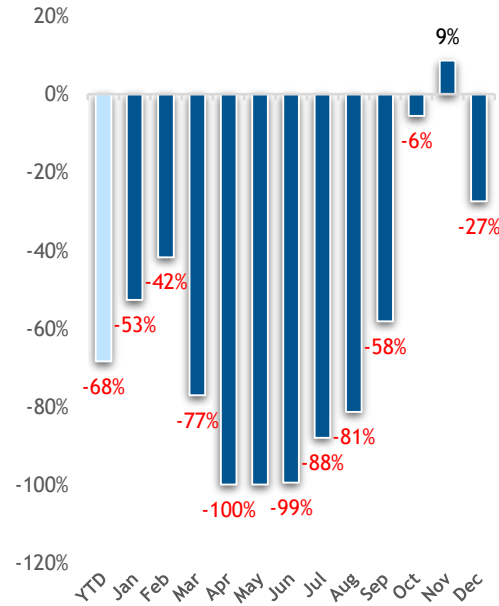
Premium Spending



Drop in All Months for Premium spending

With -74% Decrease in Total Premium Spending

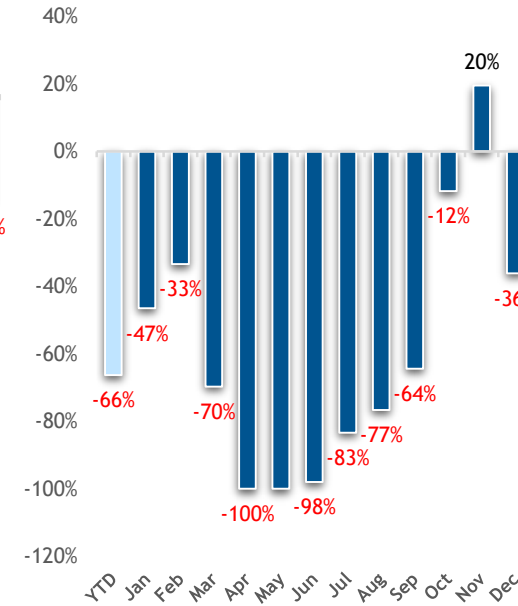
Affordable Luxury Spending



Highest Trend in Nov for Affordable Luxury spending

With -68% Decrease in Total Affordable Luxury Spending

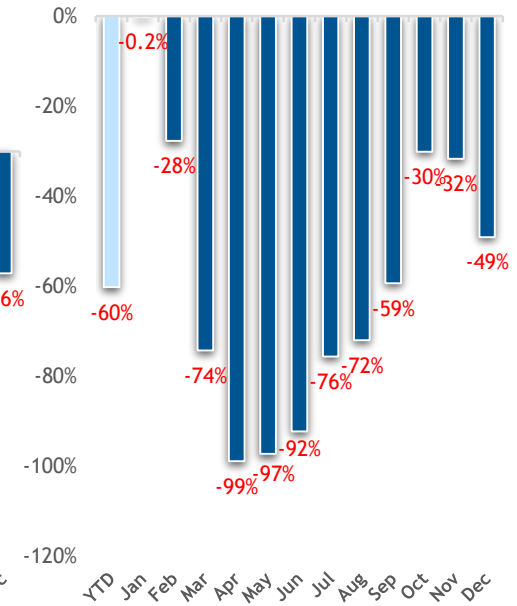
Luxury Spending



Highest Trend in Nov for Luxury spending

With -66% Decrease in Total Luxury Spending

Hard Luxury Spending

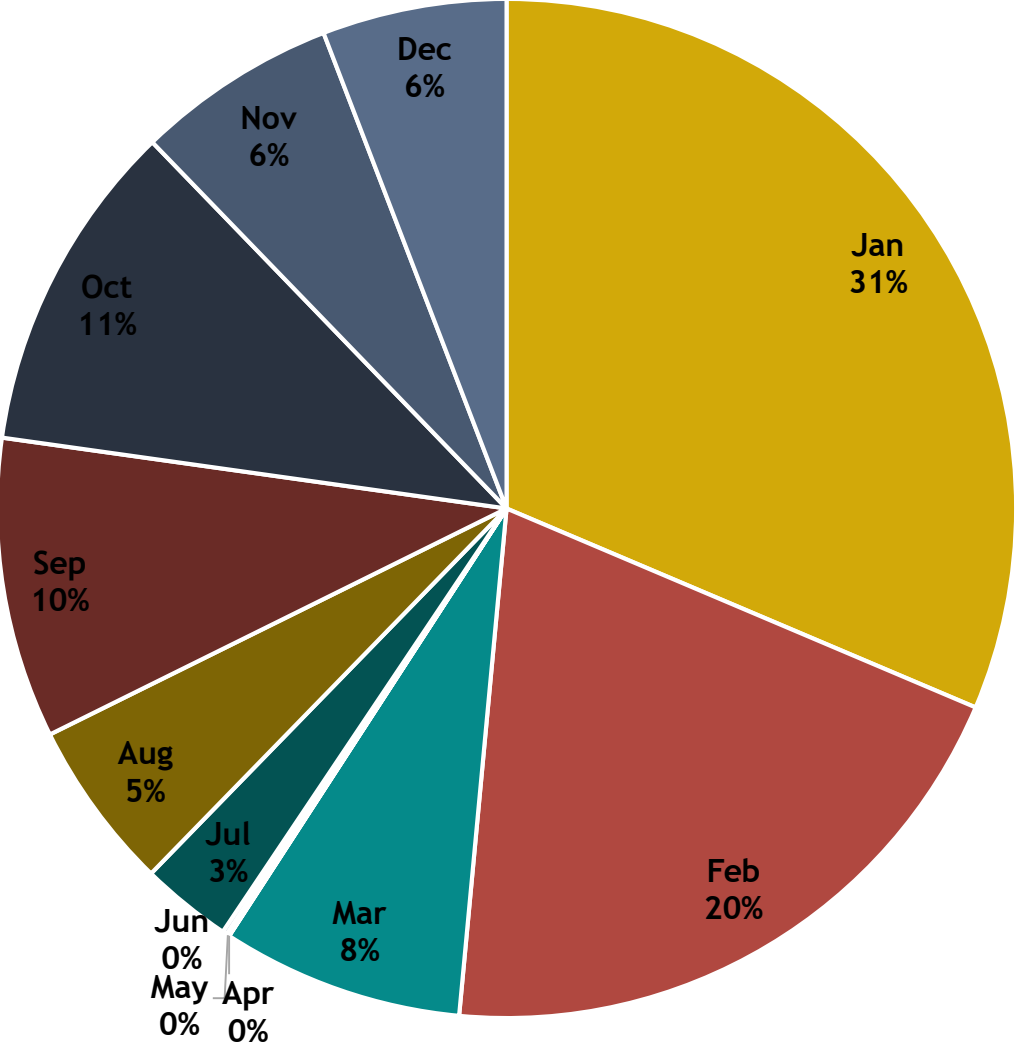


Drop in All Months for Hard Luxury spending

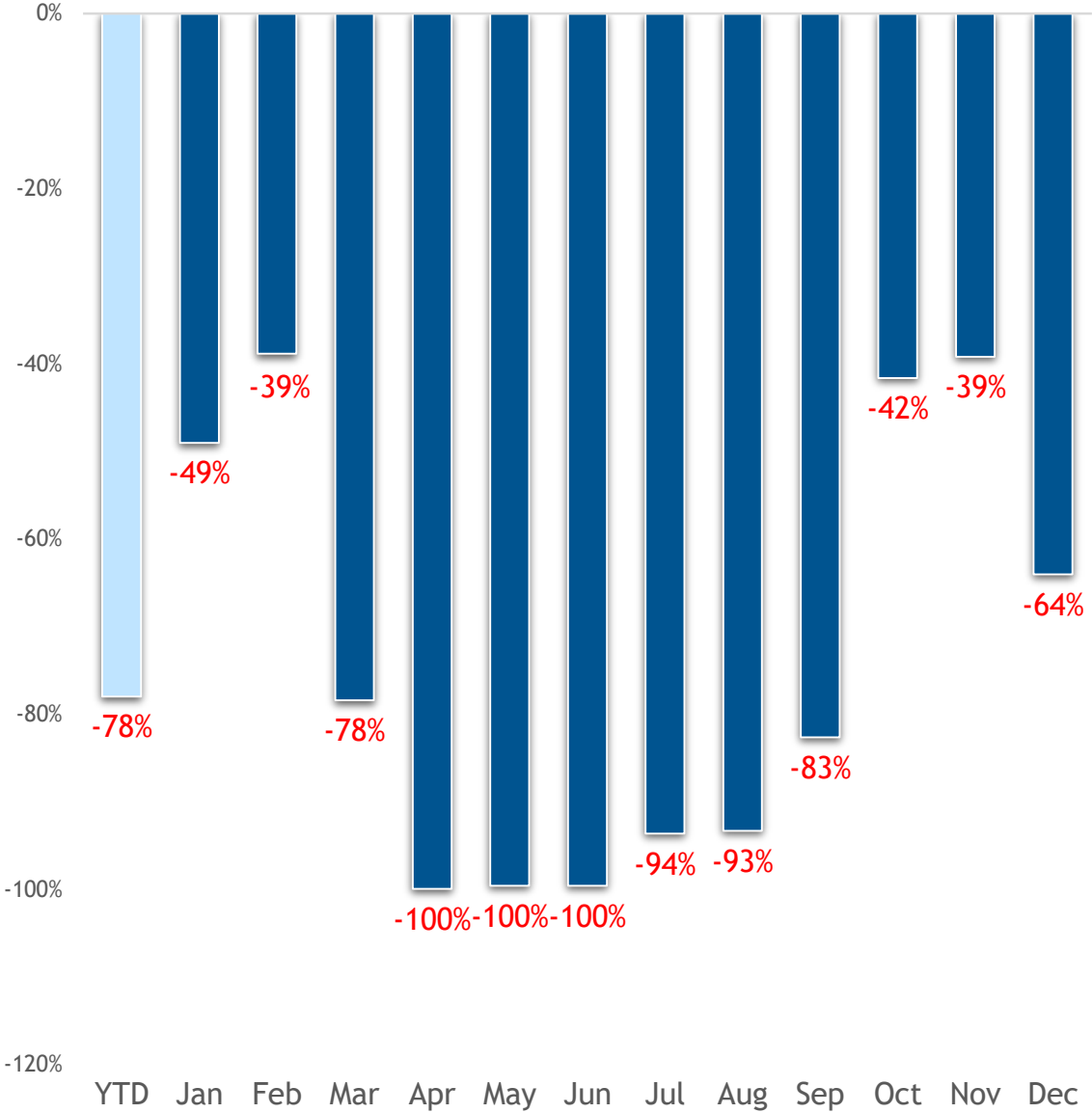
With -60% Decrease in Total Hard Luxury Spending

Transactions By Month

Transactions distribution by Month - YTD
2020

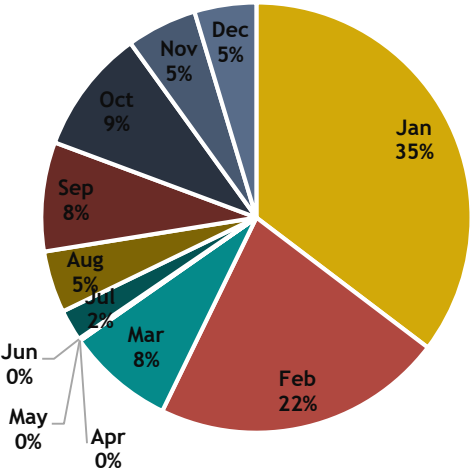


Transactions evolution by Month - YTD vs.
PYTD

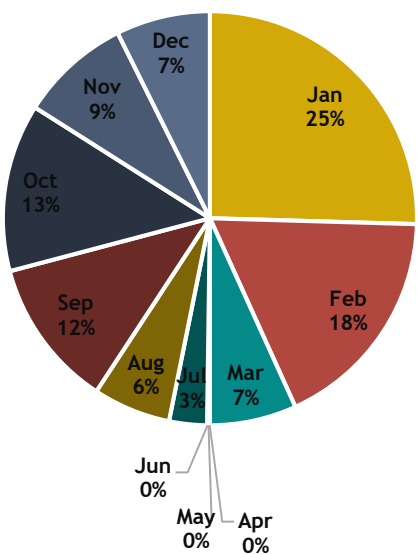


Monthly Transactions distribution by Sector - YTD 2020

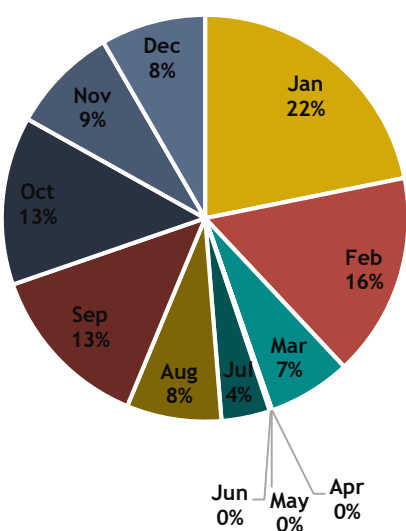
Lifestyle Transactions



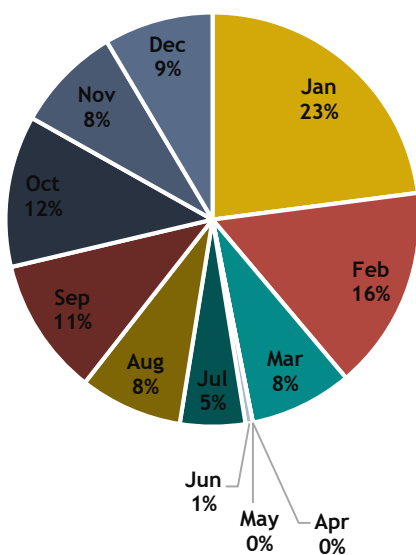
Premium Transactions



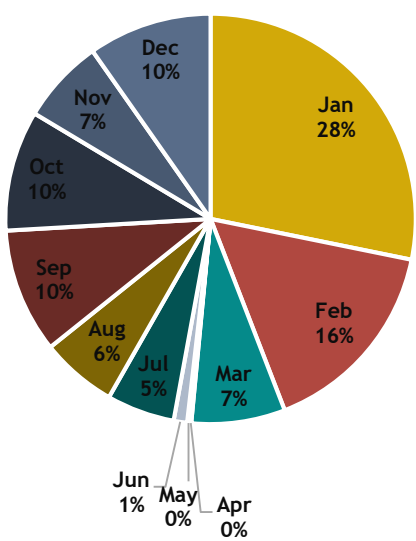
Affordable Luxury Transactions



Luxury Transactions



Hard Luxury Transactions



**Biggest concentration
in Jan**

**Biggest concentration
in Jan**

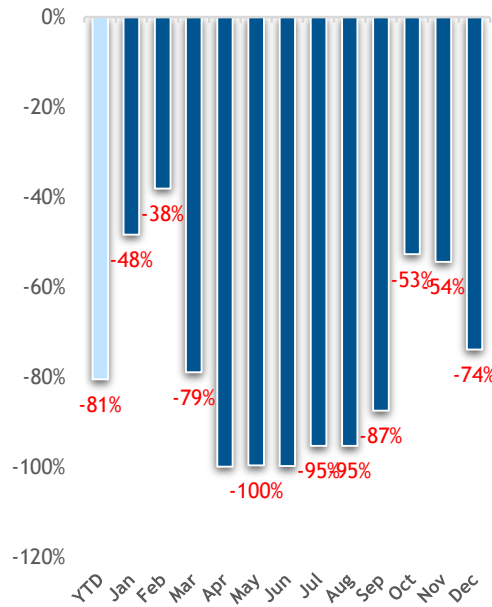
**Biggest concentration
in Jan**

**Biggest concentration
in Jan**

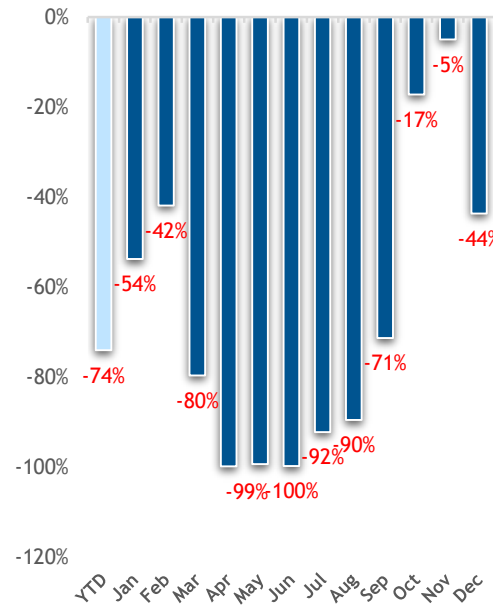
**Biggest concentration
in Jan**

Monthly Transactions evolution by Sector - YTD 2020

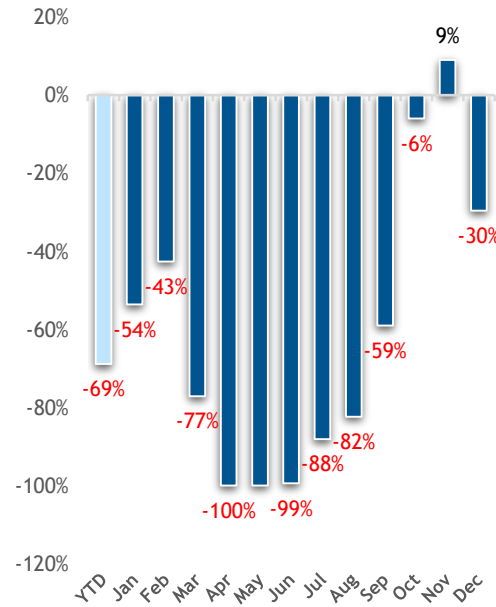
Lifestyle Transactions



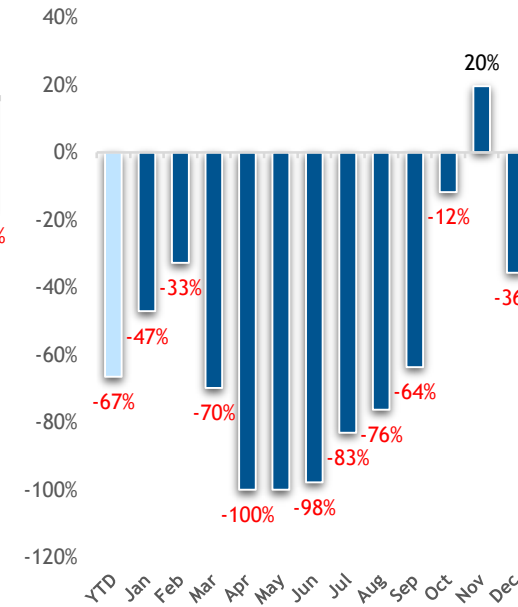
Premium Transactions



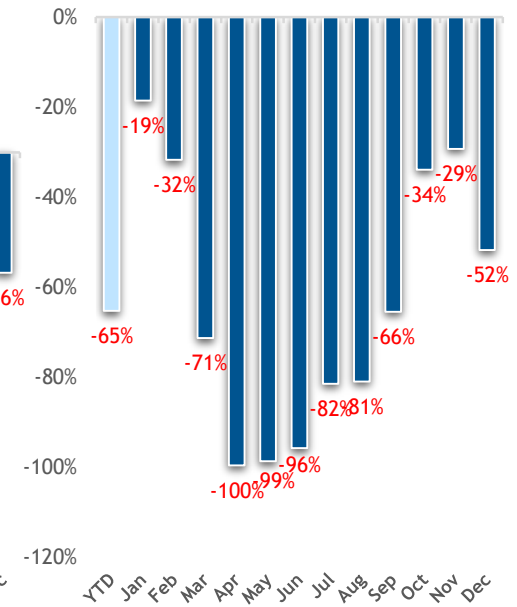
Affordable Luxury Transactions



Luxury Transactions



Hard Luxury Transactions



Drop in All Months for Lifestyle transactions

Drop in All Months for Premium transactions

Highest Trend in Nov for Affordable Luxury transactions

Highest Trend in Nov for Luxury transactions

Drop in All Months for Hard Luxury transactions

With -81% Decrease in Total Lifestyle Transactions

With -74% Decrease in Total Premium Transactions

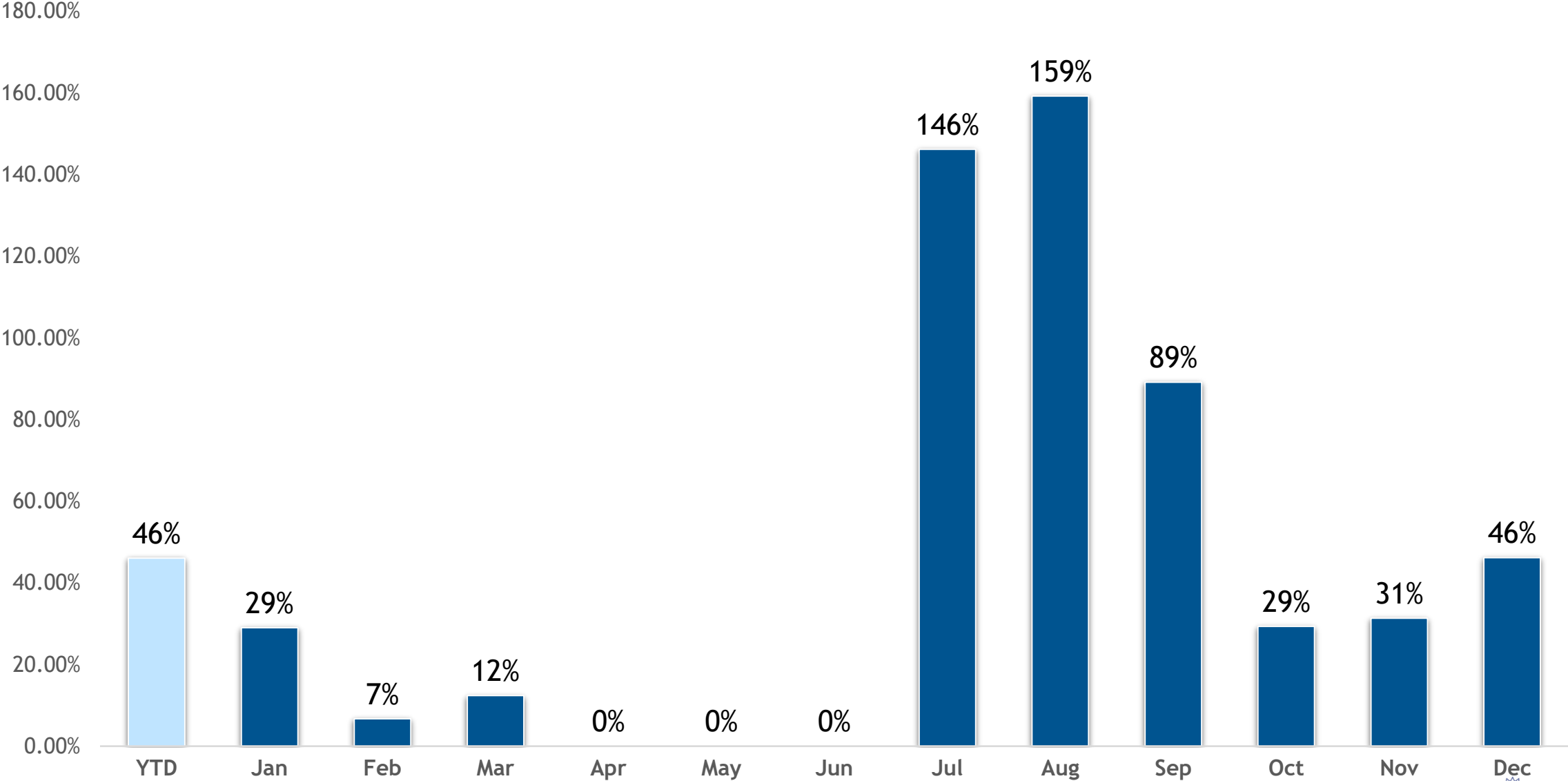
With -69% Decrease in Total Affordable Luxury Transactions

With -67% Decrease in Total Luxury Transactions

With -65% Decrease in Total Hard Luxury Transactions

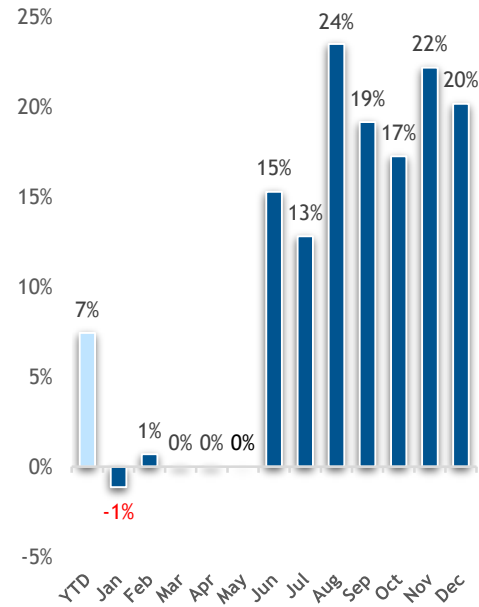
Average Spending By Month

Monthly Average Spending evolution - YTD vs. PYTD



Monthly Average Spending evolution by Sector - YTD vs. PYTD

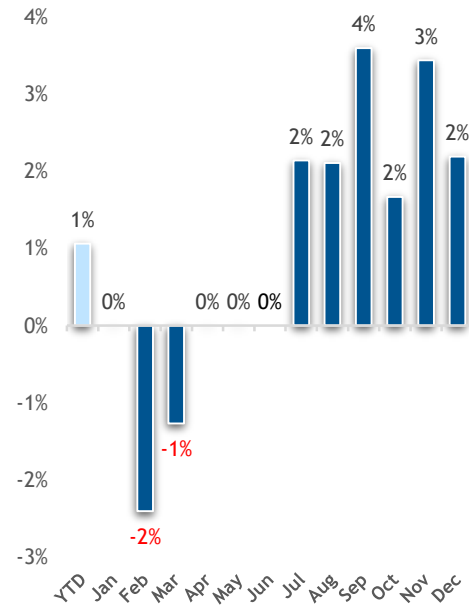
Lifestyle Average Spending



Highest Trend in Aug for Lifestyle average spending

With 7% Increase in Total Lifestyle average spending

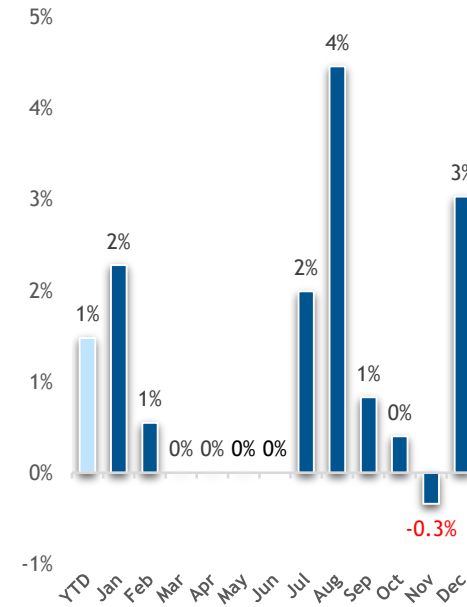
Premium Average Spending



Highest Trend in Sep for Premium average spending

With 1% Increase in Total Premium average spending

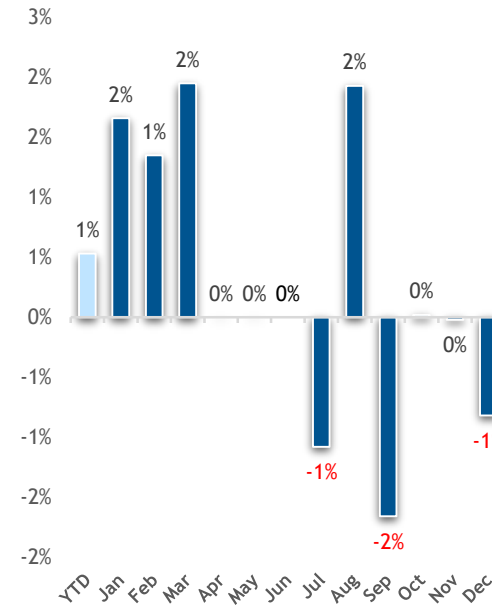
Affordable Luxury Average Spending



Highest Trend in Aug for Affordable Luxury average spending

With 1% Increase in Total Affordable Luxury average spending

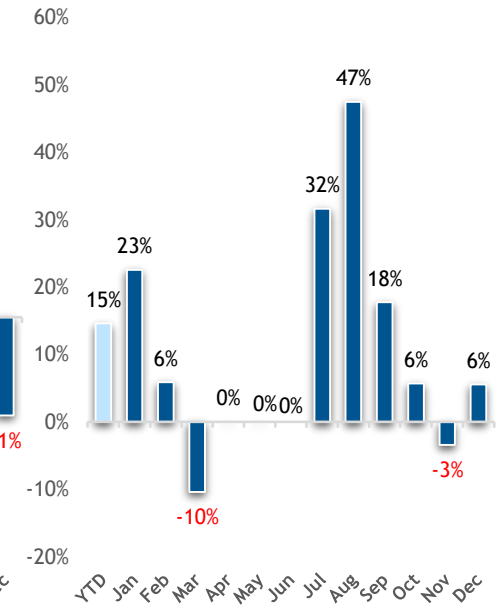
Luxury Average Spending



Highest Trend in Mar for Luxury average spending

With 1% Increase in Total Luxury average spending

Hard Luxury Average Spending



Highest Trend in Aug for Hard Luxury average spending

With 15% Increase in Total Hard Luxury average spending

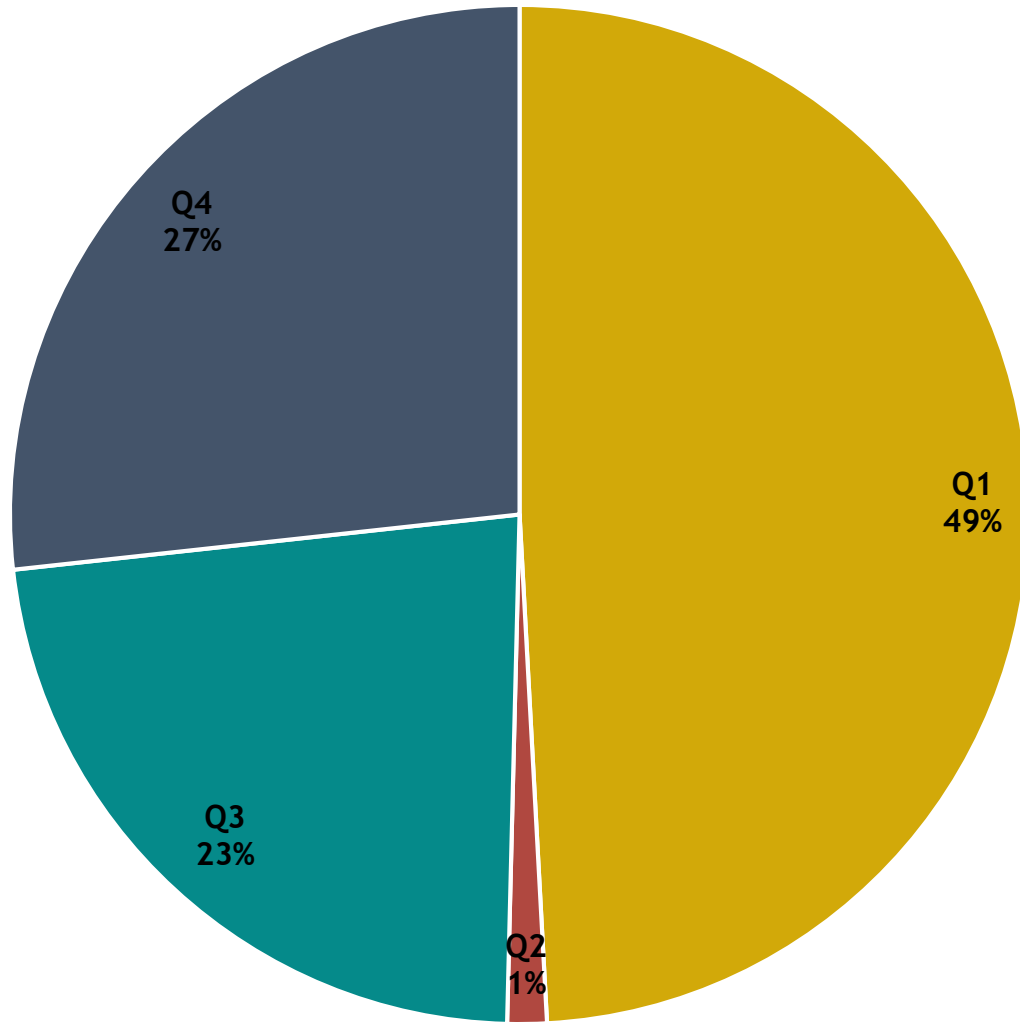


Insights by Quarter

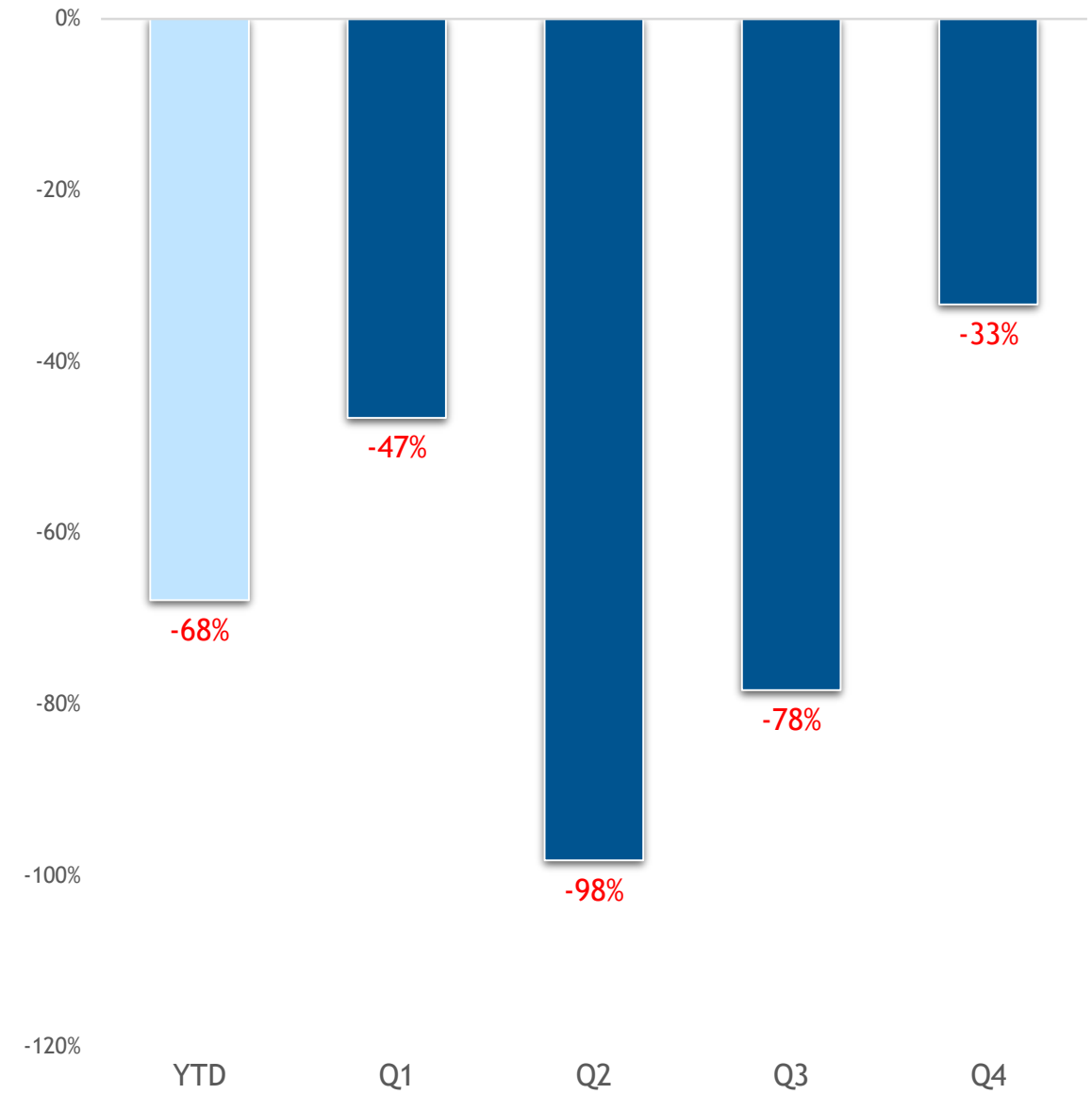
Jan to Dec 2020

Spending By Quarter

Spending distribution by Quarter
YTD 2020

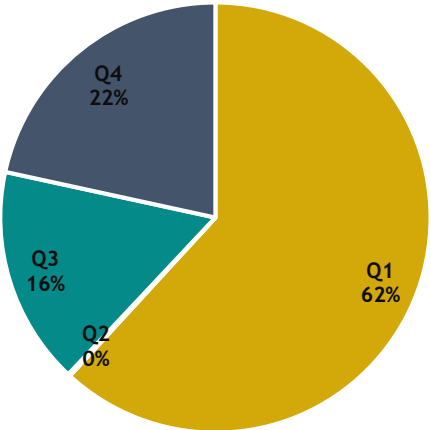


Spending evolution by Quarter
YTD vs. PYTD



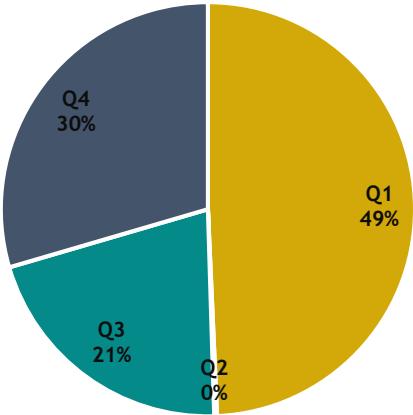
Quarterly Spending distribution by Sector - YTD 2020

Lifestyle Spending



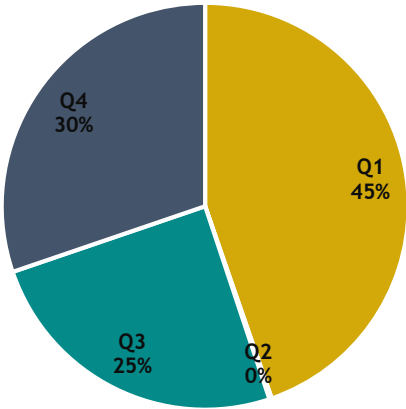
Biggest concentration in Q1

Premium Spending



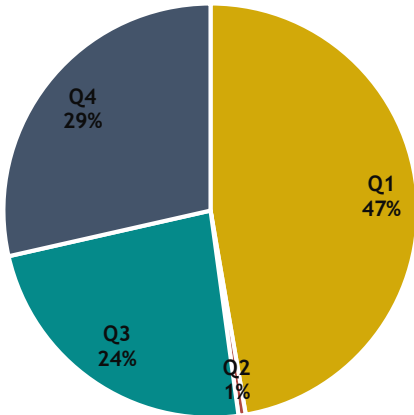
Biggest concentration in Q1

Affordable Luxury Spending



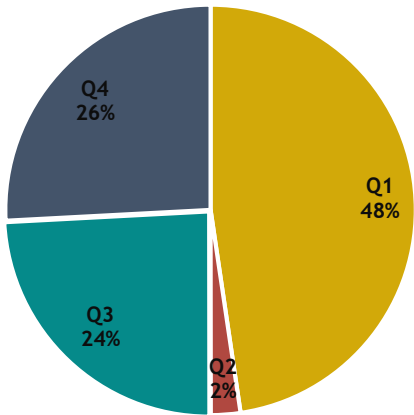
Biggest concentration in Q1

Luxury Spending



Biggest concentration in Q1

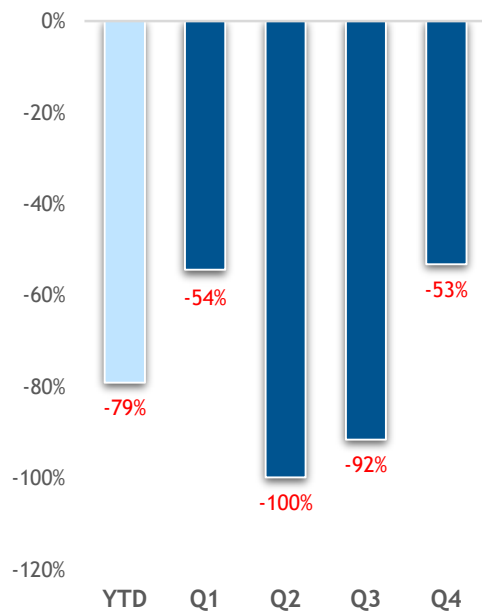
Hard Luxury Spending



Biggest concentration in Q1

Quarterly Spending evolution by Sector - YTD vs. PYTD

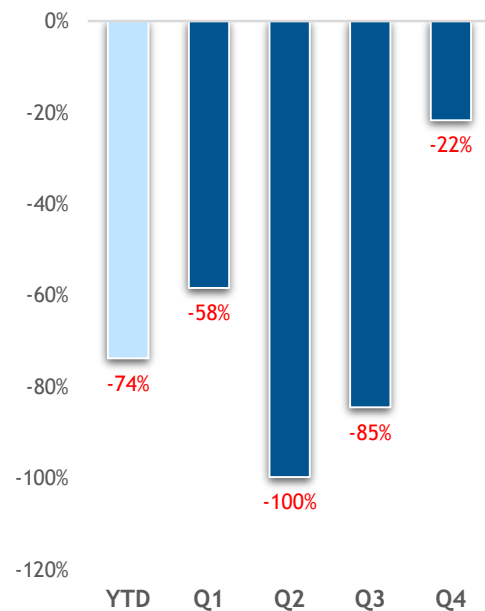
Lifestyle Spending



Drop in All Quarters for Lifestyle spending

With -79% Decrease in Total Lifestyle Spending

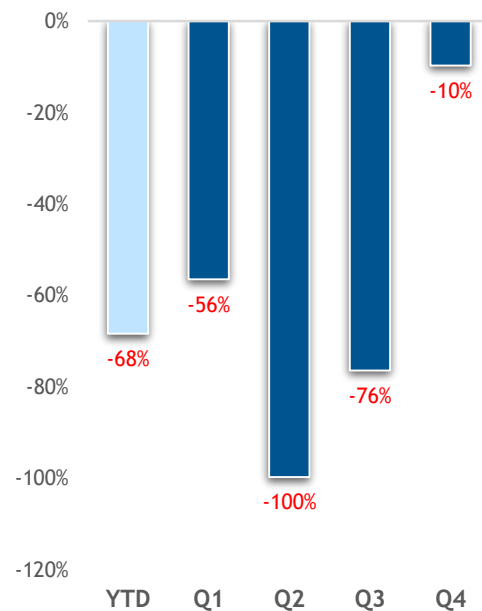
Premium Spending



Drop in All Quarters for Premium spending

With -74% Decrease in Total Premium Spending

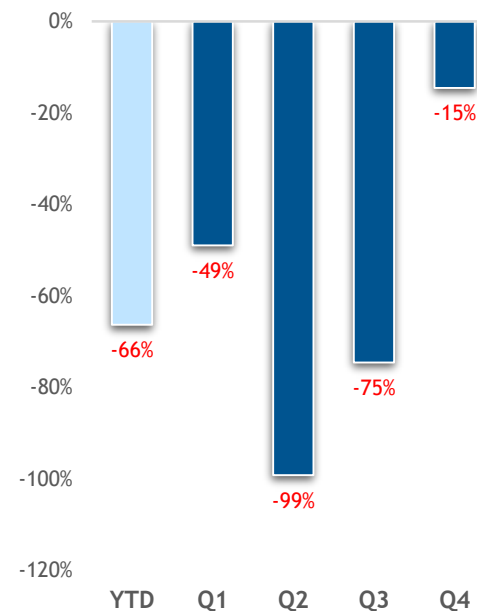
Affordable Luxury Spending



Drop in All Quarters for Affordable Luxury spending

With -68% Decrease in Total Affordable Luxury Spending

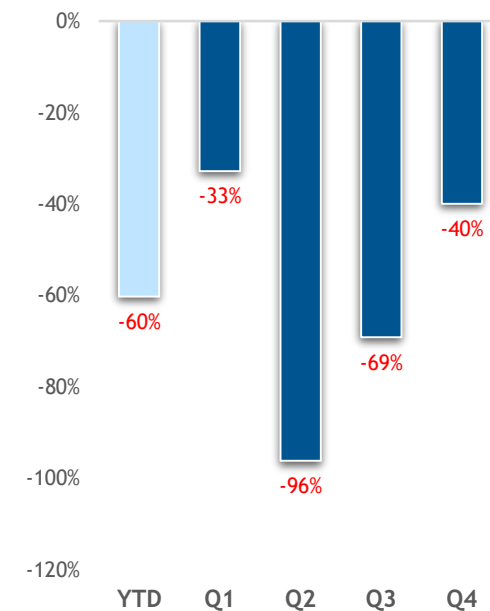
Luxury Spending



Drop in All Quarters for Luxury spending

With -66% Decrease in Total Luxury Spending

Hard Luxury Spending

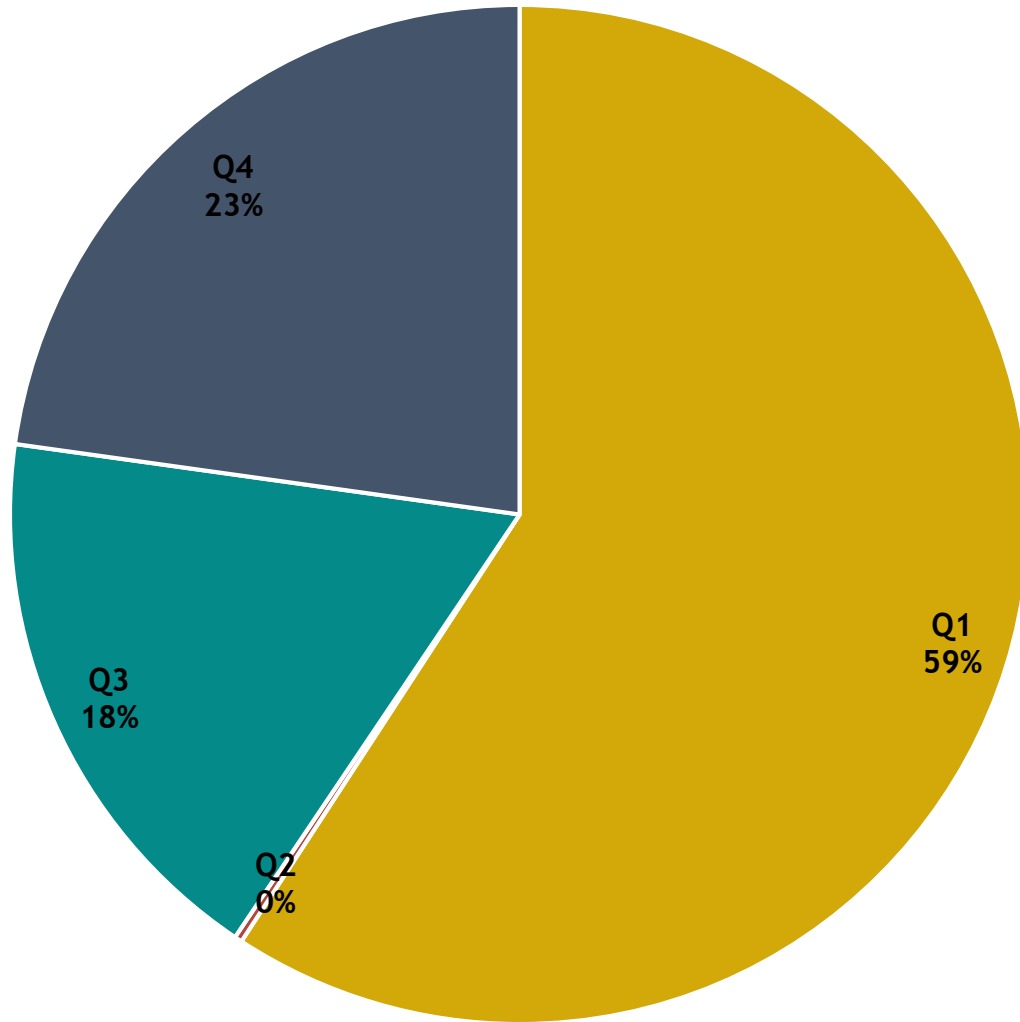


Drop in All Quarters for Hard Luxury spending

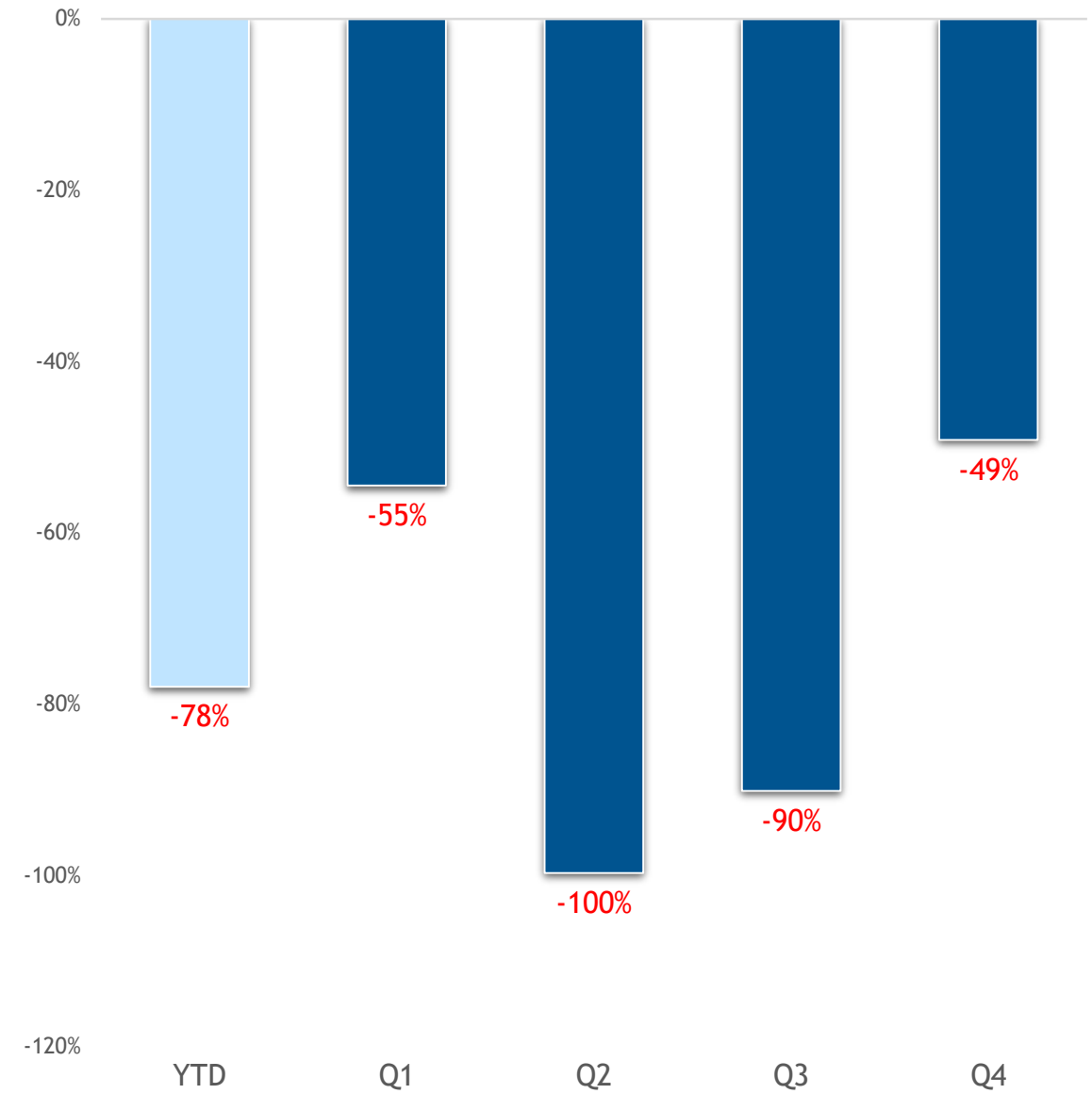
With -60% Decrease in Total Hard Luxury Spending

Transactions By Quarter

Transactions distribution by Quarter
YTD 2020

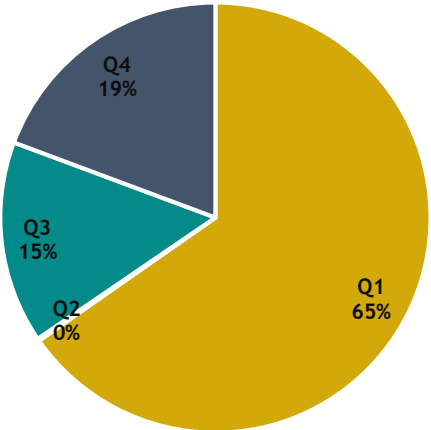


Transactions evolution by Quarter
YTD vs. PYTD

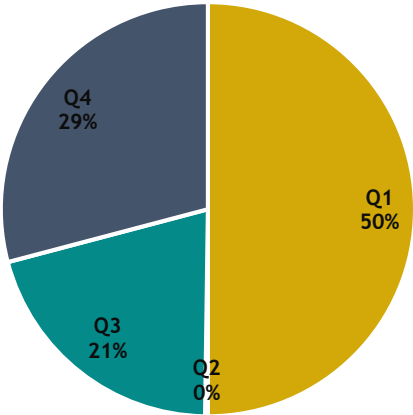


Quarterly Transactions distribution by Sector - YTD 2020

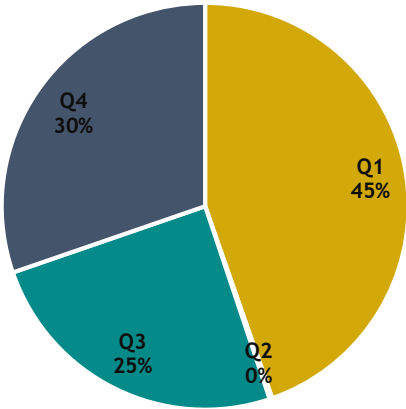
Lifestyle Transactions



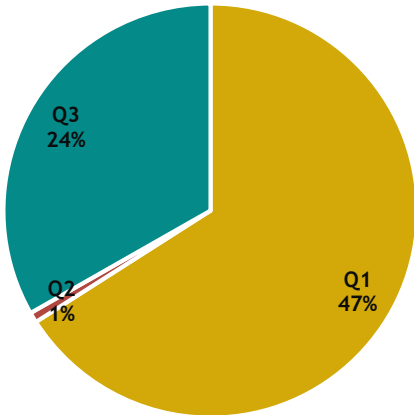
Premium Transactions



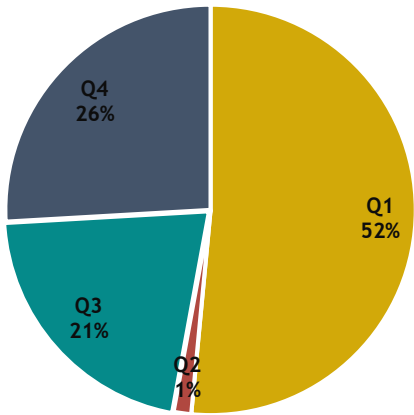
Affordable Luxury Transactions



Luxury Transactions



Hard Luxury Transactions



Biggest concentration
in Q1

Biggest concentration
in Q1

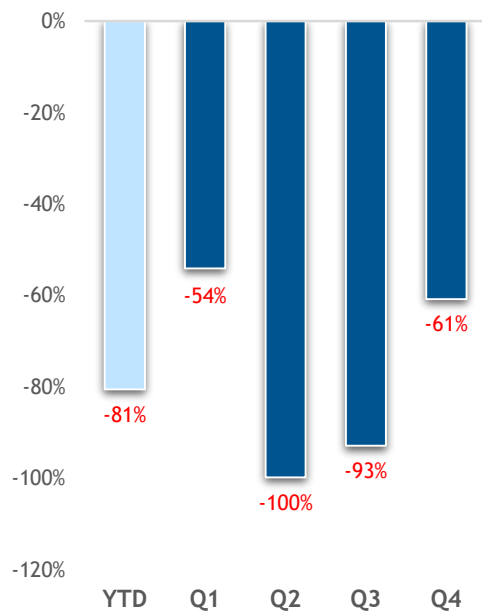
Biggest concentration
in Q1

Biggest concentration
in Q1

Biggest concentration
in Q1

Quarterly Transactions evolution by Sector - YTD vs. PYTD

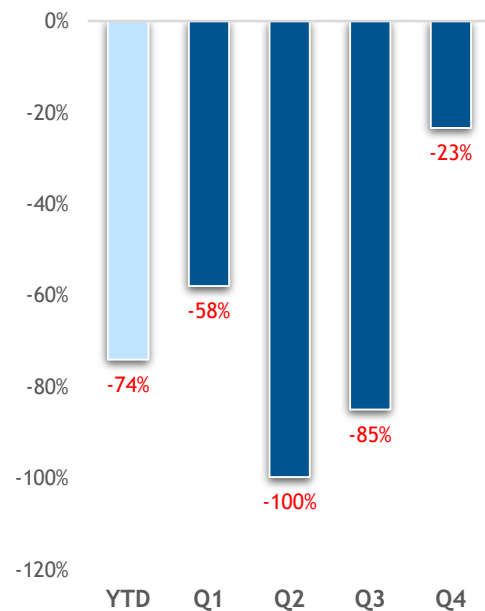
Lifestyle Transactions



Drop in All Quarters for Lifestyle transactions

With -81% Decrease in Total Lifestyle Transactions

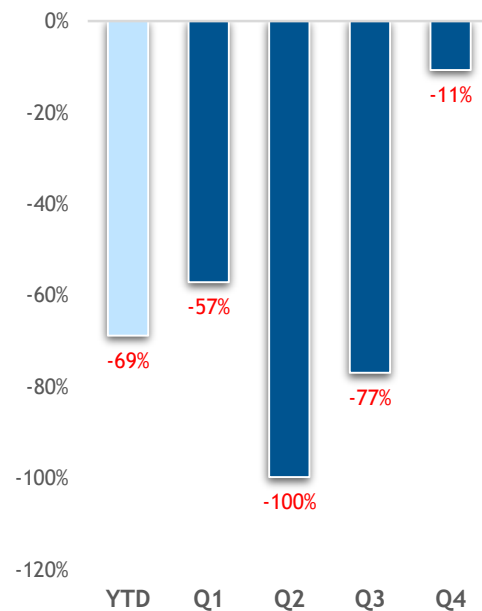
Premium Transactions



Drop in All Quarters for Premium transactions

With -74% Decrease in Total Premium Transactions

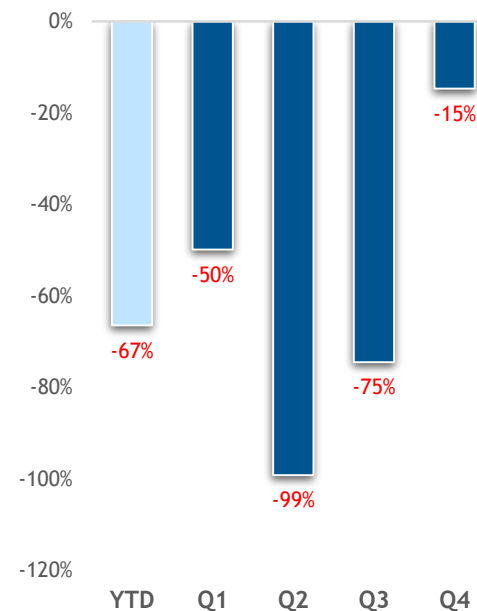
Affordable Luxury Transactions



Drop in All Quarters for Affordable Luxury transactions

With -69% Decrease in Total Affordable Luxury Transactions

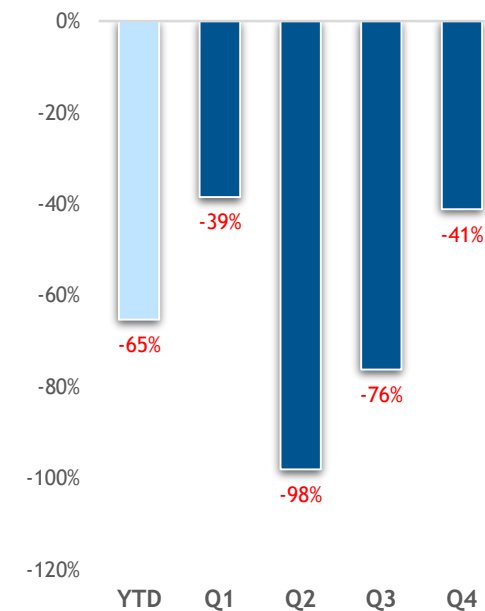
Luxury Transactions



Drop in All Quarters for Luxury transactions

With -67% Decrease in Total Luxury Transactions

Hard Luxury Transactions

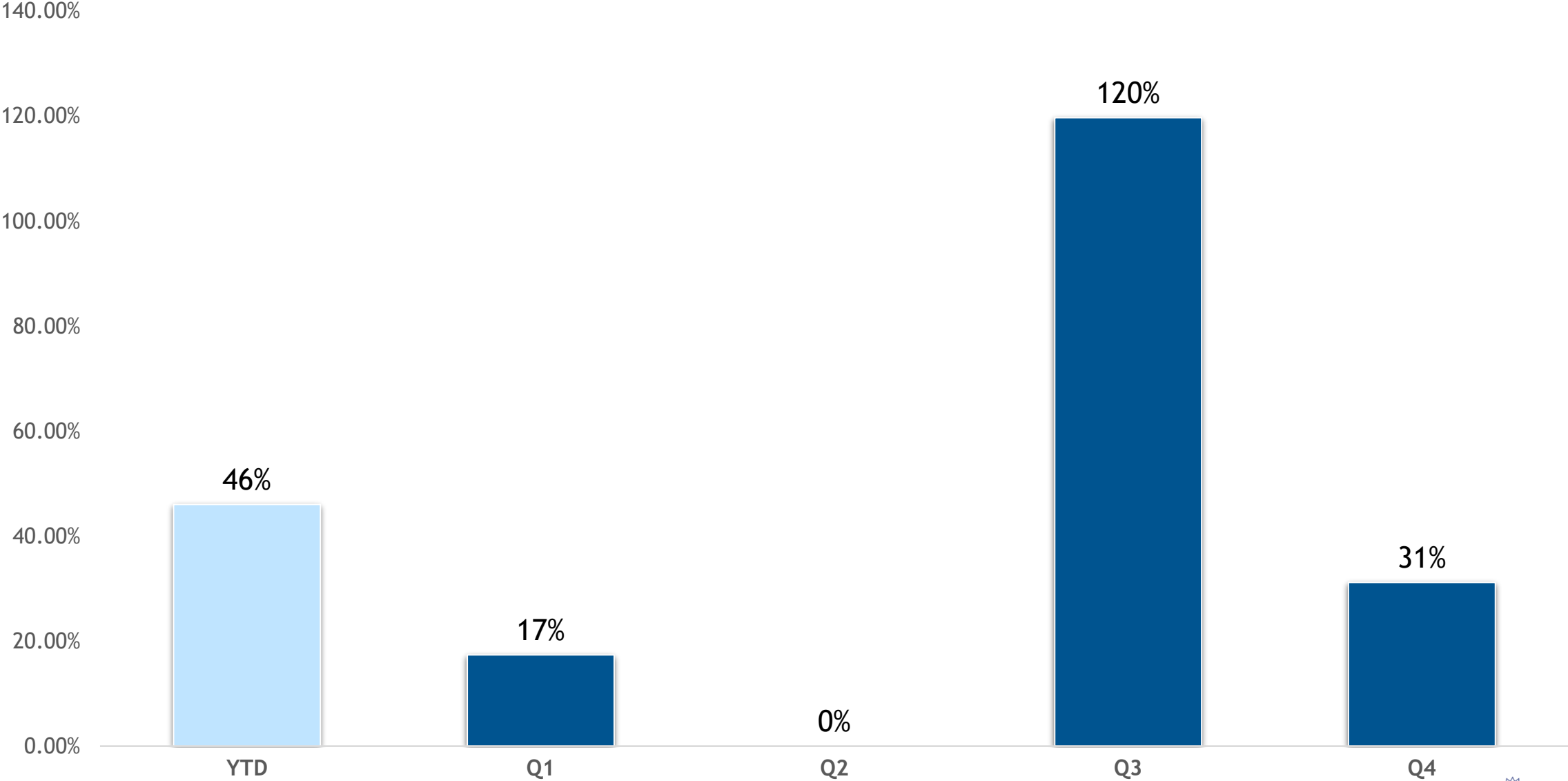


Drop in All Quarters for Hard Luxury transactions

With -65% Decrease in Total Hard Luxury Transactions

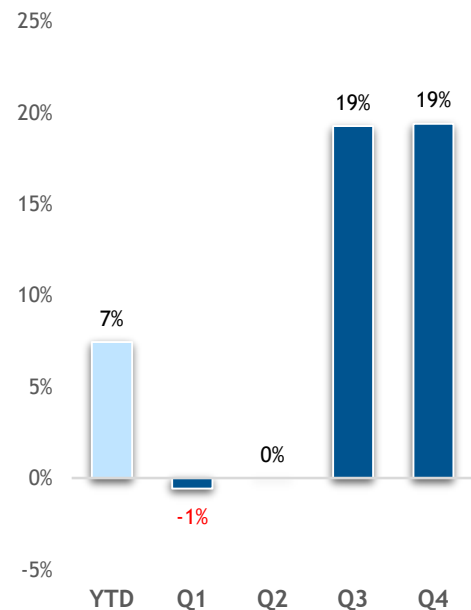
Average Spending By Quarter

Quarterly Average Spending evolution - YTD vs. PYTD



Quarterly Average Spending evolution by Sector - YTD vs. PYTD

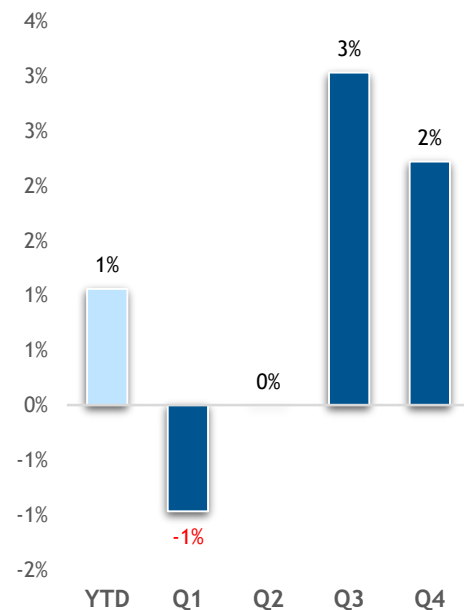
Lifestyle Average Spending



Highest Trend in Q4 for Lifestyle average spending

With 7% Increase in Total Lifestyle average spending

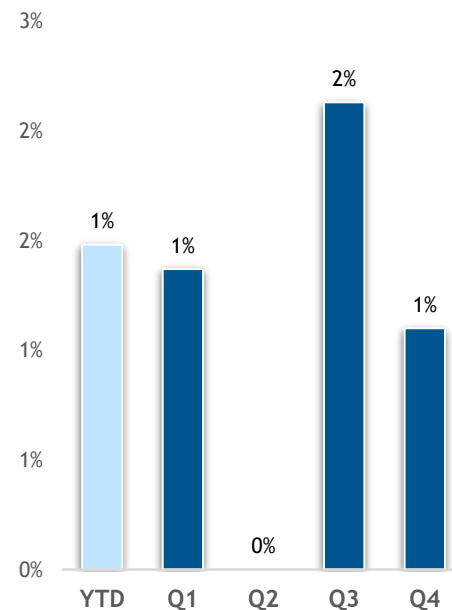
Premium Average Spending



Highest Trend in Q3 for Premium average spending

With 1% Increase in Total Premium average spending

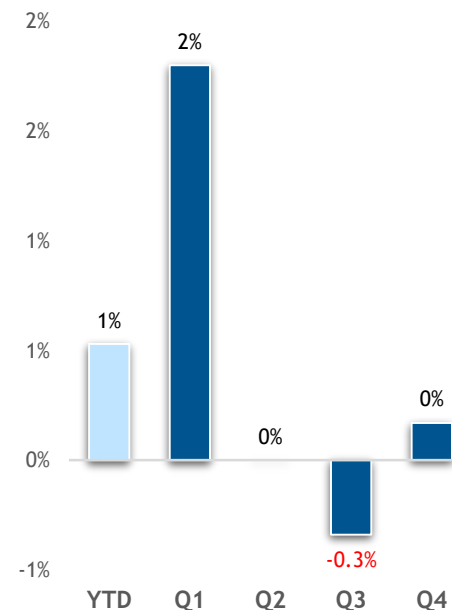
Affordable Luxury Average Spending



Highest Trend in Q3 for Affordable Luxury average spending

With 1% Increase in Total Affordable Luxury average spending

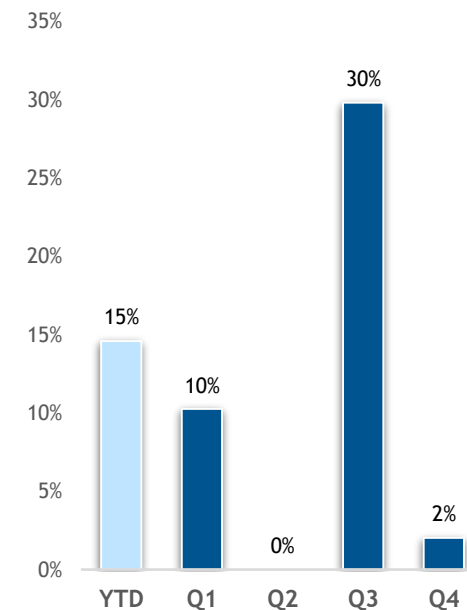
Luxury Average Spending



Highest Trend in Q1 for Luxury average spending

With 1% Increase in Total Luxury average spending

Hard Luxury Average Spending



Highest Trend in Q3 for Hard Luxury average spending

With 15% Increase in Total Hard Luxury average spending

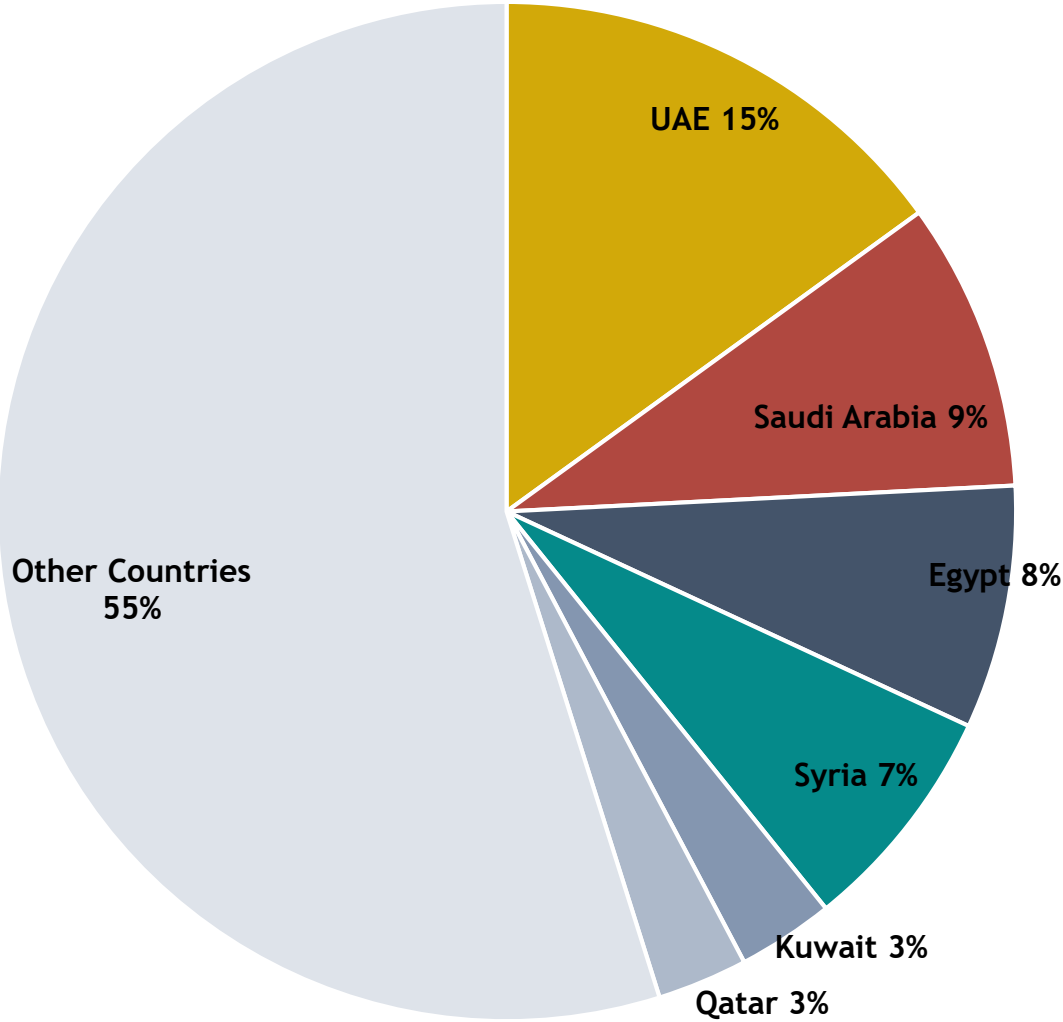


Insights by Globeshopper Residence

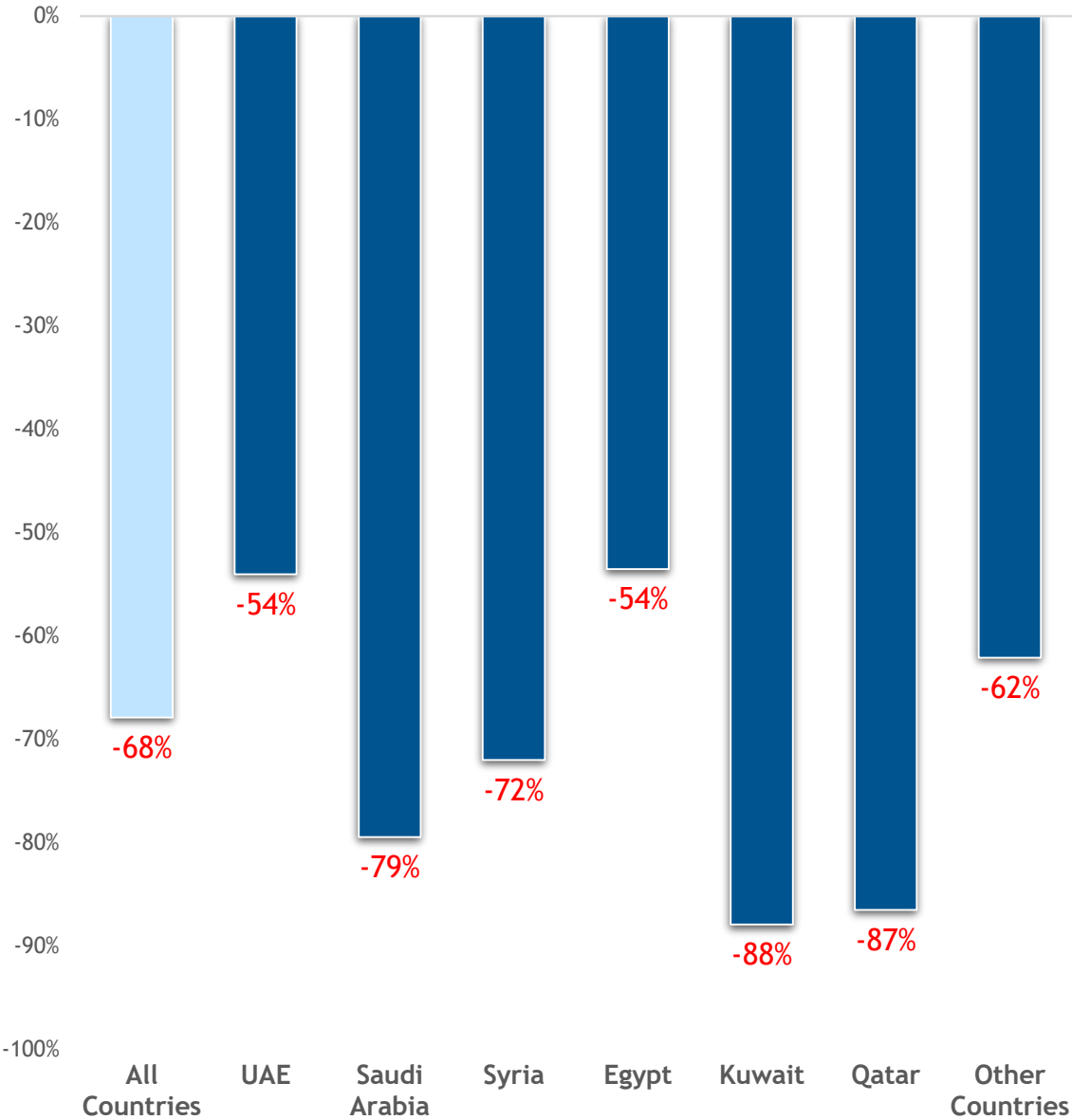
Jan to Dec 2020

Spending By Globeshopper

Spending distribution by Globeshopper
Residence - YTD 2020

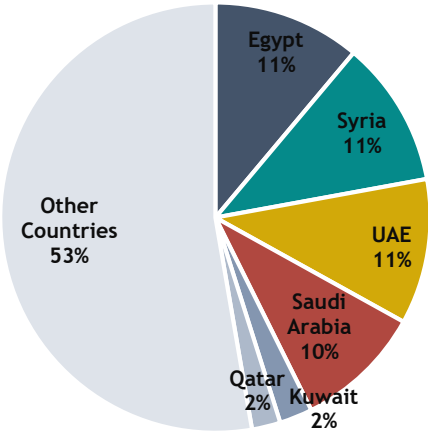


Spending evolution by Globeshopper
Residence - YTD vs. PYTD



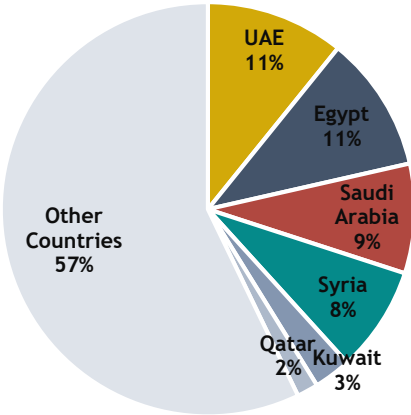
Globeshopper Spending distribution by Sector - YTD 2020

Lifestyle Spending



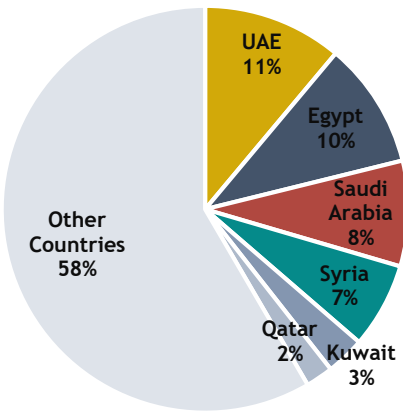
Biggest concentration from Egypt

Premium Spending



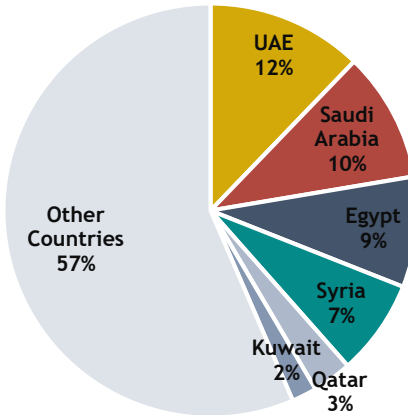
Biggest concentration from UAE

Affordable Luxury Spending



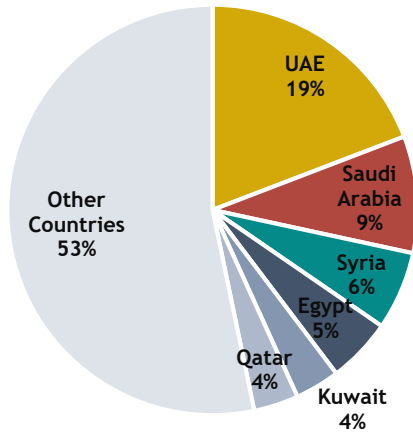
Biggest concentration from UAE

Luxury Spending



Biggest concentration from UAE

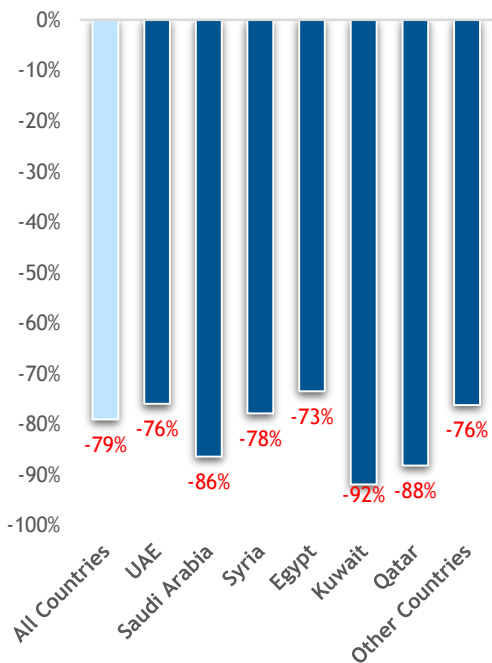
Hard Luxury Spending



Biggest concentration from UAE

Globeshopper Spending evolution by Sector - YTD vs. PYTD

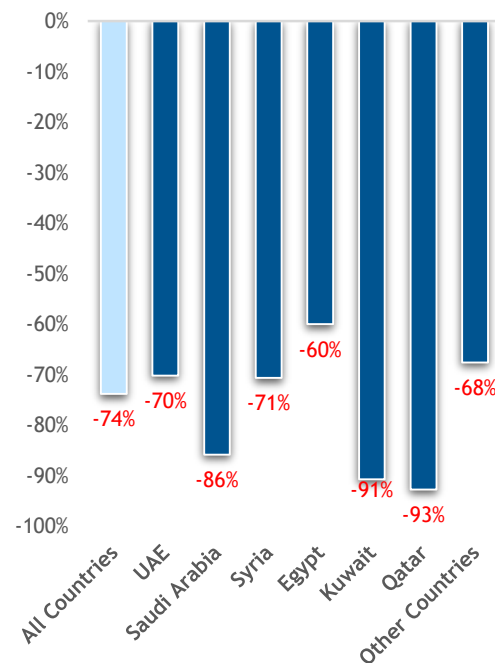
Lifestyle Spending



Drop from All Globeshoppers for Lifestyle spending

With -79% Decrease in Total Lifestyle Spending

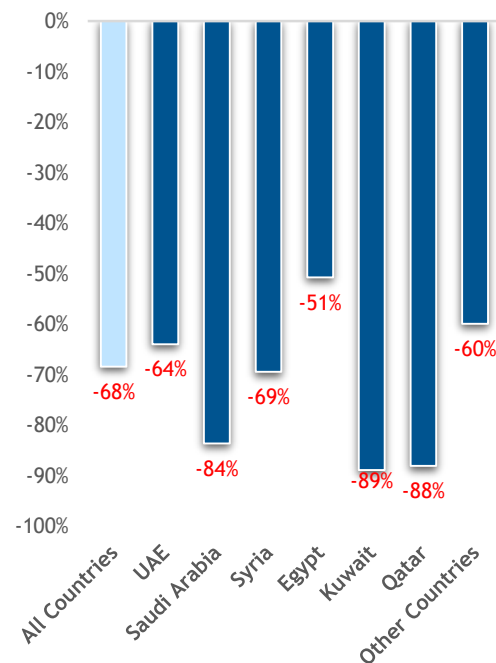
Premium Spending



Drop from All Globeshoppers for Premium spending

With -74% Decrease in Total Premium Spending

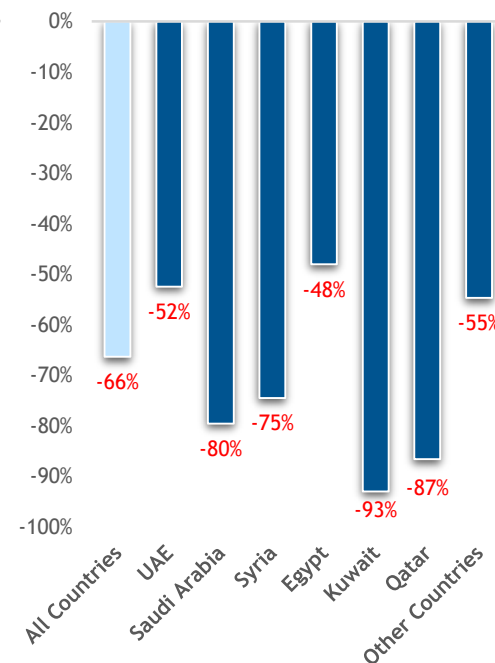
Affordable Luxury Spending



Drop from All Globeshoppers for Affordable Luxury spending

With -68% Decrease in Total Affordable Luxury Spending

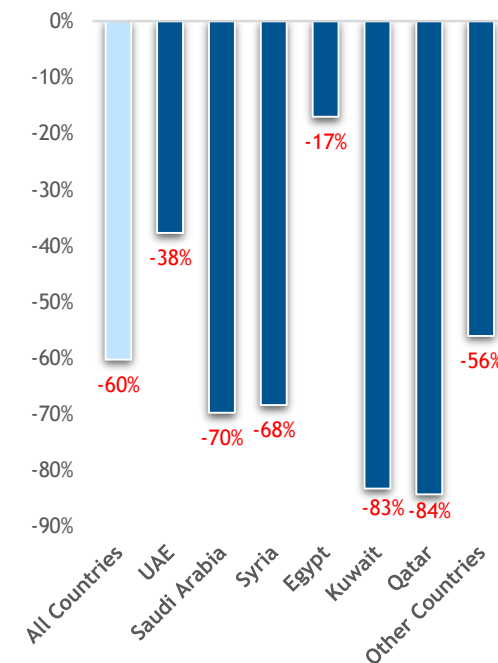
Luxury Spending



Drop from All Globeshoppers for Luxury spending

With -66% Decrease in Total Luxury Spending

Hard Luxury Spending

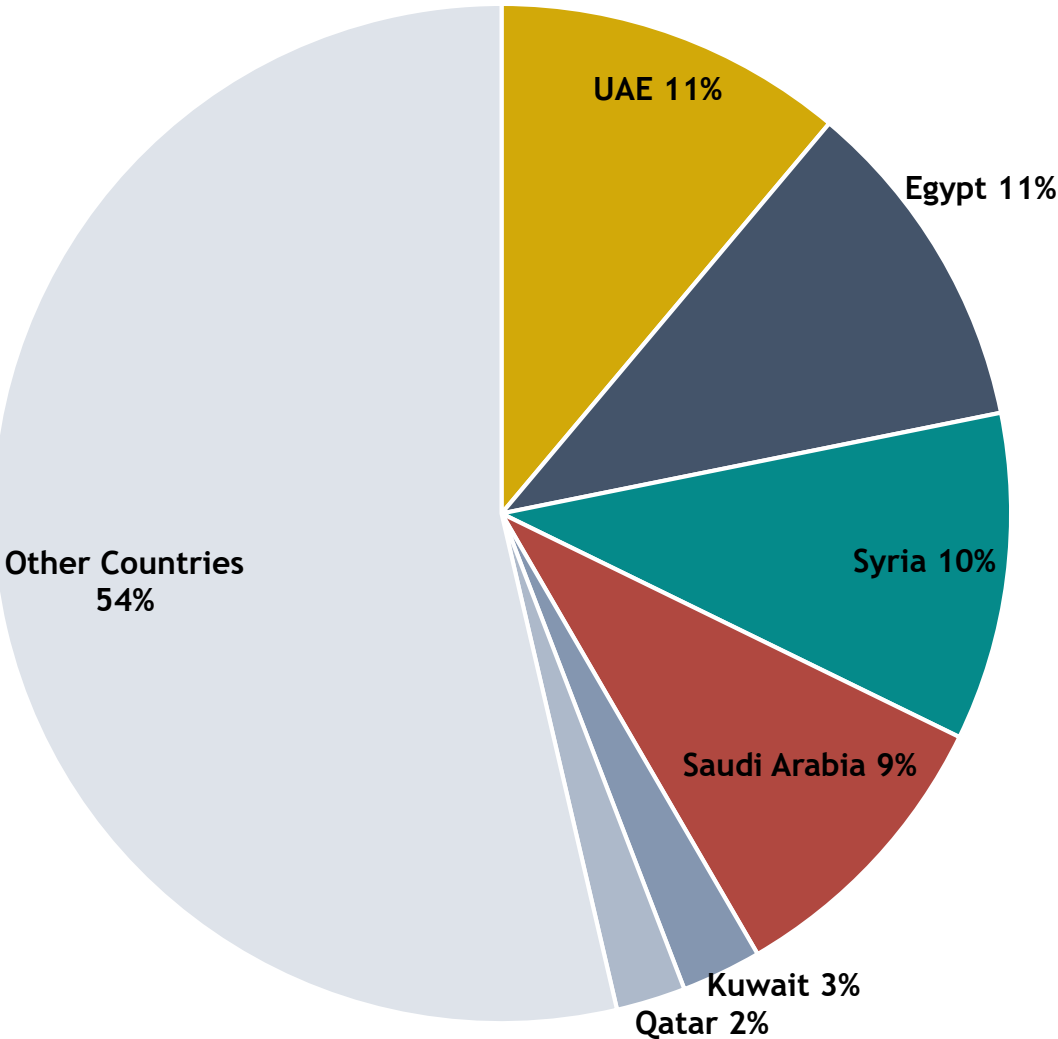


Drop from All Globeshoppers for Hard Luxury spending

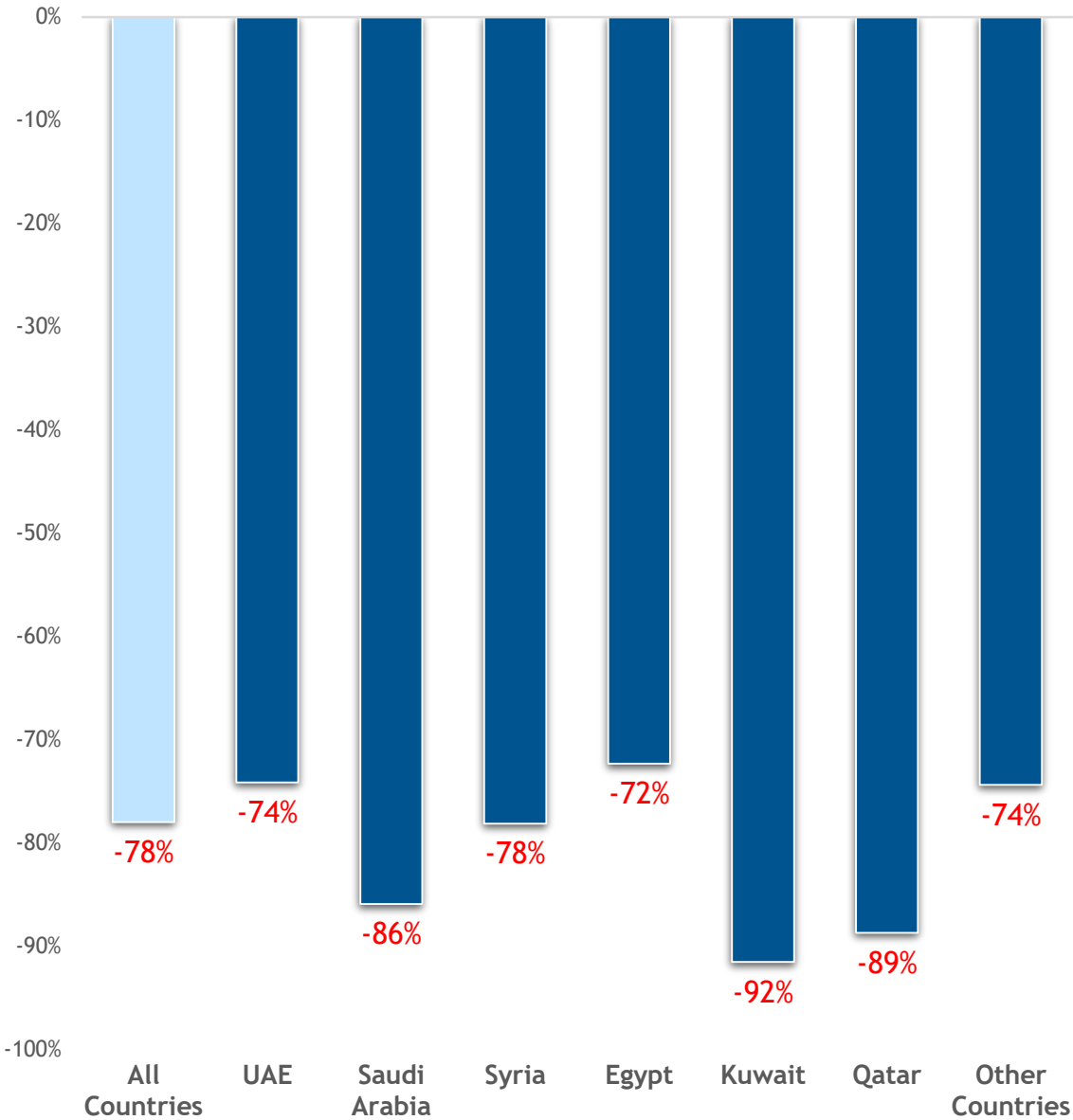
With -60% Decrease in Total Hard Luxury Spending

Transactions By Globeshopper

Transactions distribution by Globeshopper
Residence - YTD 2020

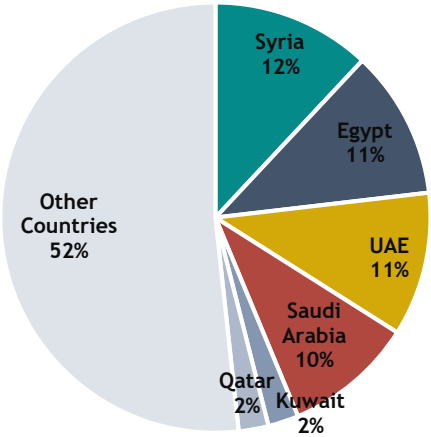


Transactions evolution by Globeshopper
Residence - YTD vs. PYTD

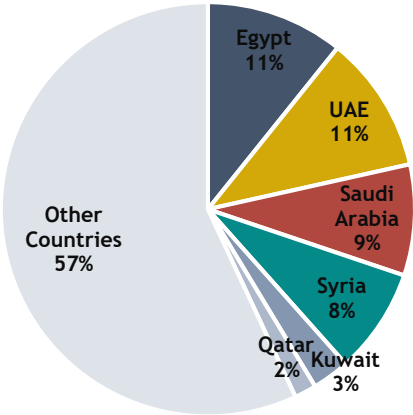


Globeshopper Transactions distribution by Sector - YTD 2020

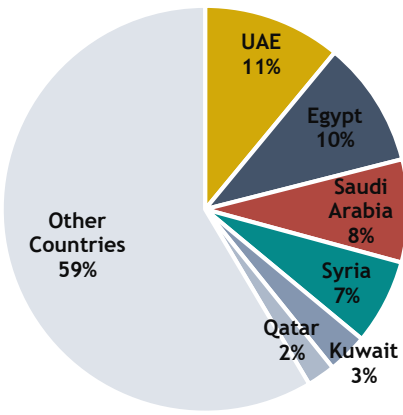
Lifestyle Transactions



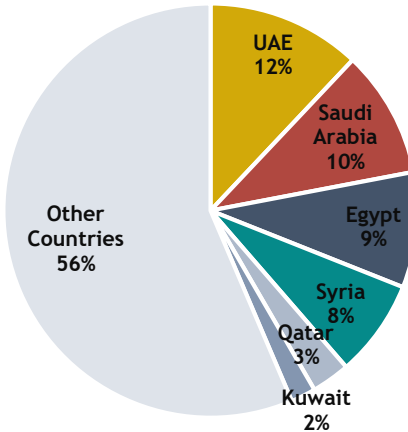
Premium Transactions



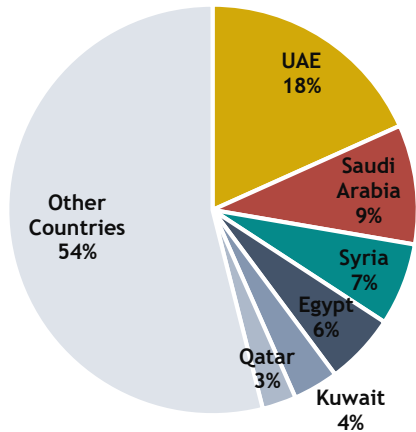
Affordable Luxury Transactions



Luxury Transactions



Hard Luxury Transactions



Biggest concentration from Syria

Biggest concentration from Egypt

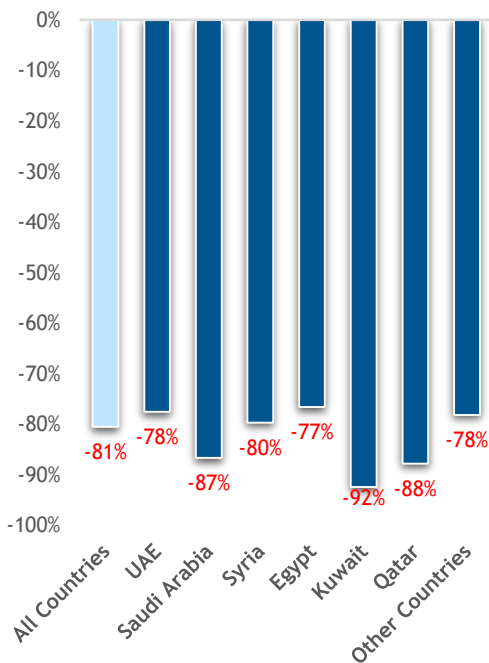
Biggest concentration from UAE

Biggest concentration from UAE

Biggest concentration from UAE

Globeshopper Transactions evolution by Sector - YTD vs. PYTD

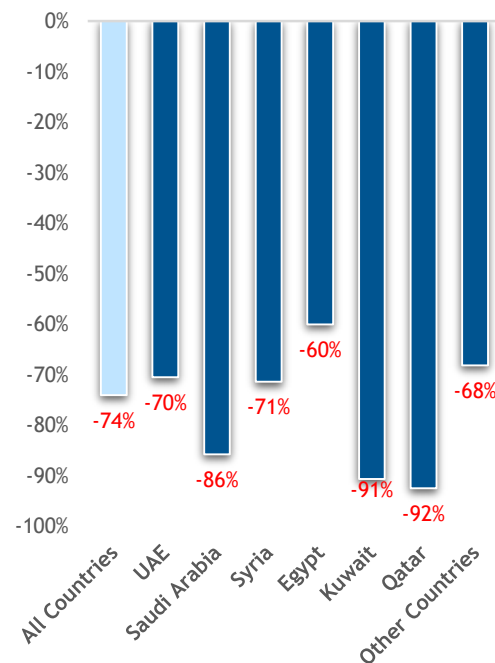
Lifestyle Transactions



Drop from All Globeshoppers for Lifestyle transactions

With -81% Decrease in Total Lifestyle Transactions

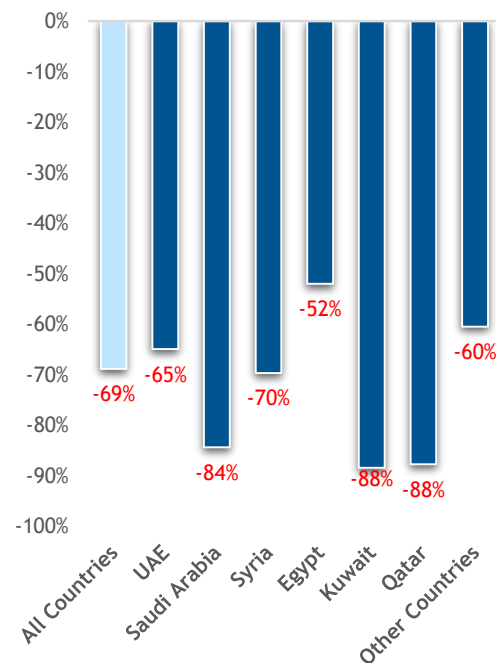
Premium Transactions



Drop from All Globeshoppers for Premium transactions

With -74% Decrease in Total Premium Transactions

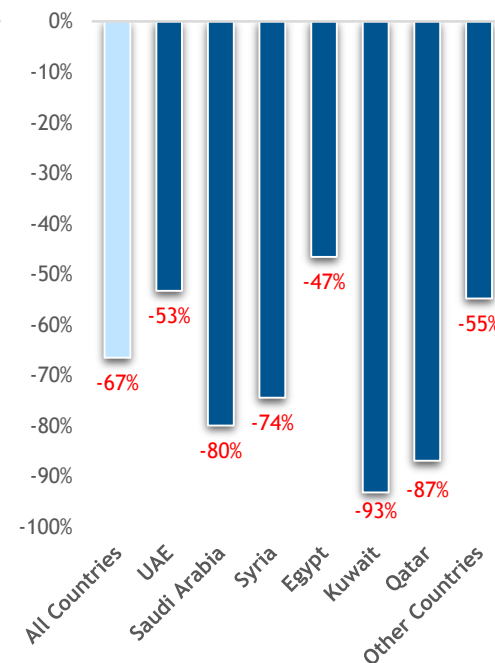
Affordable Luxury Transactions



Drop from All Globeshoppers for Affordable Luxury transactions

With -69% Decrease in Total Affordable Luxury Transactions

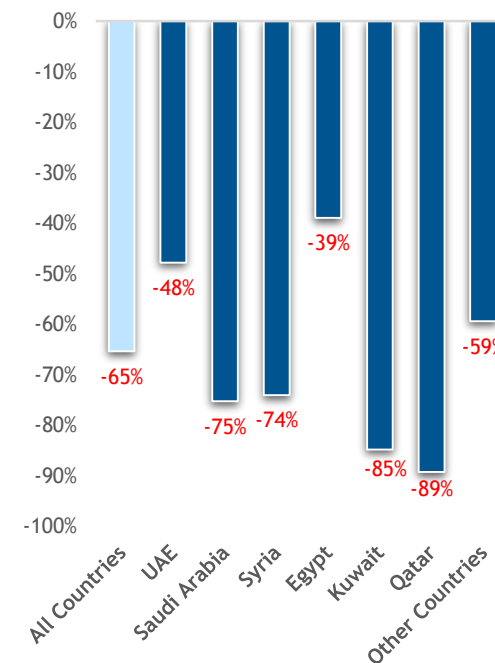
Luxury Transactions



Drop from All Globeshoppers for Luxury transactions

With -67% Decrease in Total Luxury Transactions

Hard Luxury Transactions

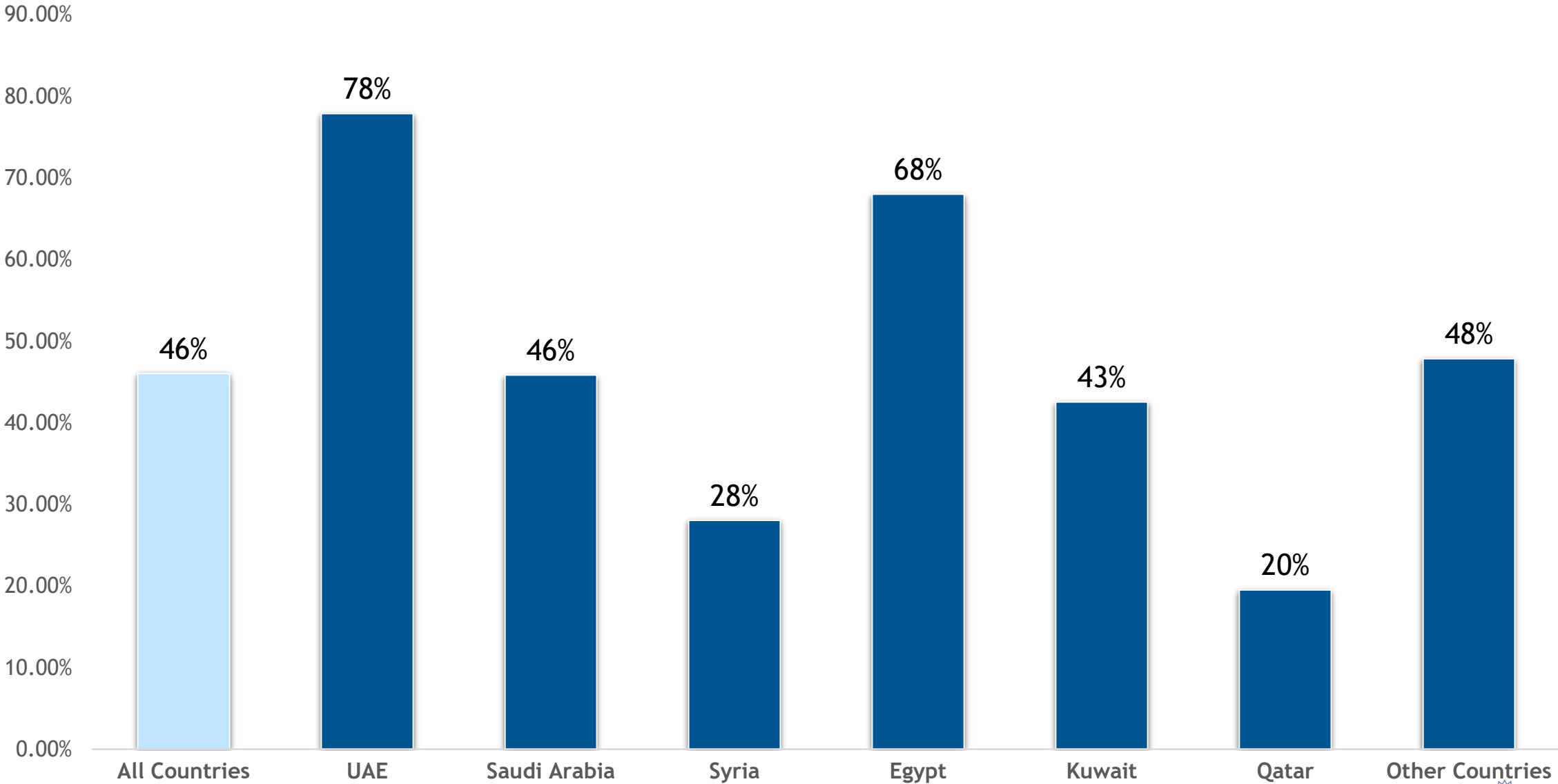


Drop from All Globeshoppers for Hard Luxury transactions

With -65% Decrease in Total Hard Luxury Transactions

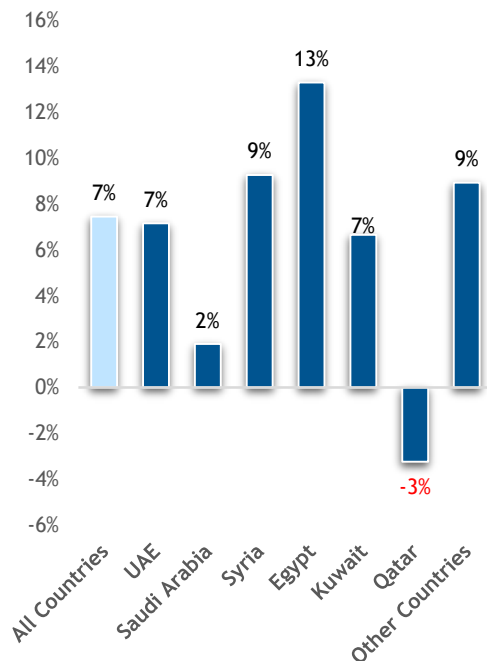
Average
Spending
By
Globeshopper

Globeshopper Average Spending evolution - YTD vs. PYTD



Globeshopper Average Spending evolution by Sector - YTD vs. PYTD

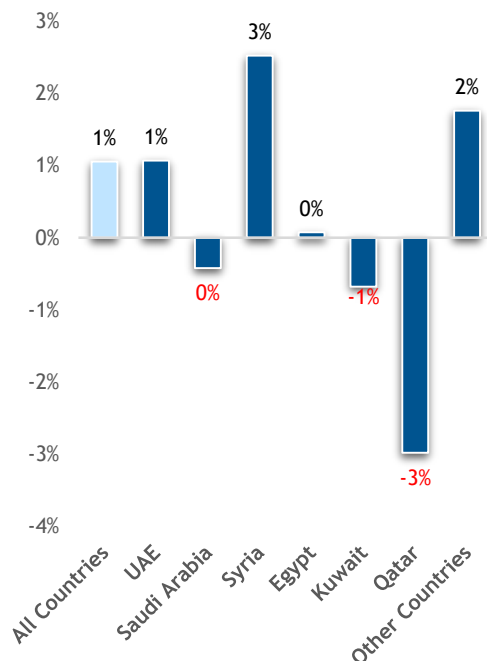
Lifestyle Average Spending



Highest Trend from Egyptians for Lifestyle average spending

With 7% Increase in Total Lifestyle average spending

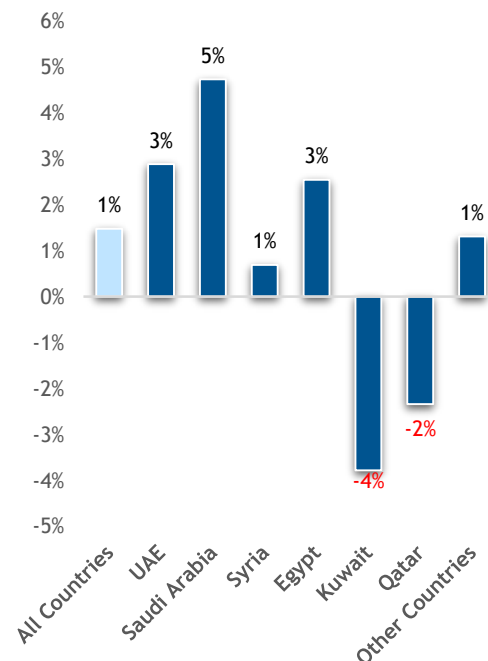
Premium Average Spending



Highest Trend from Syrians for Premium average spending

With 1% Increase in Total Premium average spending

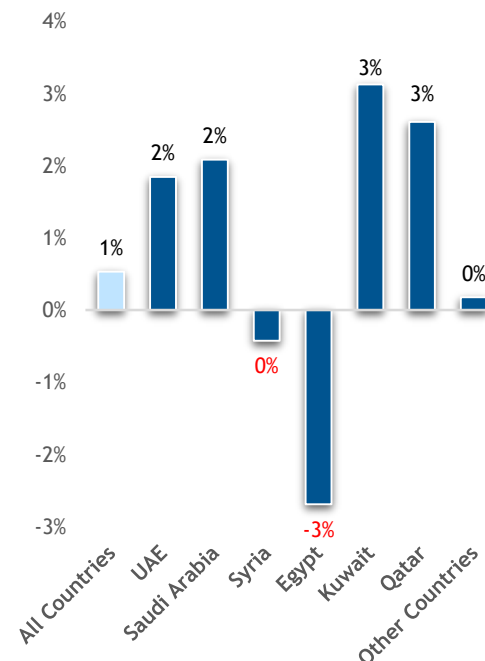
Affordable Luxury Average Spending



Highest Trend from Saudis for Affordable Luxury average spending

With 1% Increase in Total Affordable Luxury average spending

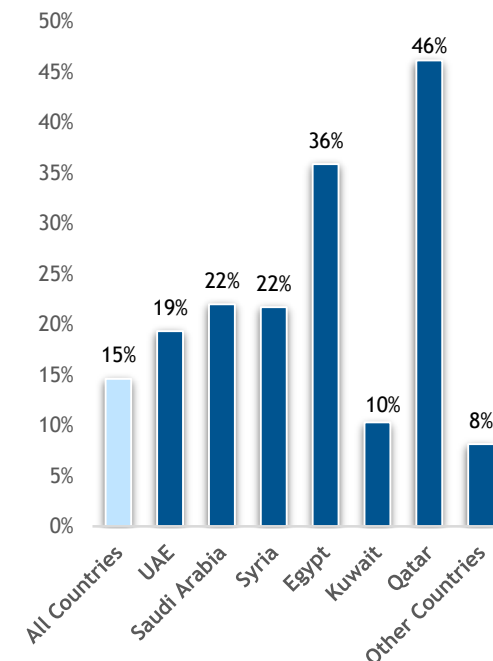
Luxury Average Spending



Highest Trend from Kuwaitis for Luxury average spending

With 1% Increase in Total Luxury average spending

Hard Luxury Average Spending



Highest Trend from Qataris for Hard Luxury average spending

With 15% Increase in Total Hard Luxury average spending

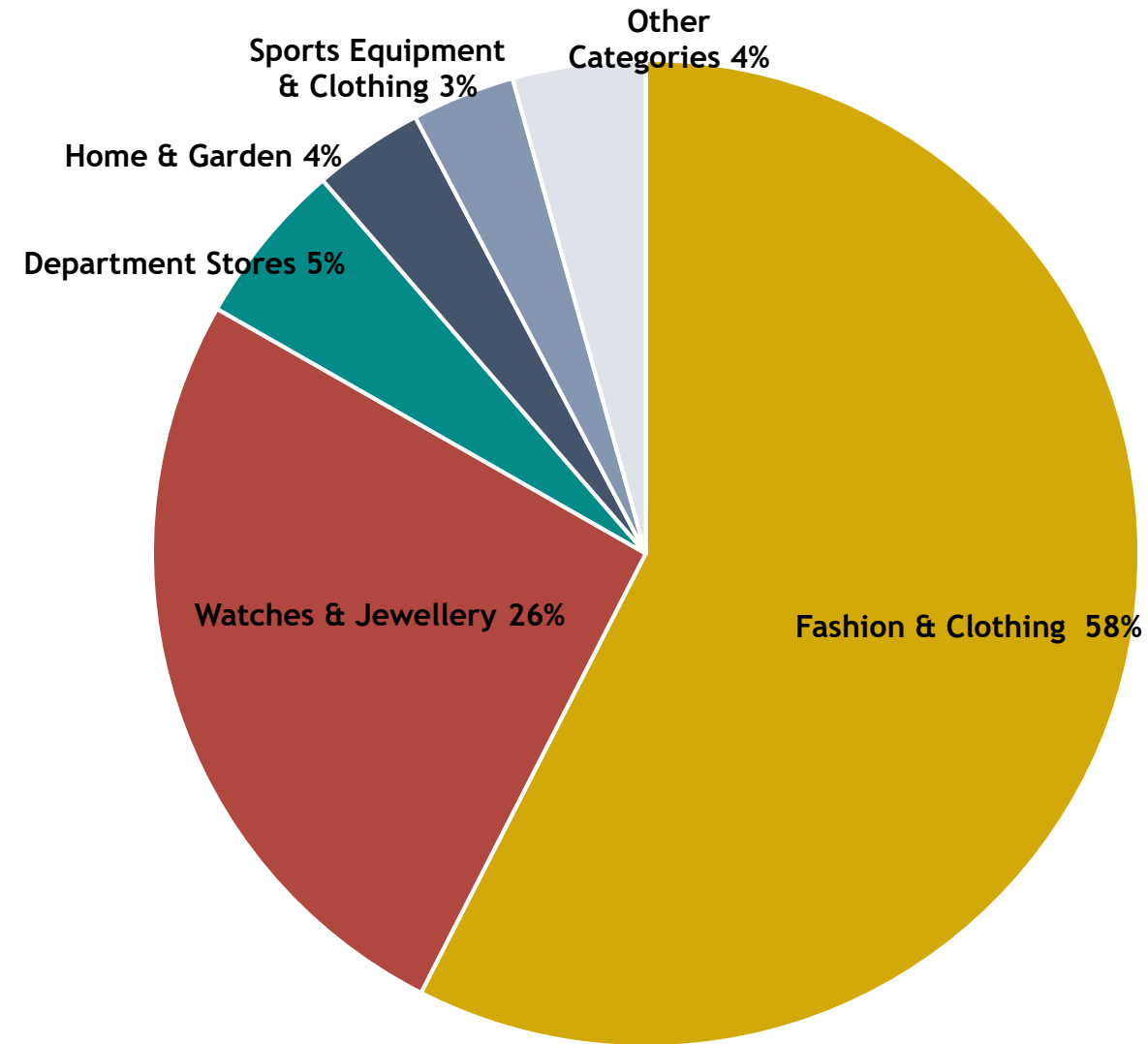


Insights by Category

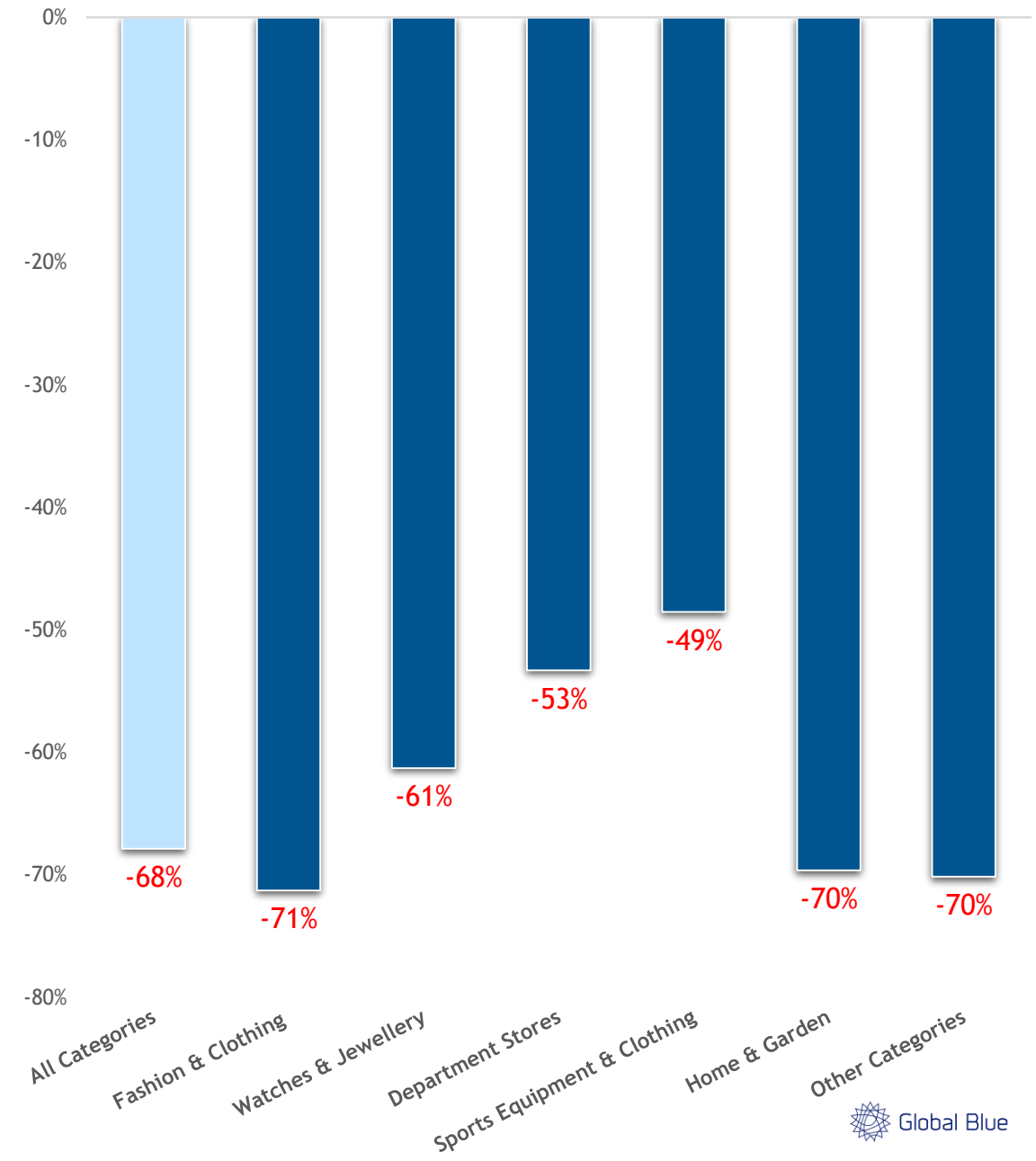
Jan to Dec 2020

Spending By Category

Spending distribution by Category YTD 2020

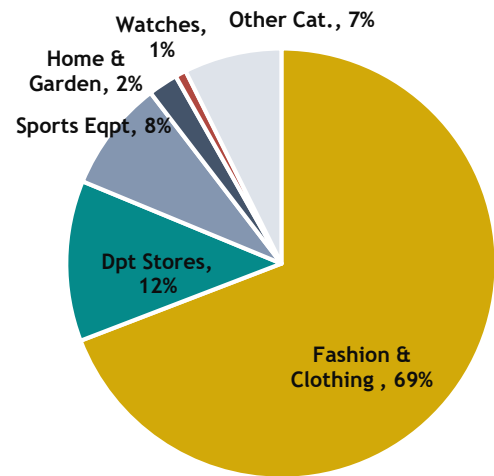


Spending evolution by Category YTD vs. PYTD



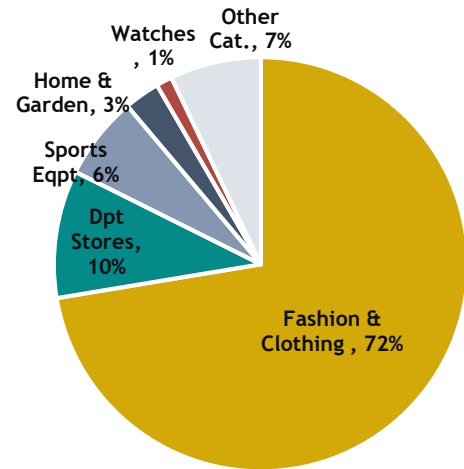
Category Spending distribution by Sector - YTD 2020

Lifestyle Spending



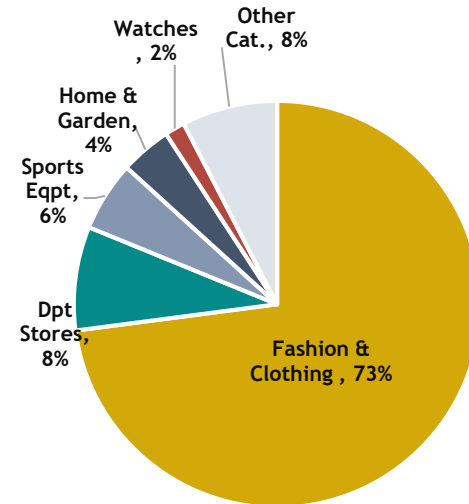
Biggest concentration in Fashion & Clothing

Premium Spending



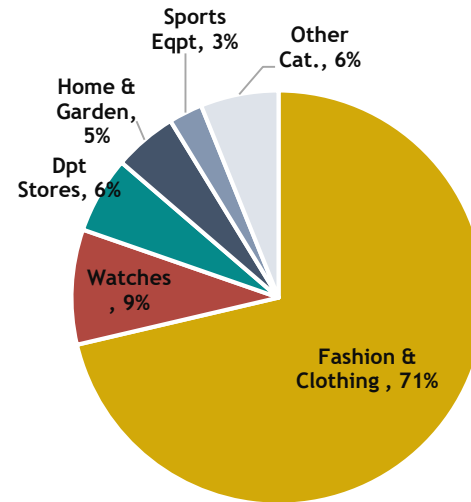
Biggest concentration in Fashion & Clothing

Affordable Luxury Spending



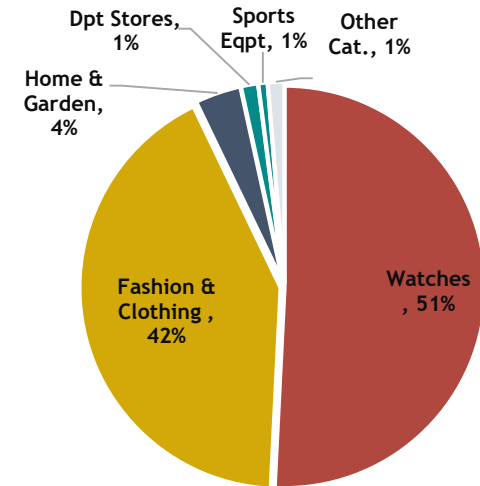
Biggest concentration in Fashion & Clothing

Luxury Spending



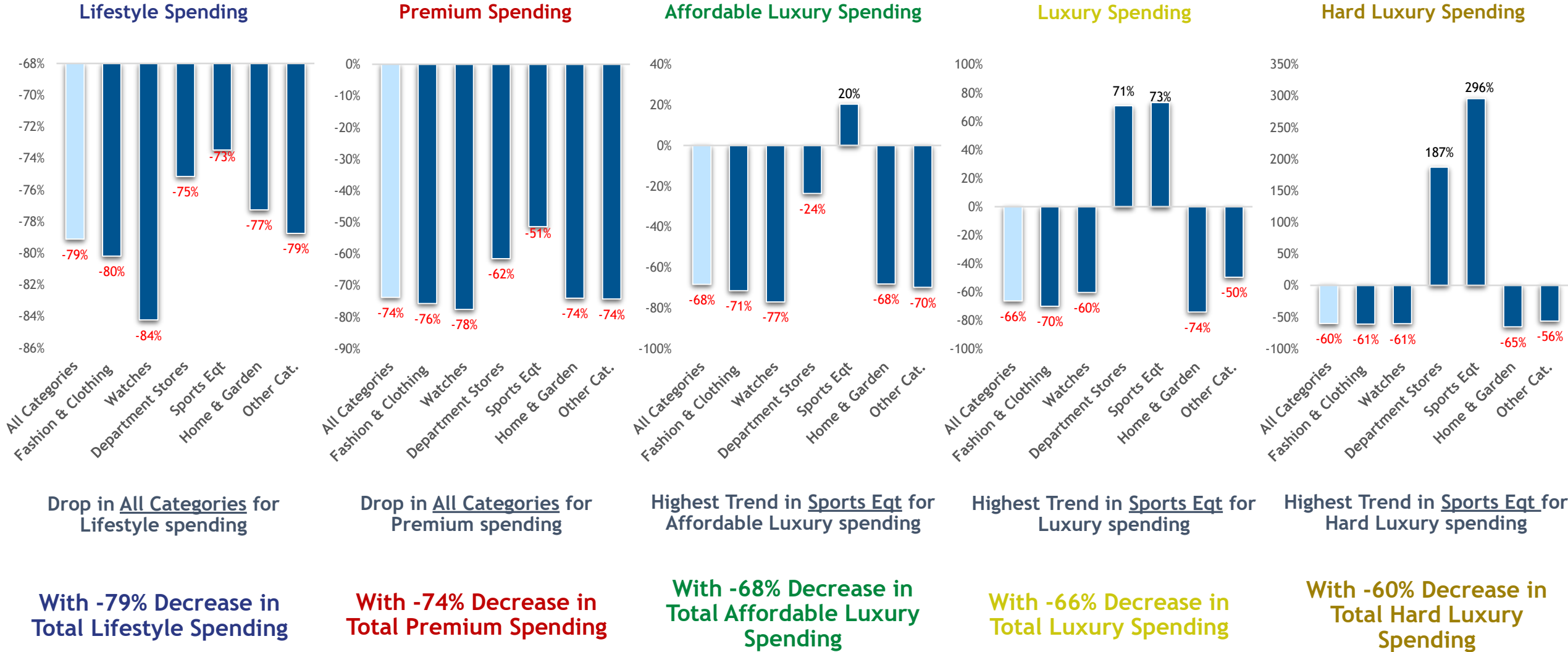
Biggest concentration in Fashion & Clothing

Hard Luxury Spending



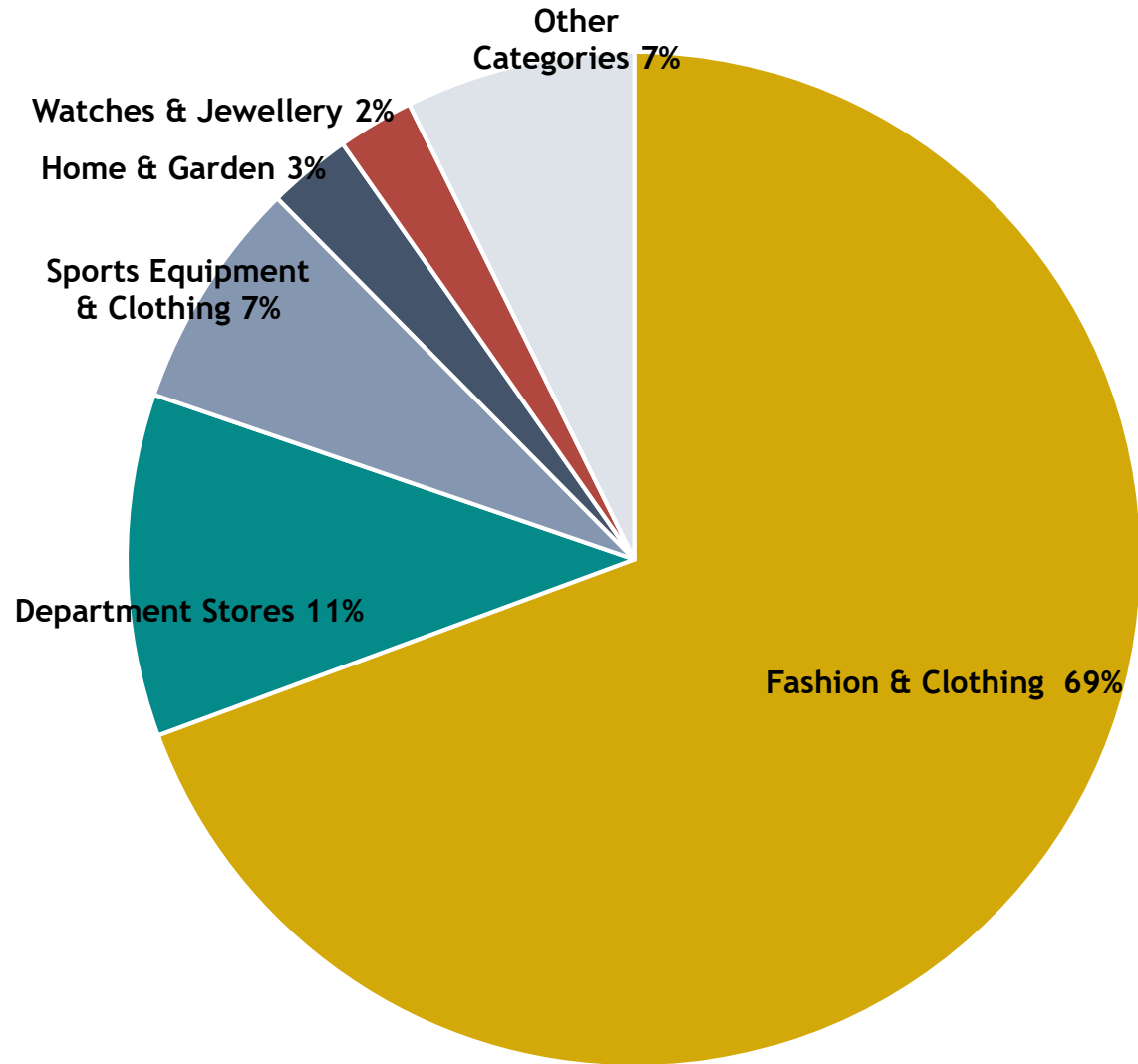
Biggest concentration in Watches

Category Spending evolution by Sector - YTD vs. PYTD

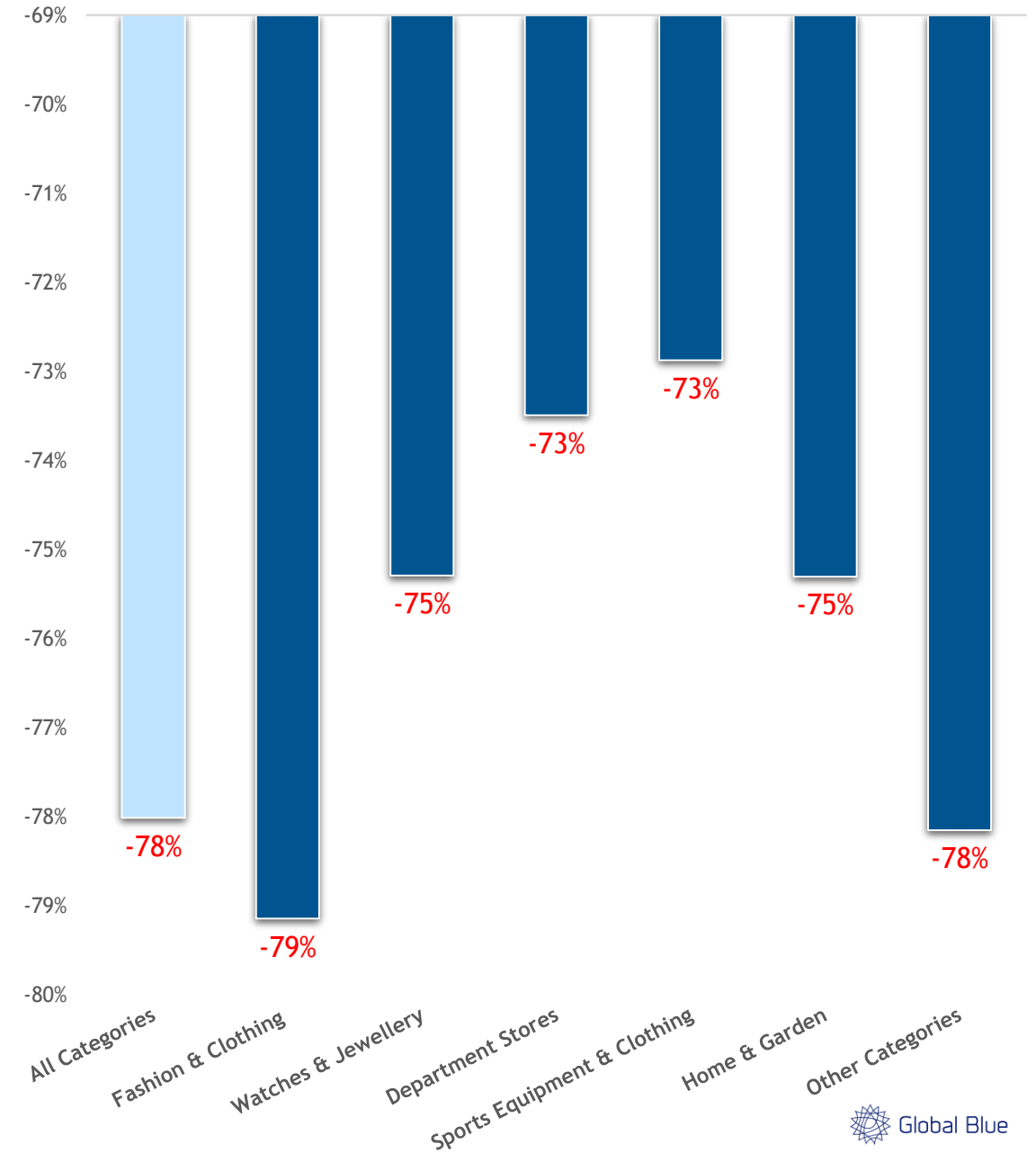


Transactions By Category

Transactions distribution by Category
YTD 2020

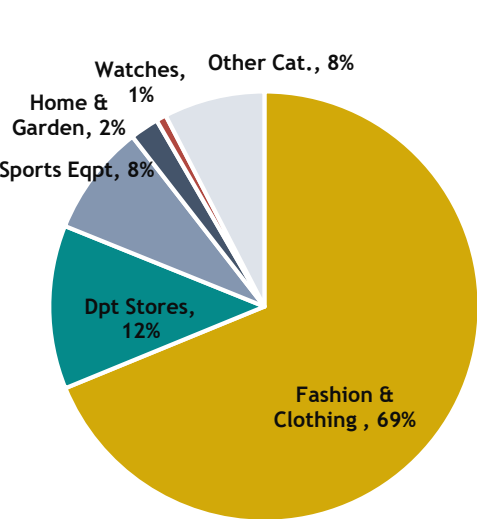


Transactions evolution by Category
YTD vs. PYTD

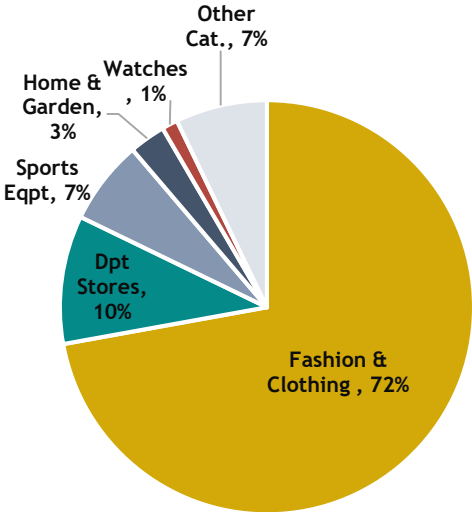


Category Spending distribution by Sector - YTD 2020

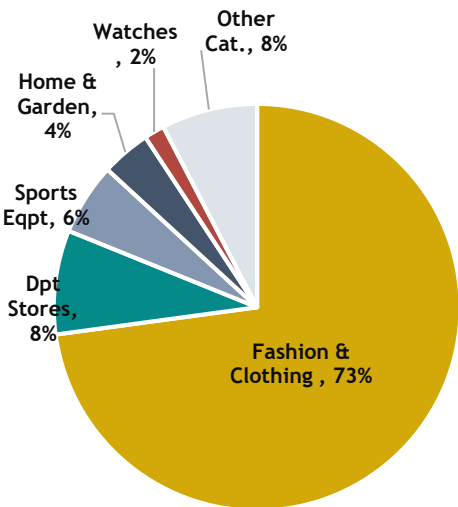
Lifestyle Transactions



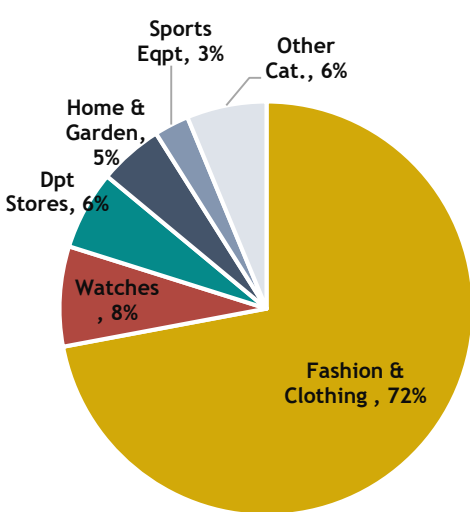
Premium Transactions



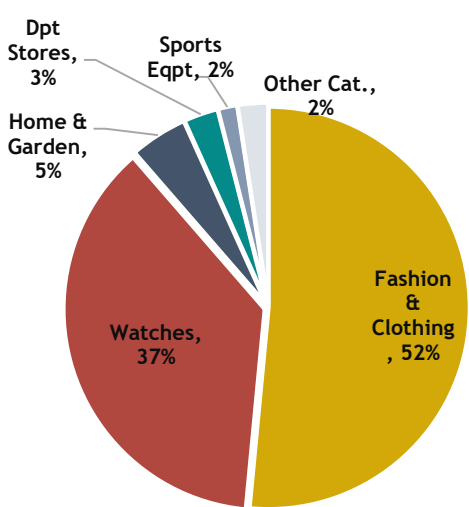
Affordable Luxury Transactions



Luxury Transactions



Hard Luxury Transactions



Biggest concentration in Fashion & Clothing

Biggest concentration in Fashion & Clothing

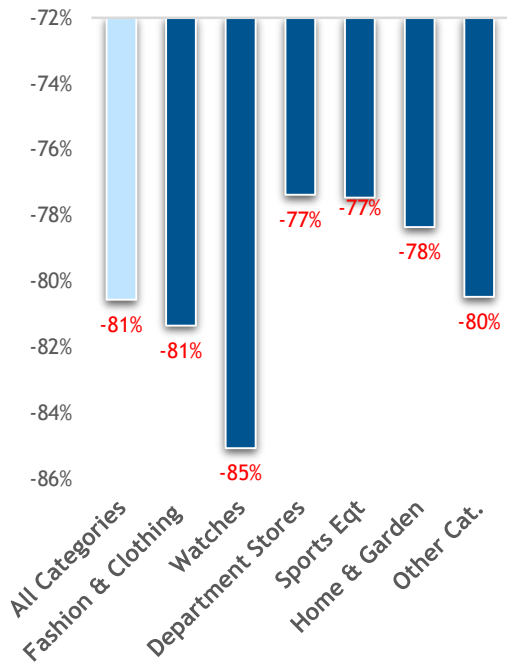
Biggest concentration in Fashion & Clothing

Biggest concentration in Fashion & Clothing

Biggest concentration in Fashion & Clothing

Category Transactions evolution by Sector - YTD vs. PYTD

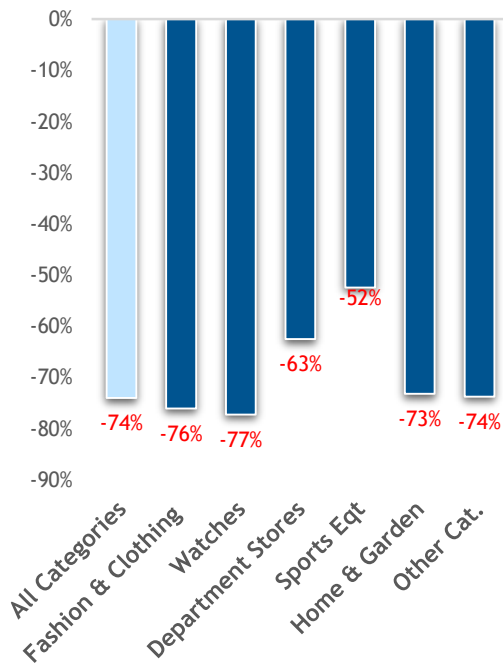
Lifestyle Transactions



Drop in All Categories for Lifestyle transactions

With -81% Decrease in Total Lifestyle Transactions

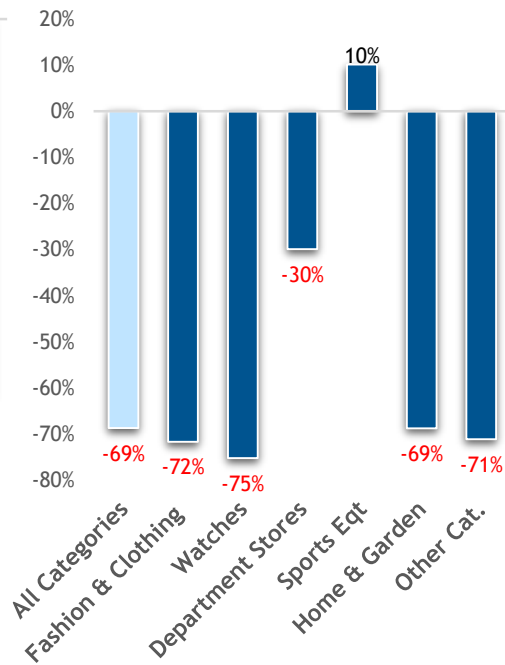
Premium Transactions



Drop in All Categories for Premium transactions

With -74% Decrease in Total Premium Transactions

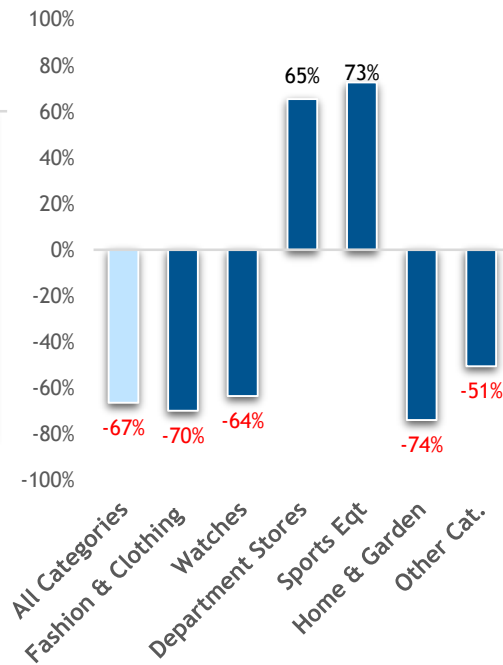
Affordable Luxury Transactions



Highest Trend in Sports Eqt for Affordable Luxury transactions

With -69% Decrease in Total Affordable Luxury Transactions

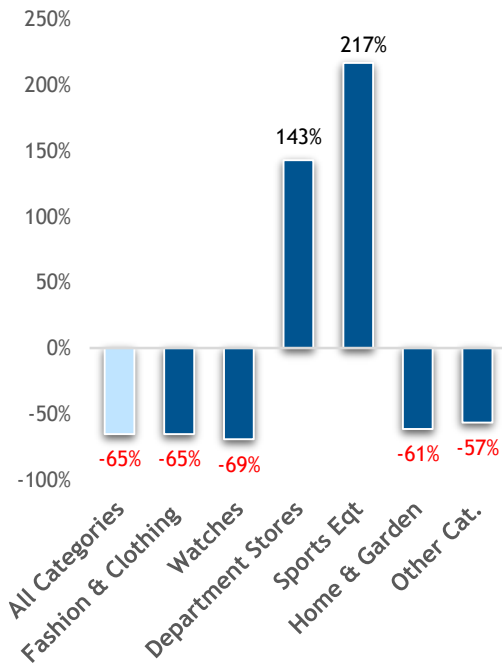
Luxury Transactions



Highest Trend in Sports Eqt for Luxury transactions

With -67% Decrease in Total Luxury Transactions

Hard Luxury Transactions

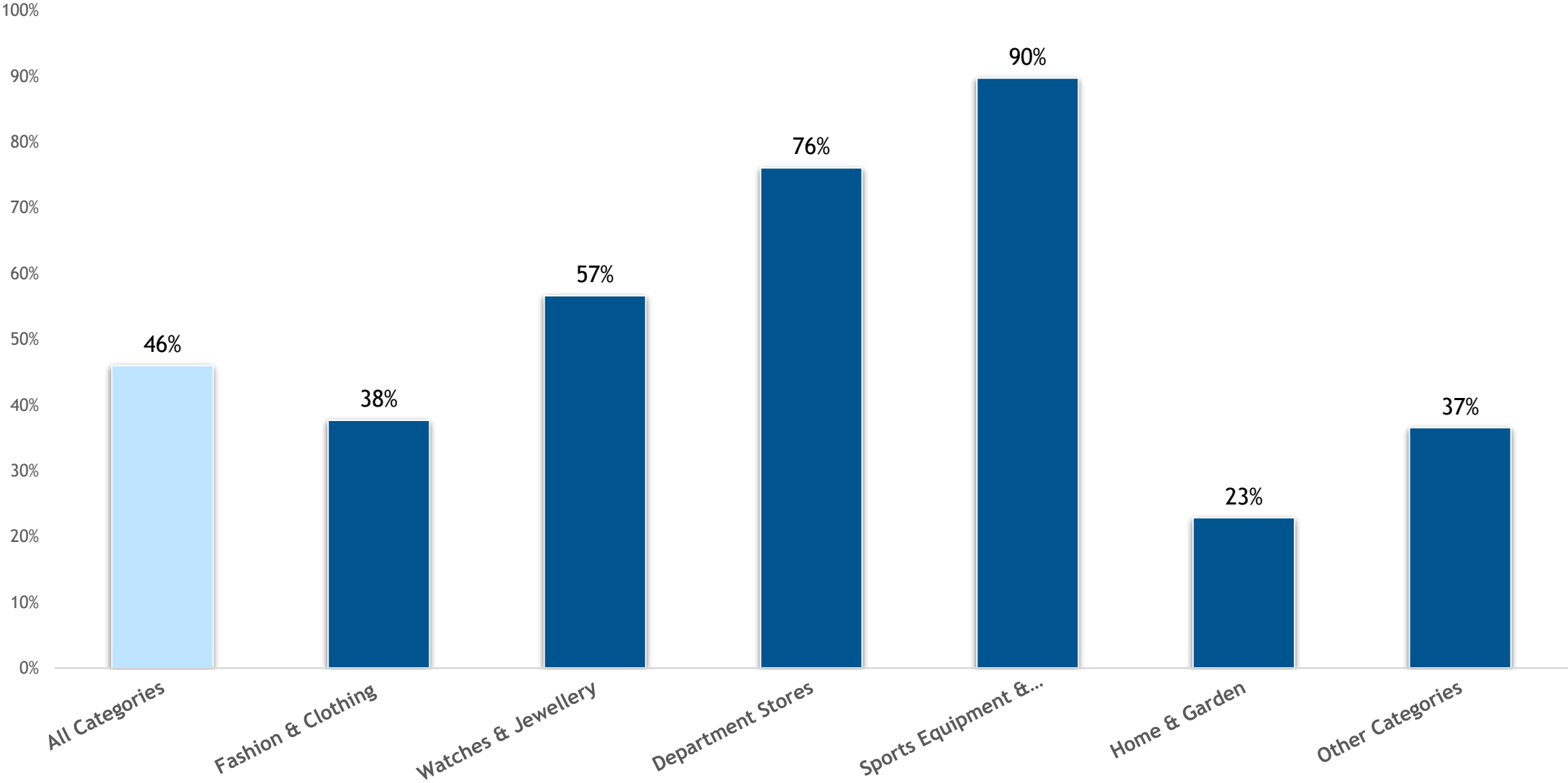


Highest Trend in Sports Eqt for Hard Luxury transactions

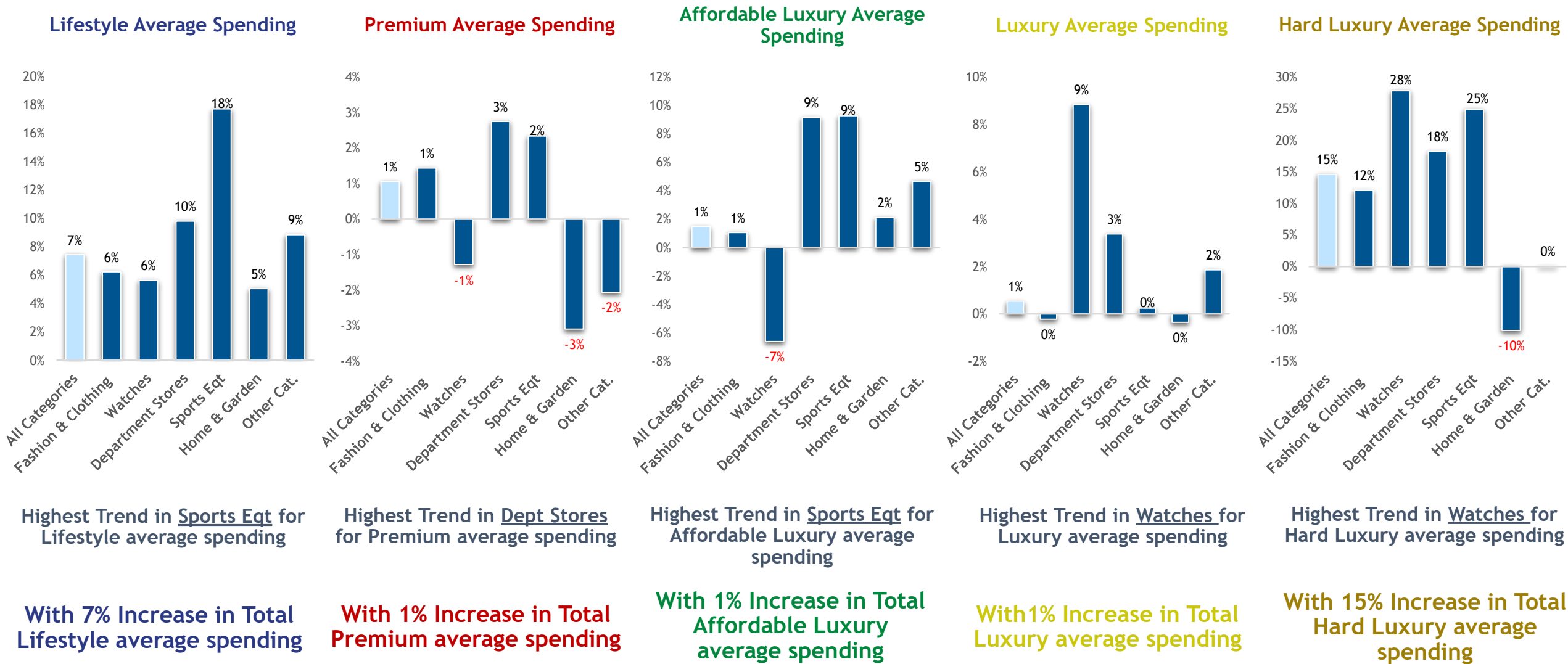
With -65% Decrease in Total Hard Luxury Transactions

Average Spending By Category

Category Average Spending evolution - YTD vs. PYTD



Category Average Spending evolution by Sector - YTD vs. PYTD



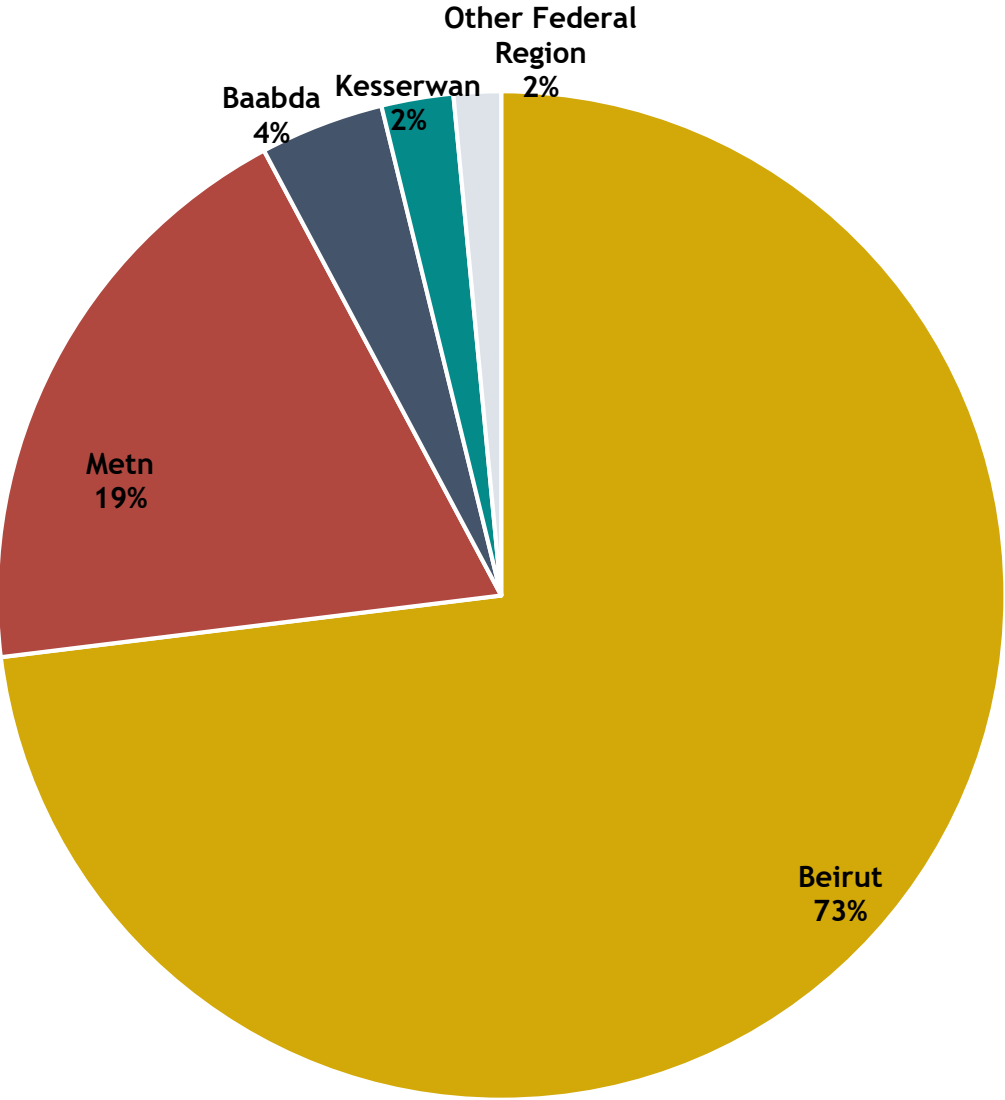


Insights by Federal Region

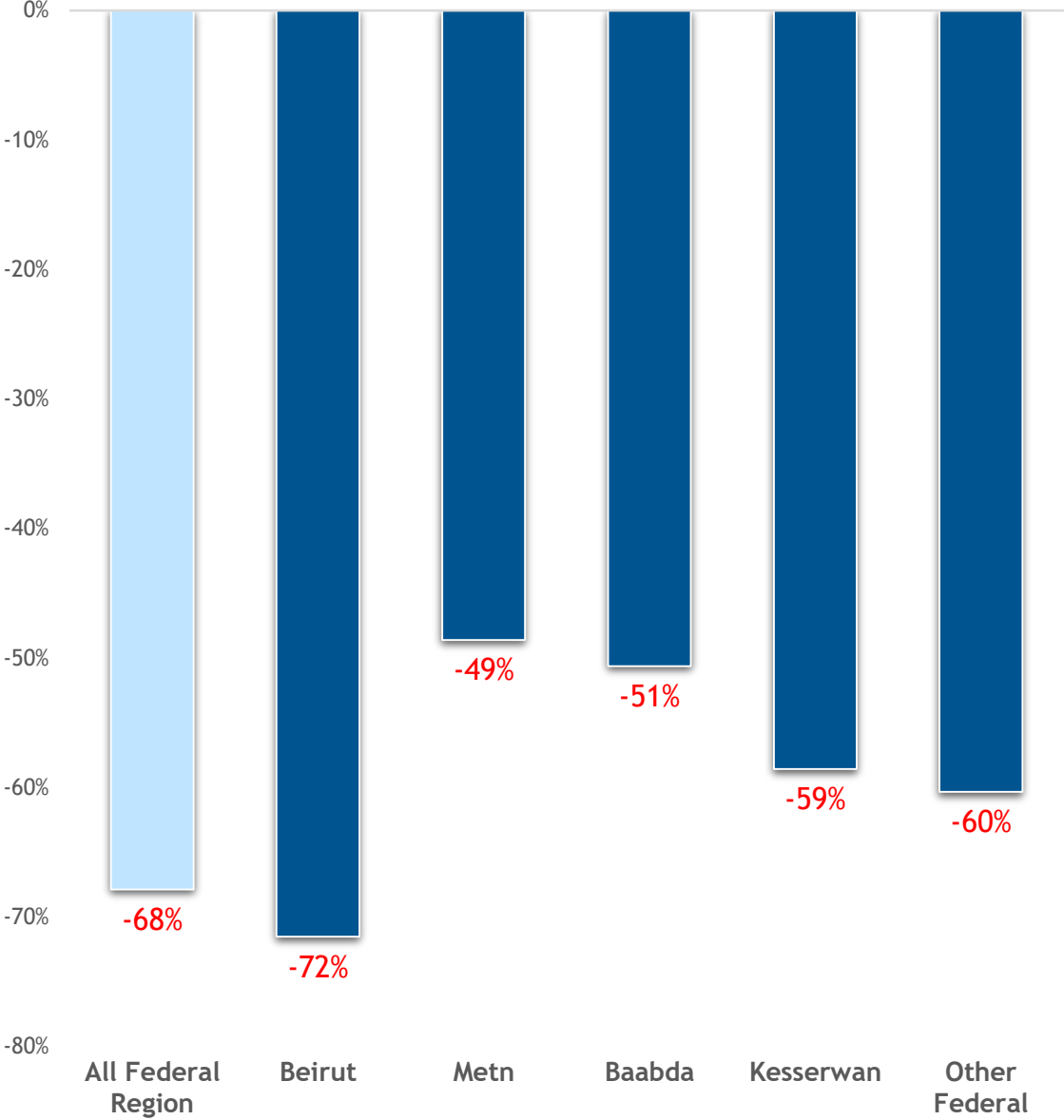
Jan to Dec 2020

Spending By Federal Region

Spending distribution by Federal Region
YTD 2020

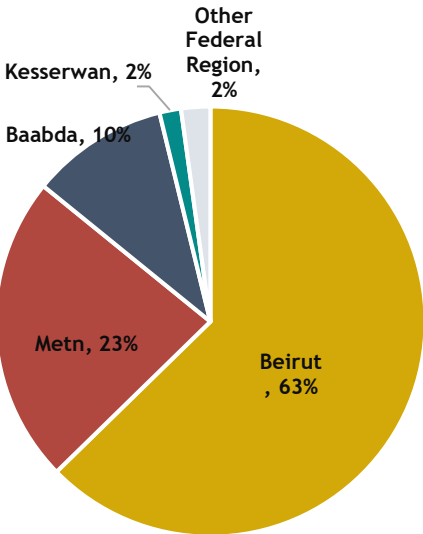


Spending evolution by Federal Region
YTD vs. PYTD

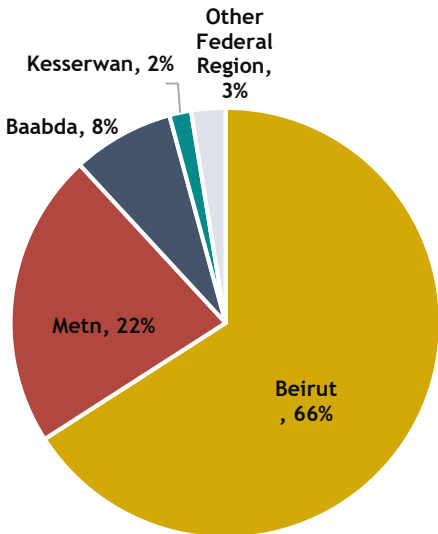


Federal Region Spending distribution by Sector - YTD 2020

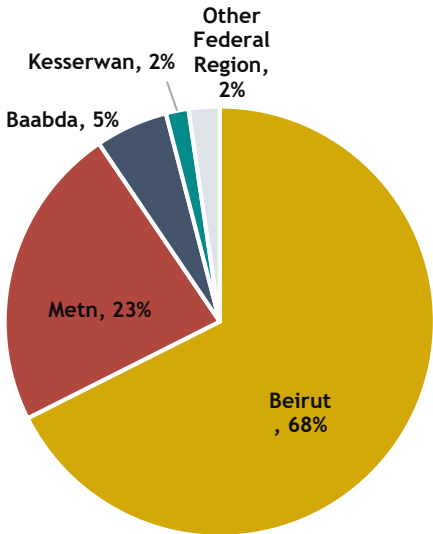
Lifestyle Spending



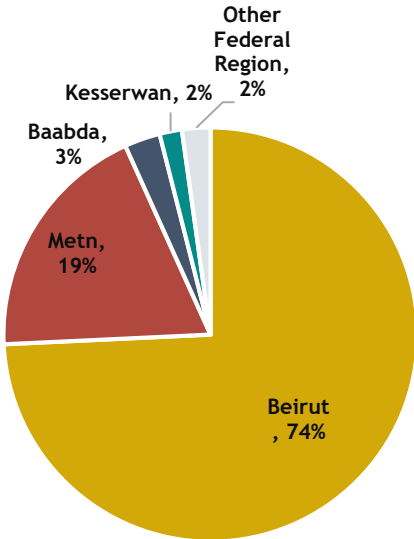
Premium Spending



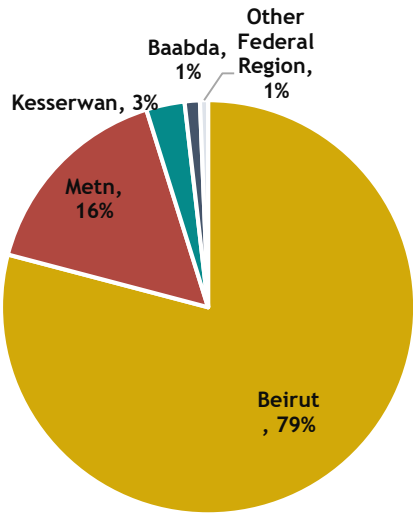
Affordable Luxury Spending



Luxury Spending



Hard Luxury Spending



Biggest concentration in Beirut

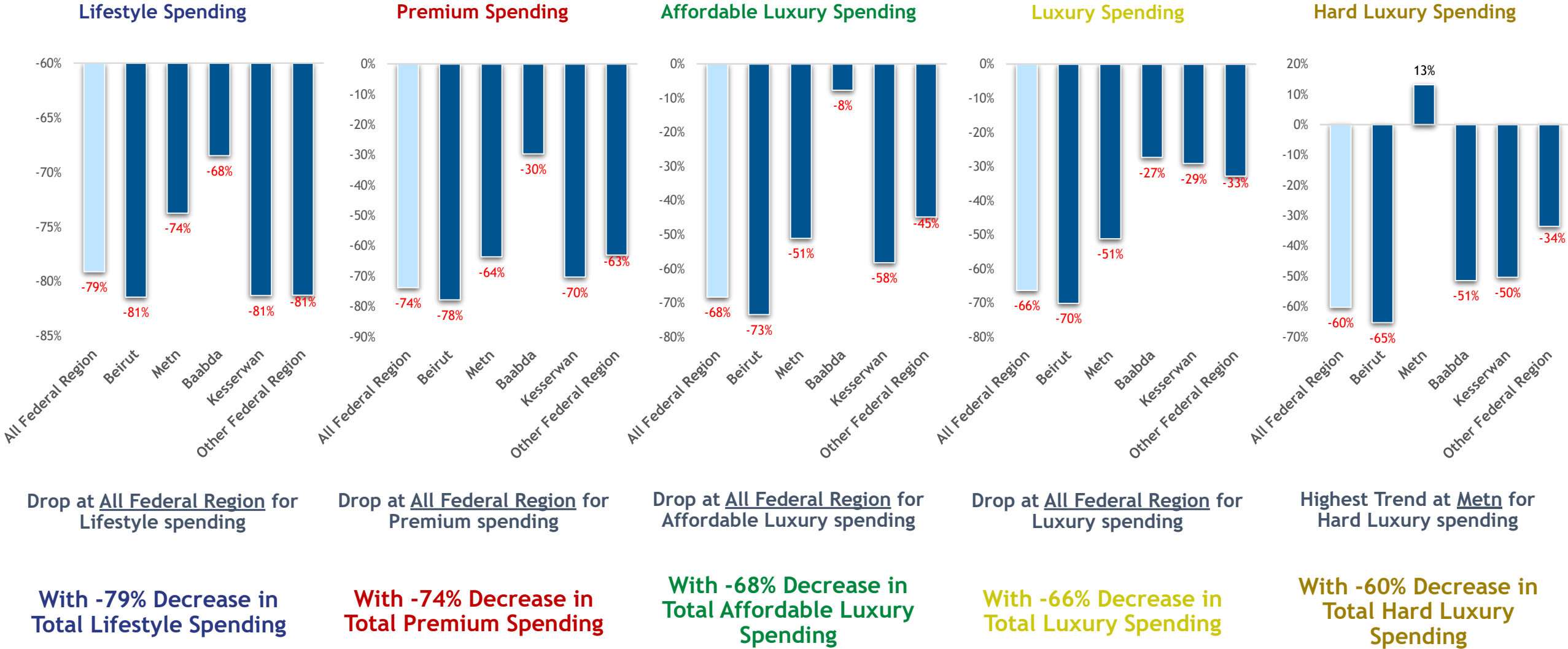
Biggest concentration in Beirut

Biggest concentration in Beirut

Biggest concentration in Beirut

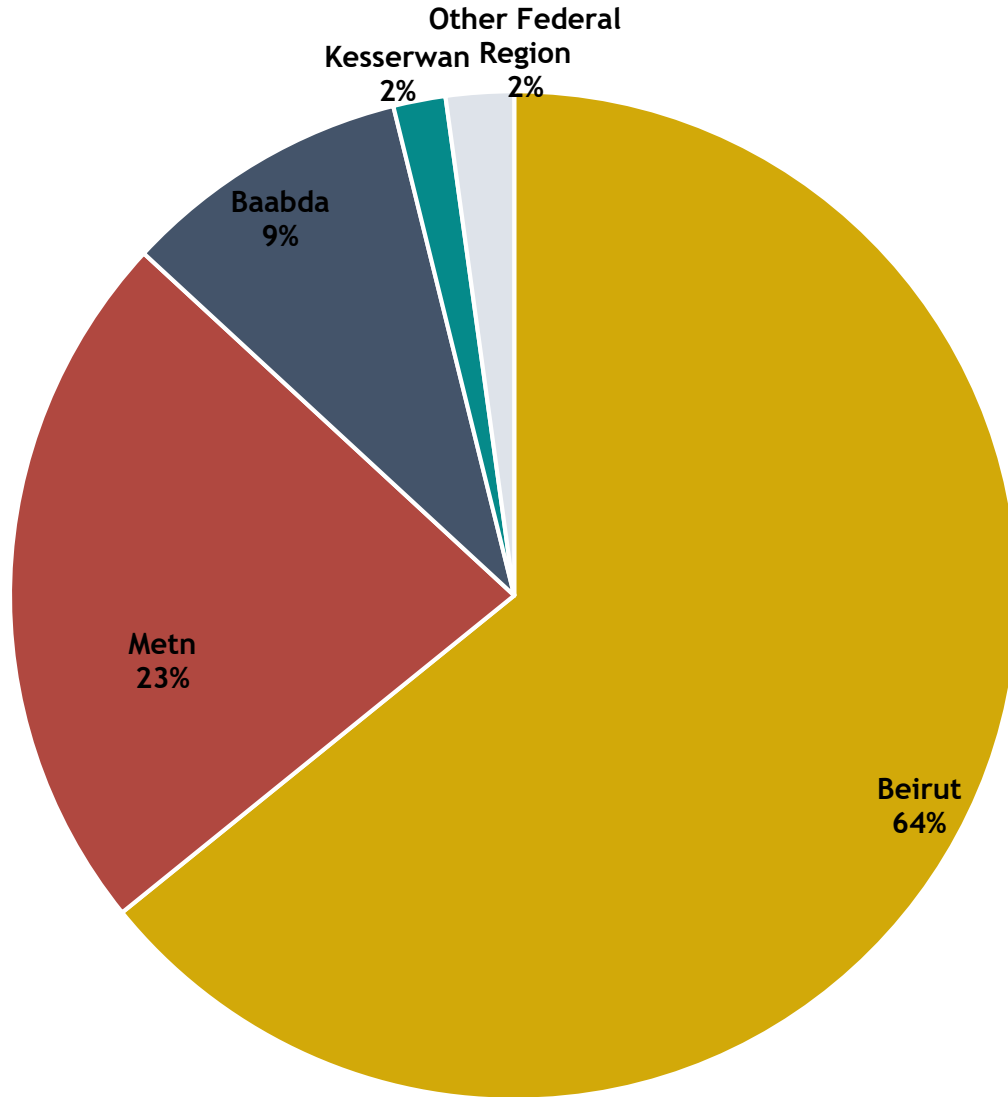
Biggest concentration in Beirut

Federal Region Spending evolution by Sector - YTD vs. PYTD

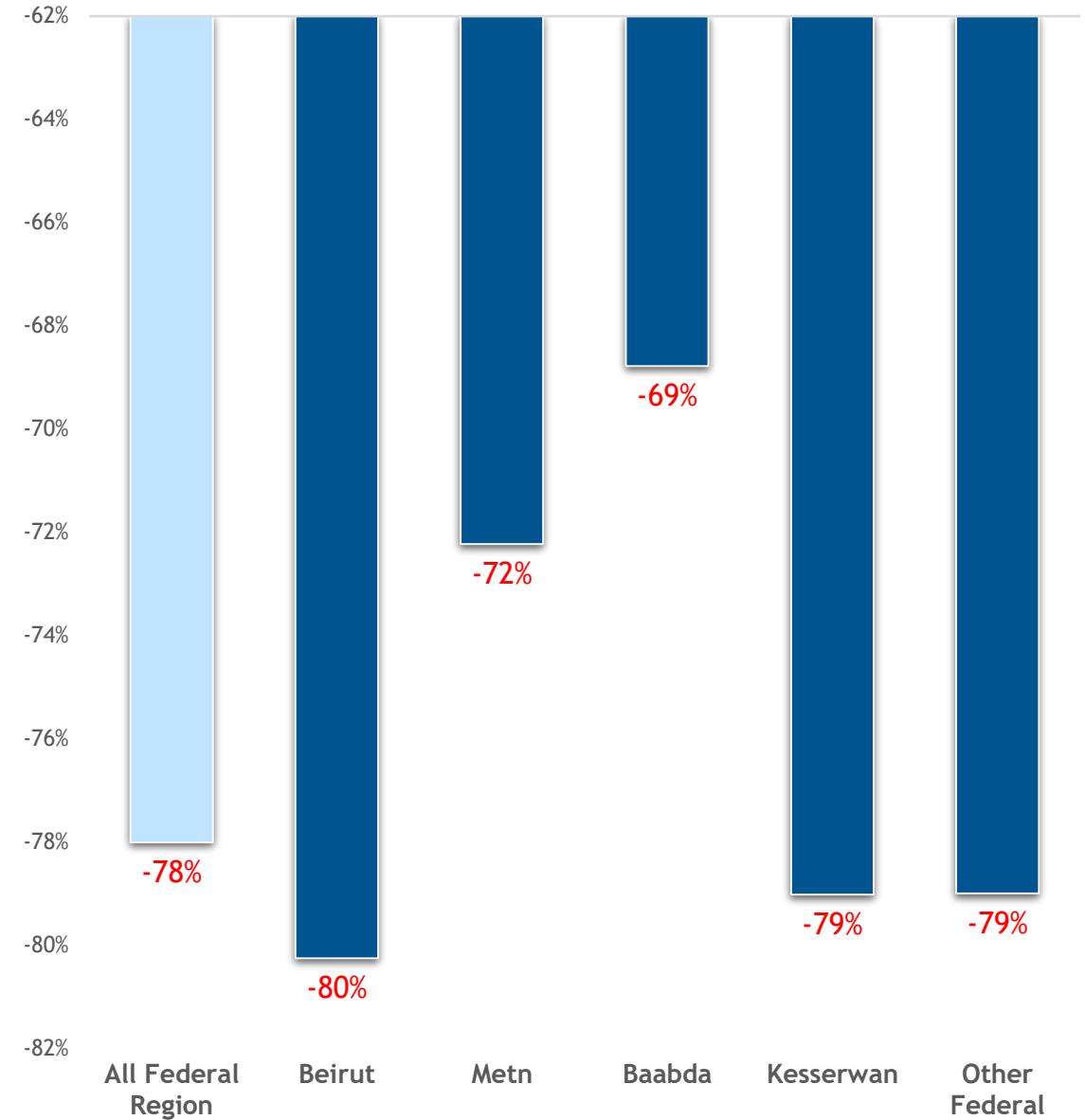


Transactions By Federal Region

Transactions distribution by Federal Region YTD 2020

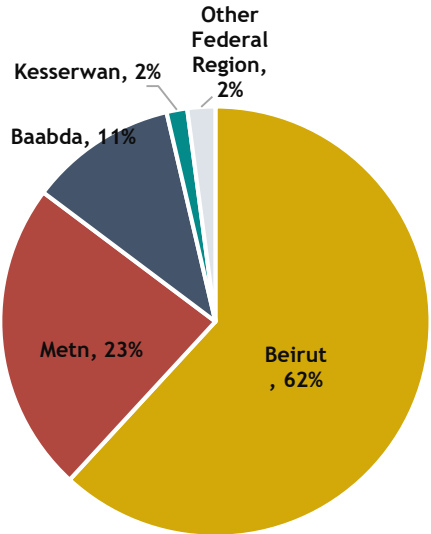


Transactions evolution by Federal Region YTD vs. PYTD

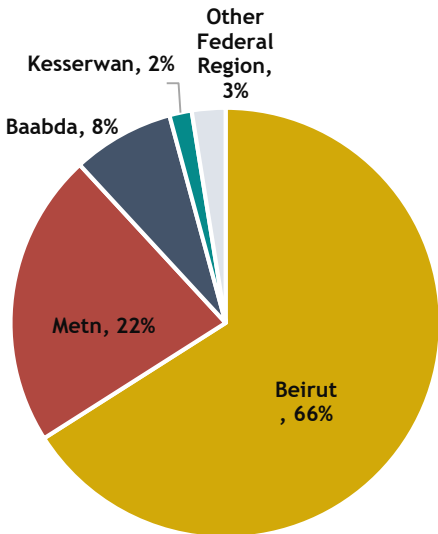


Federal Region Transactions distribution by Sector - YTD 2020

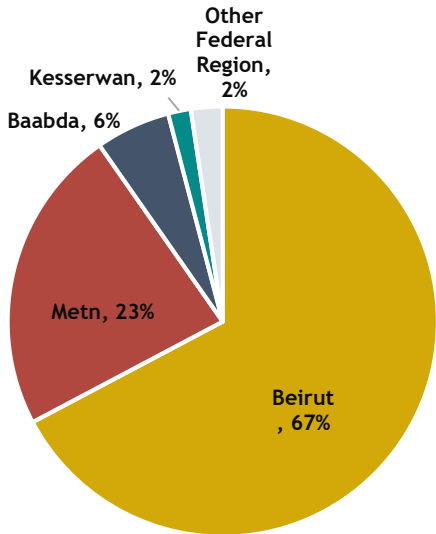
Lifestyle Transactions



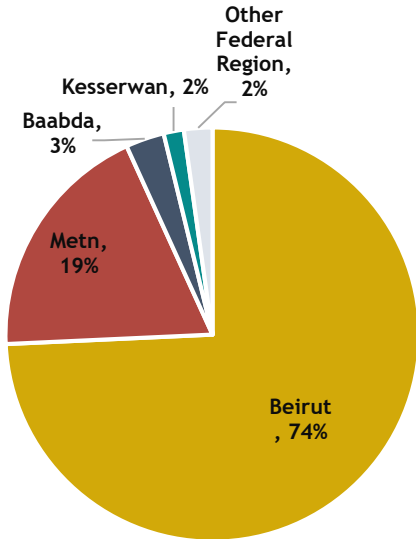
Premium Transactions



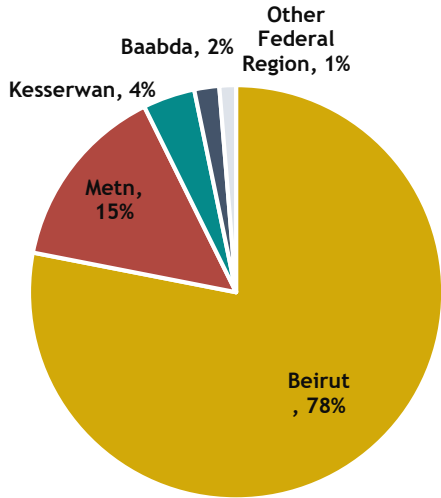
Affordable Luxury Transactions



Luxury Transactions



Hard Luxury Transactions



Biggest concentration in Beirut

Biggest concentration in Beirut

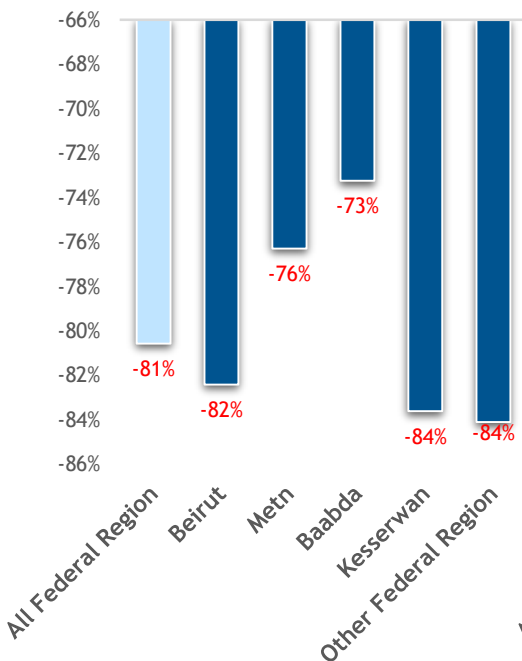
Biggest concentration in Beirut

Biggest concentration in Beirut

Biggest concentration in Beirut

Federal Region Transactions evolution by Sector - YTD vs. PYTD

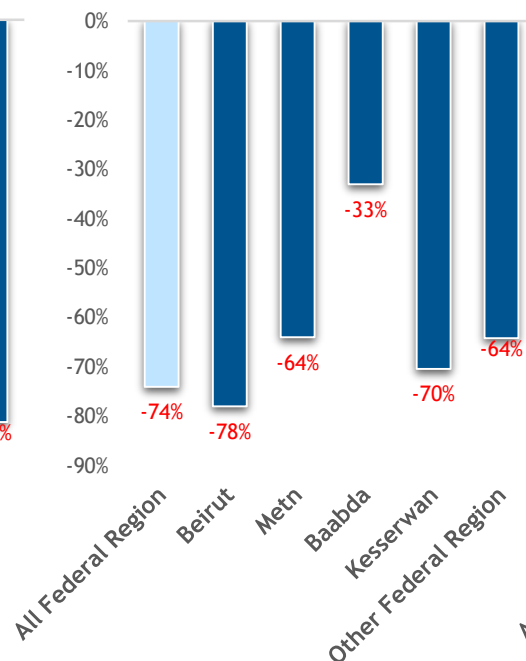
Lifestyle Transactions



Drop at All Federal Region for Lifestyle transactions

With -81% Decrease in Total Lifestyle Transactions

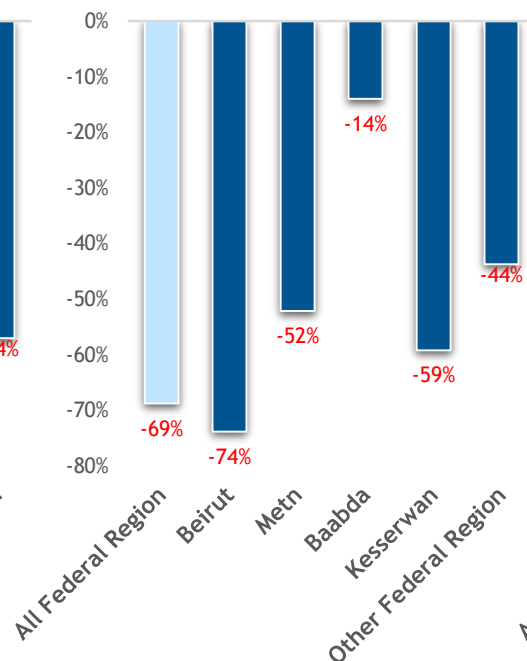
Premium Transactions



Drop at All Federal Region for Premium transactions

With -74% Decrease in Total Premium Transactions

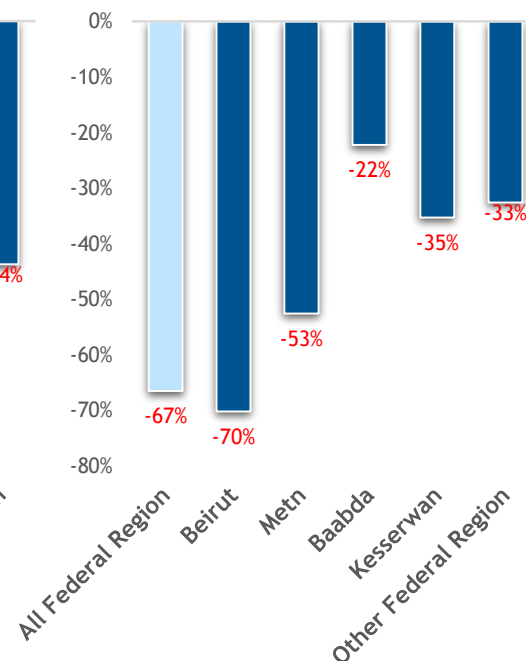
Affordable Luxury Transactions



Drop at All Federal Region for Affordable Luxury transactions

With -69% Decrease in Total Affordable Luxury Transactions

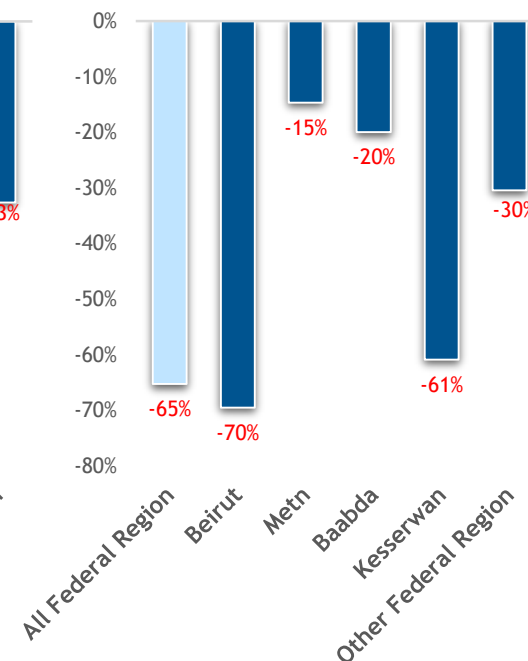
Luxury Transactions



Drop at All Federal Region for Luxury transactions

With -67% Decrease in Total Luxury Transactions

Hard Luxury Transactions

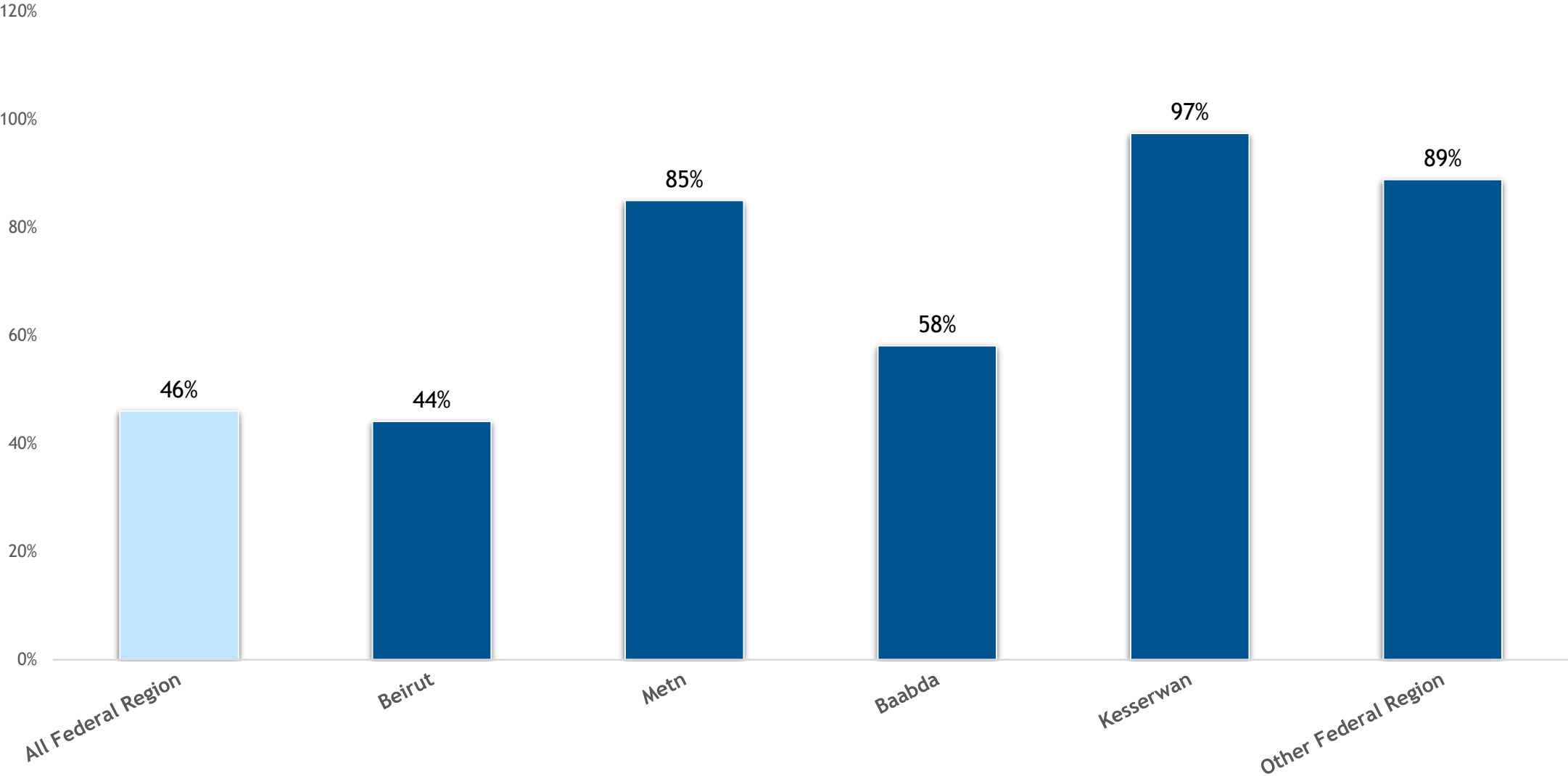


Drop at All Federal Region for Hard Luxury transactions

With -65% Decrease in Total Hard Luxury Transactions

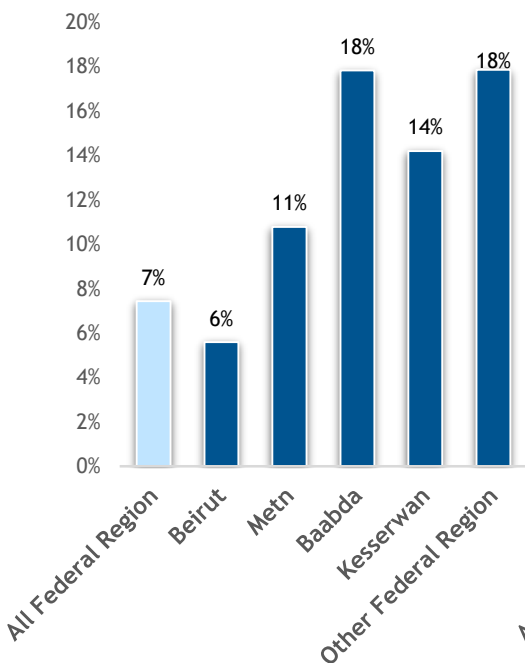
Average Spending By Federal Region

Federal Region Average Spending evolution - YTD vs. PYTD



Federal Region Average Spending evolution by Sector - YTD vs. PYTD

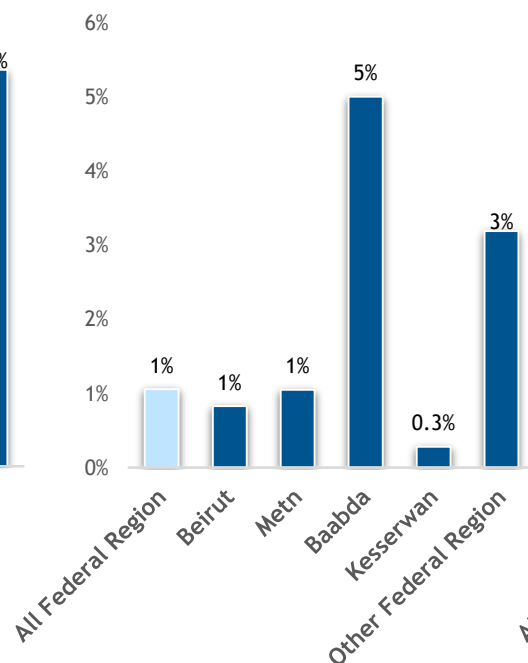
Lifestyle Average Spending



Highest Trend at Baabda for Lifestyle average spending

With 7% Increase in Total Lifestyle average spending

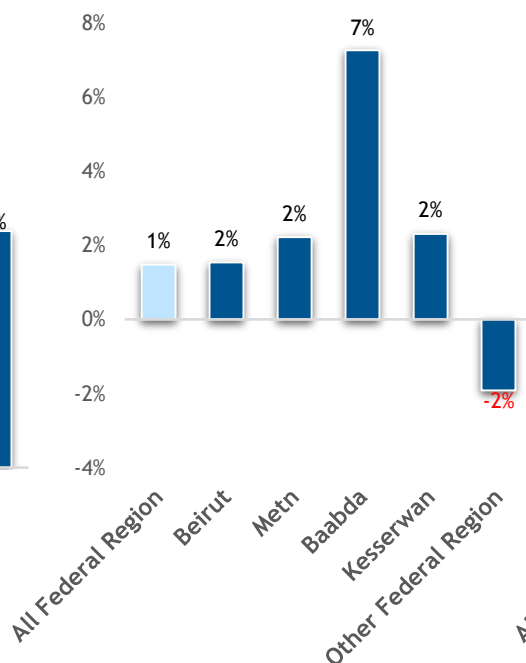
Premium Average Spending



Highest Trend at Baabda for Premium average spending

With 1% Increase in Total Premium average spending

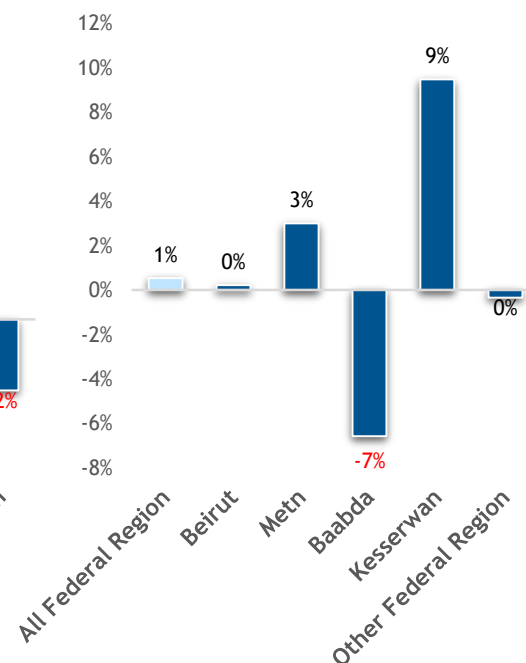
Affordable Luxury Average Spending



Highest Trend at Baabda for Affordable Luxury average spending

With 1% Increase in Total Affordable Luxury average spending

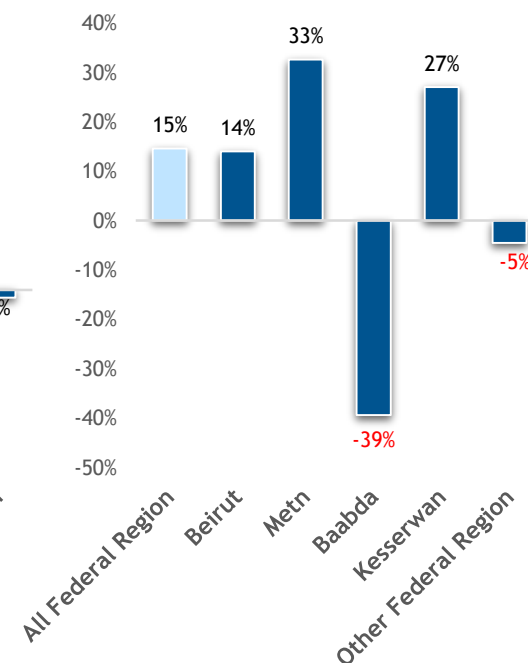
Luxury Average Spending



Highest Trend at Kesserwan for Luxury average spending

With 1% Increase in Total Luxury average spending

Hard Luxury Average Spending



Highest Trend at Metn for Hard Luxury average spending

With 15% Increase in Total Hard Luxury average spending

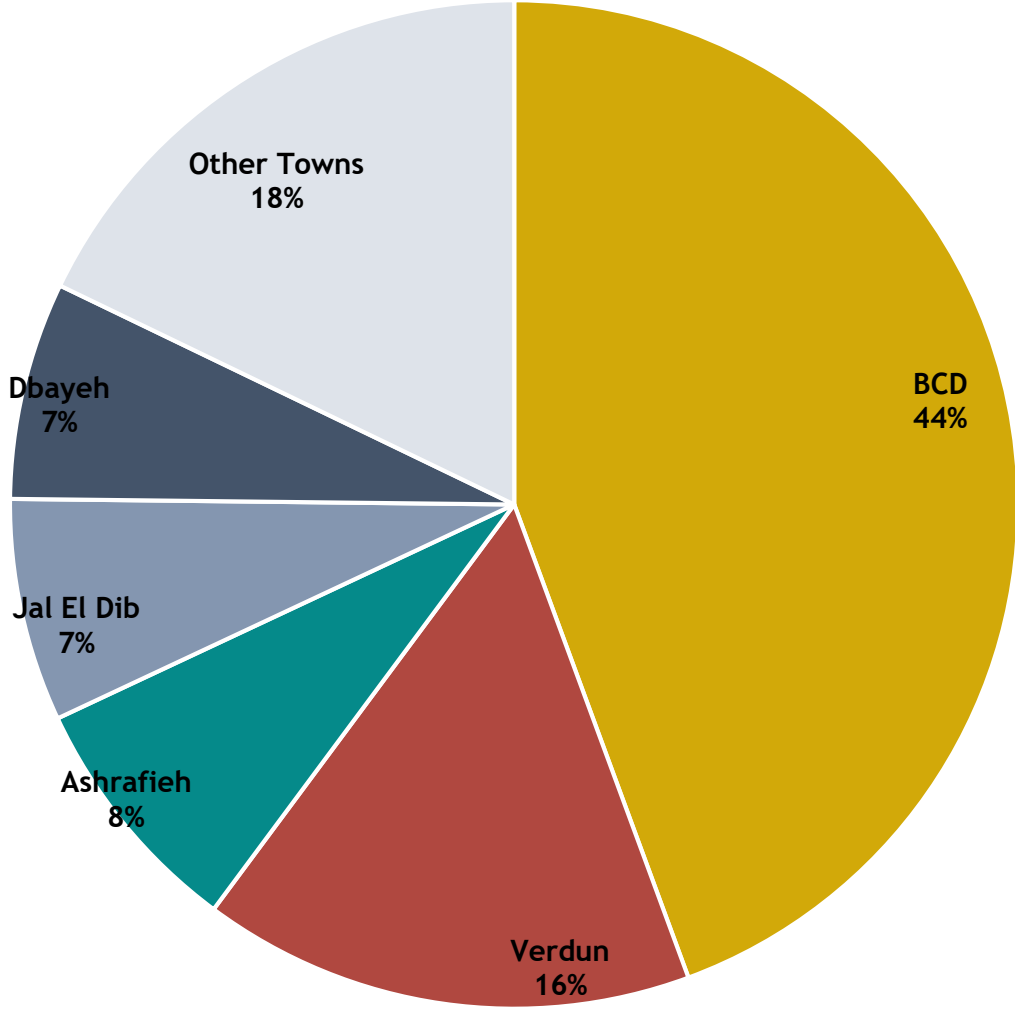


Insights by Town

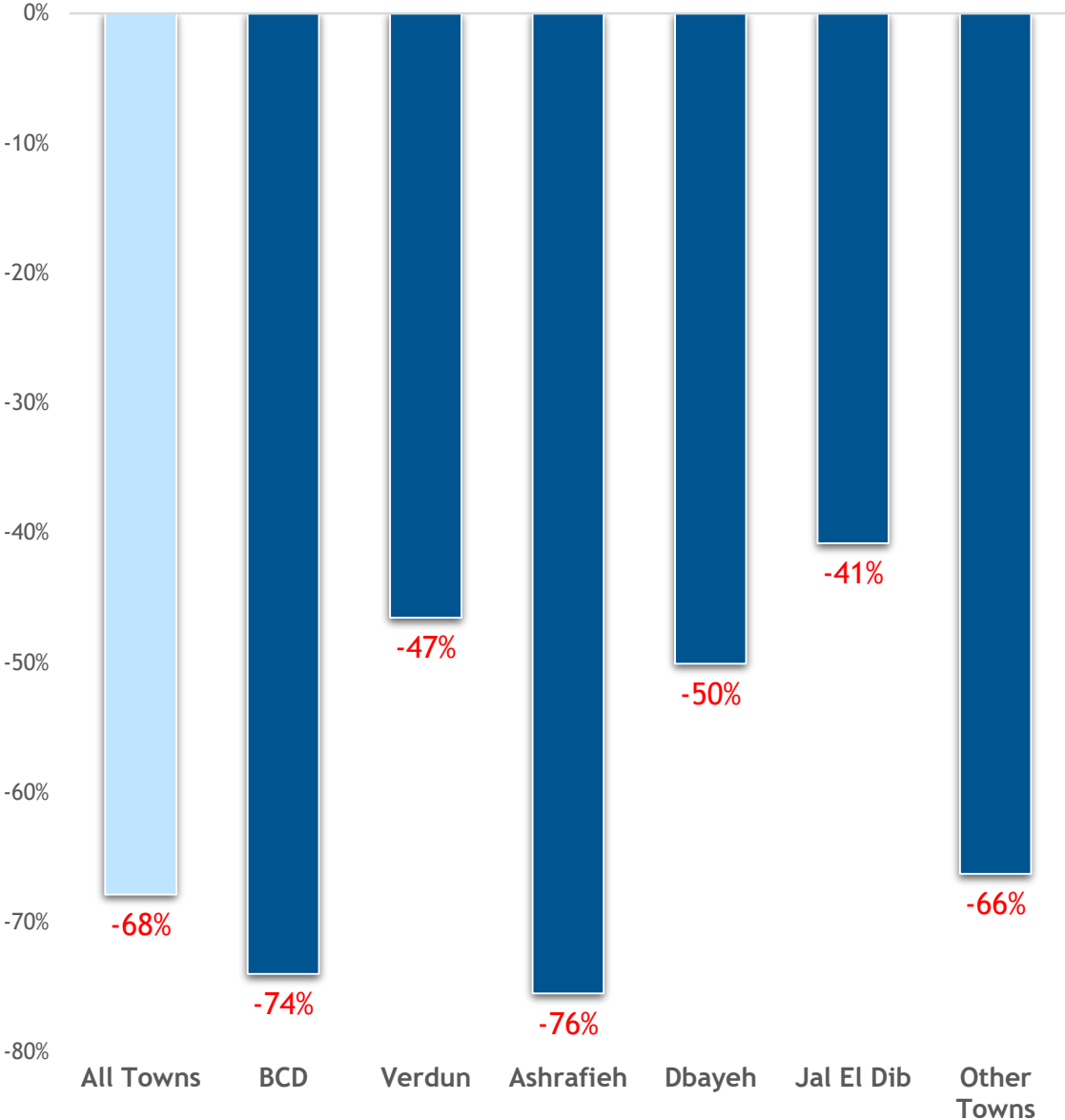
Jan to Dec 2020

Spending By Town

Spending distribution by Town
YTD 2020

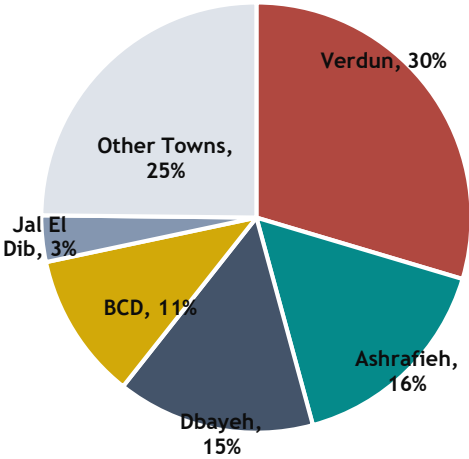


Spending evolution by Town
YTD vs. PYTD

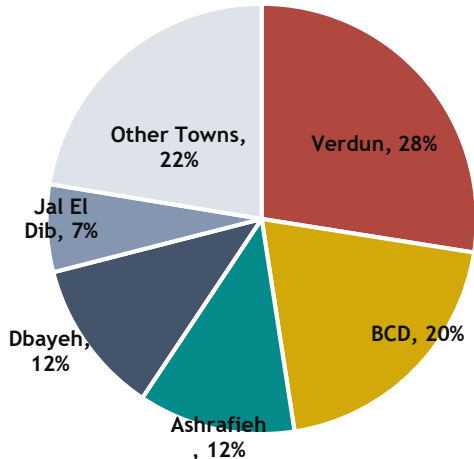


Town Spending distribution by Sector - YTD 2020

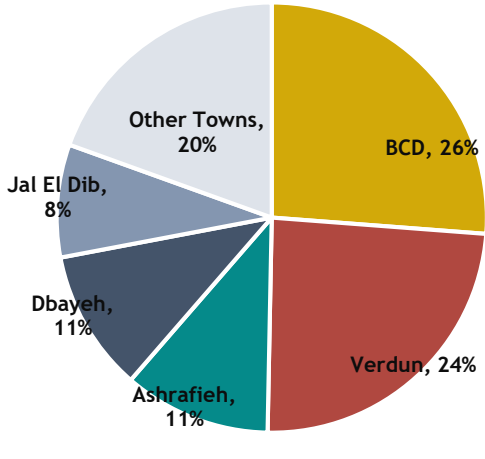
Lifestyle Spending



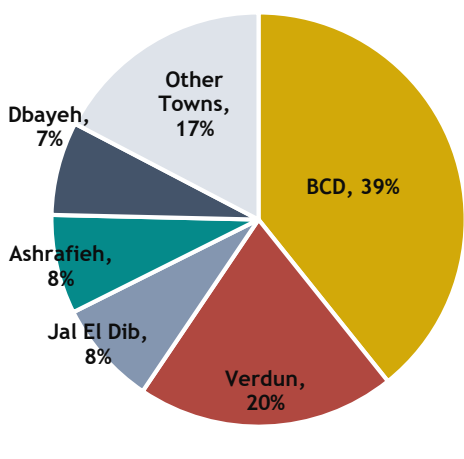
Premium Spending



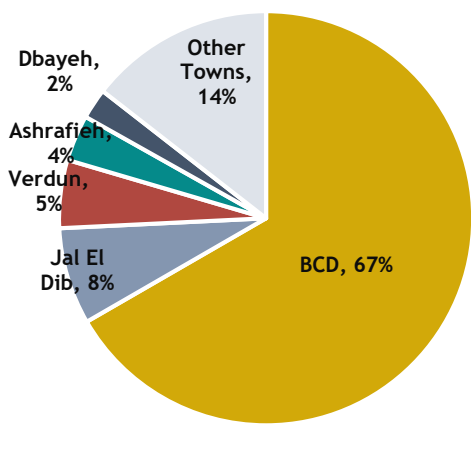
Affordable Luxury Spending



Luxury Spending



Hard Luxury Spending



Biggest concentration in Verdun

Biggest concentration in Verdun

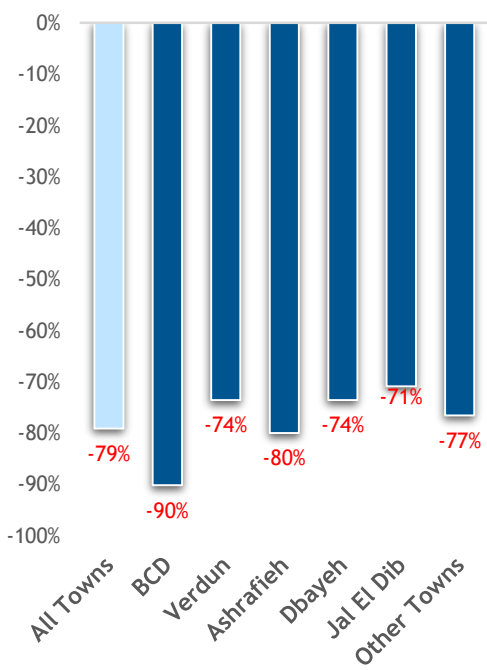
Biggest concentration in BCD

Biggest concentration in BCD

Biggest concentration in BCD

Town Spending evolution by Sector - YTD vs. PYTD

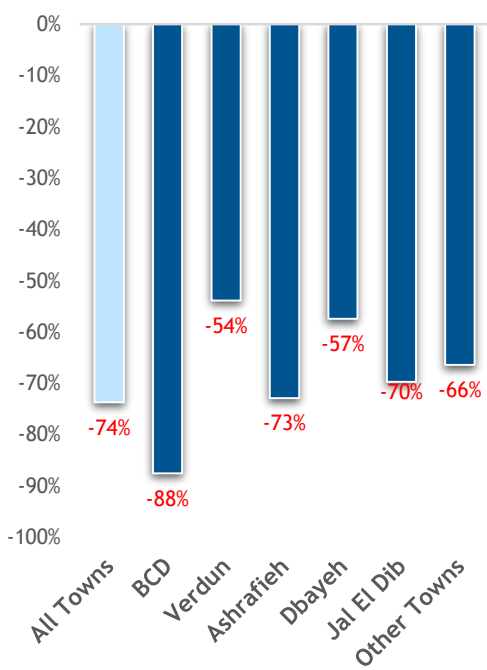
Lifestyle Spending



Drop at All Towns for Lifestyle spending

With -79% Decrease in Total Lifestyle Spending

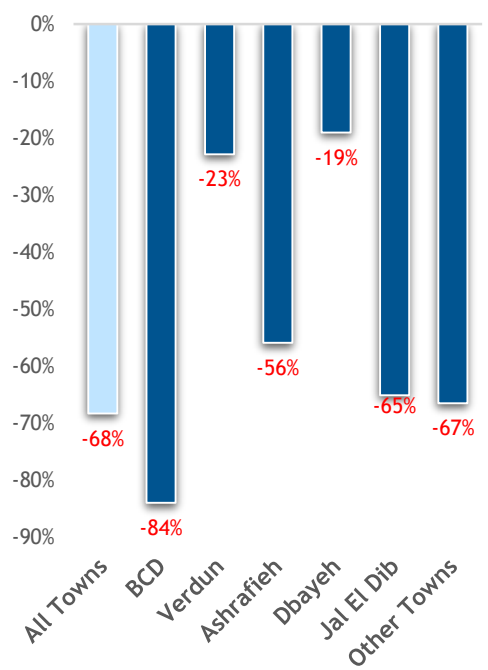
Premium Spending



Drop at All Towns for Premium spending

With -74% Decrease in Total Premium Spending

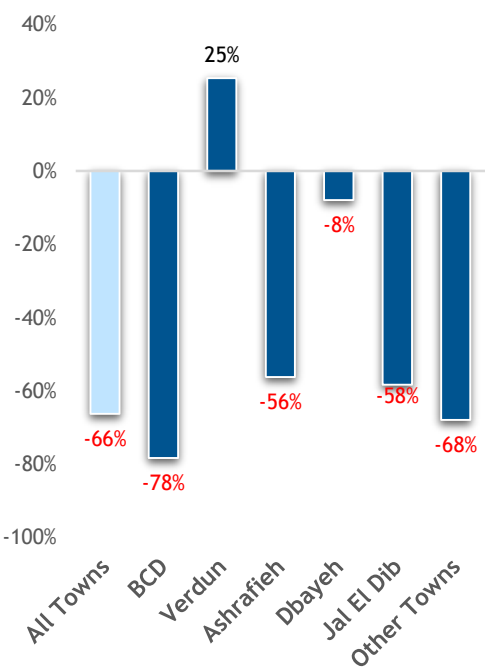
Affordable Luxury Spending



Drop at All Towns for Affordable Luxury spending

With -68% Decrease in Total Affordable Luxury Spending

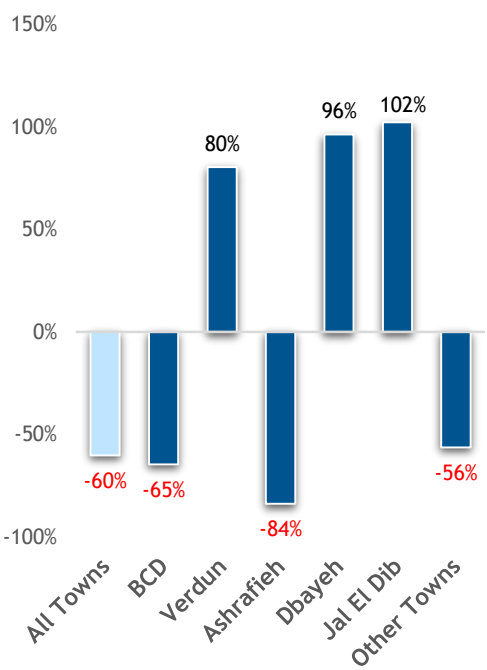
Luxury Spending



High Trend at Verdun for Luxury spending

With -66% Decrease in Total Luxury Spending

Hard Luxury Spending

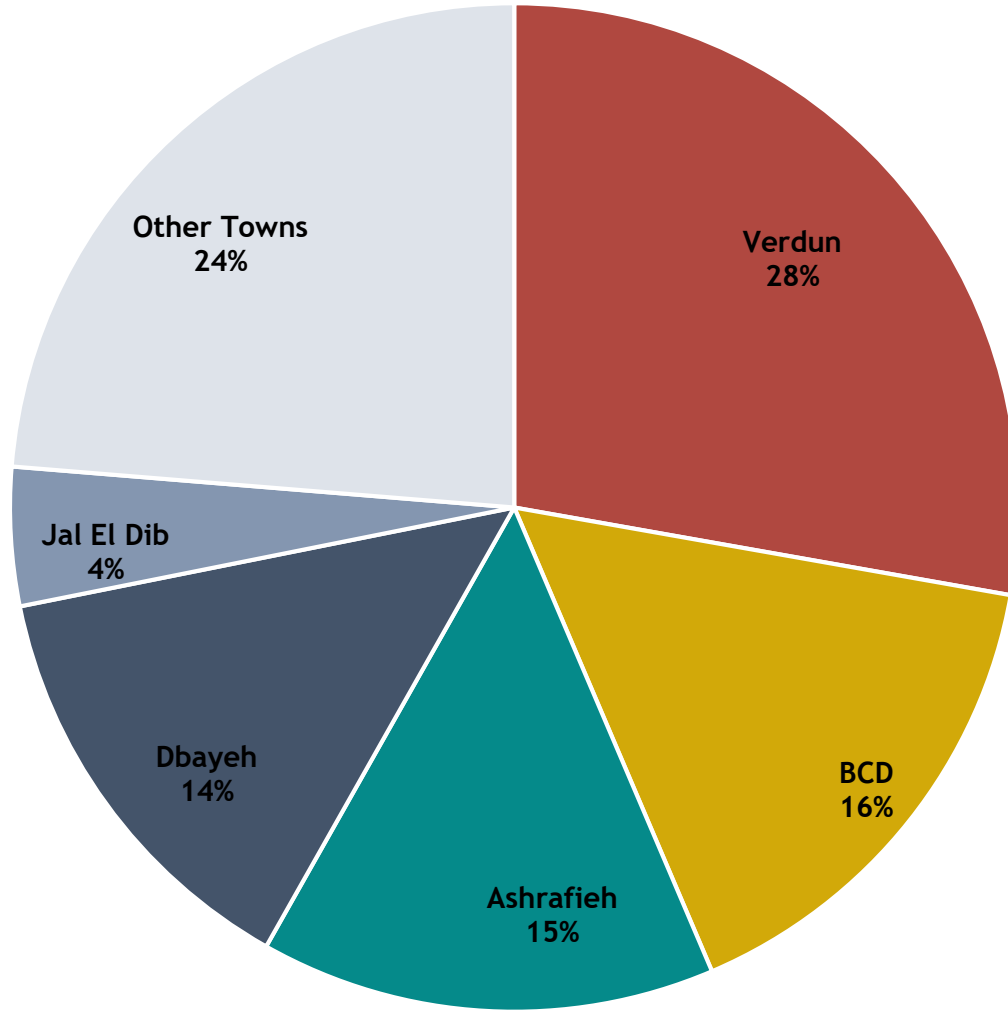


High Trend at Jal El Dib for Hard Luxury spending

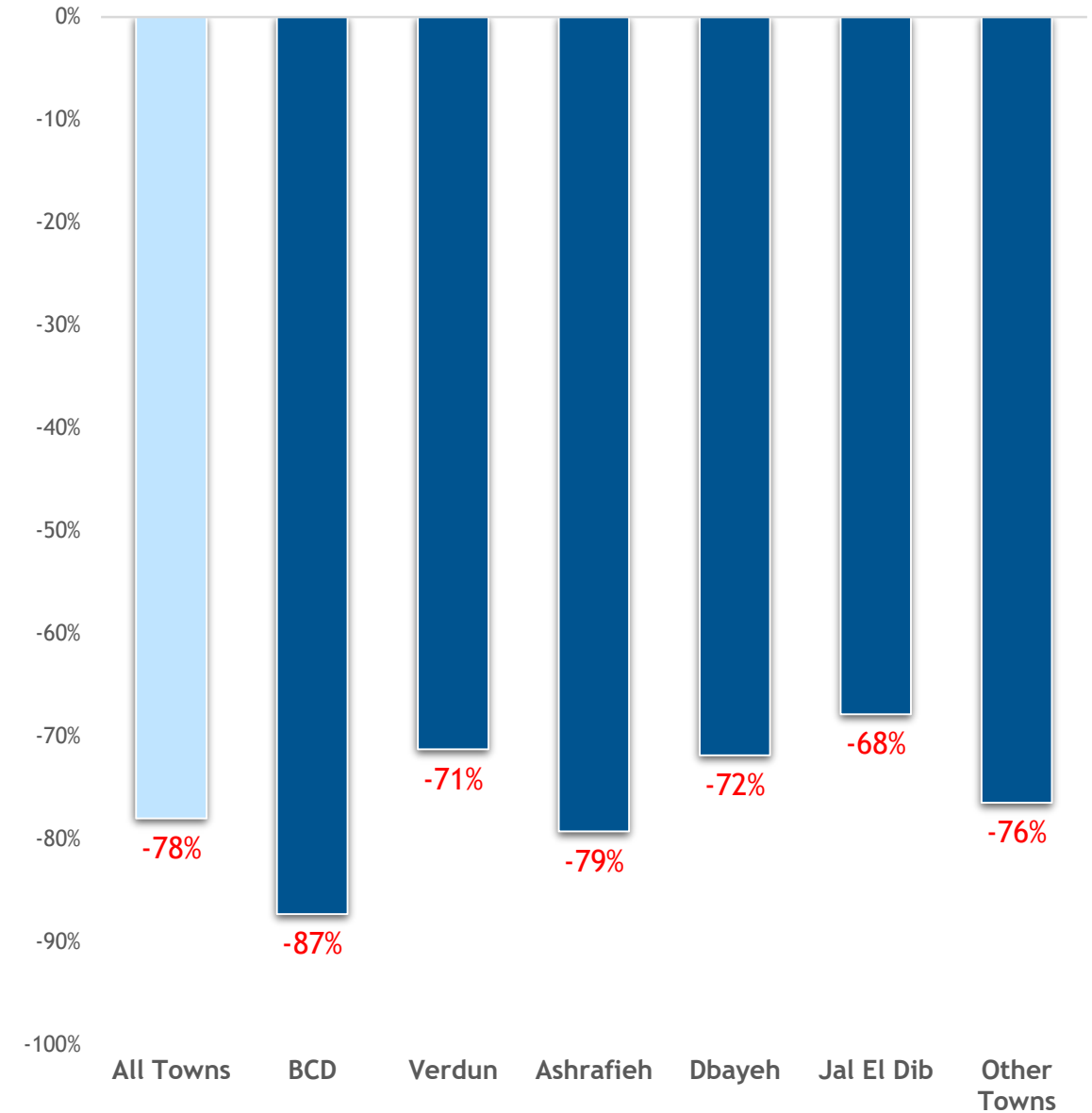
With -60% Decrease in Total Hard Luxury Spending

Transactions By Town

Transactions distribution by Town
YTD 2020

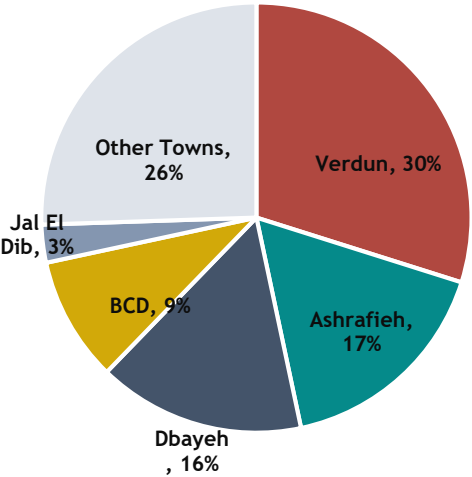


Transactions evolution by Town
YTD vs. PYTD

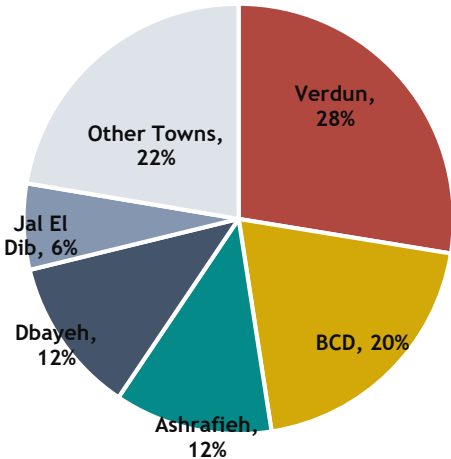


Town Transactions distribution by Sector - YTD 2020

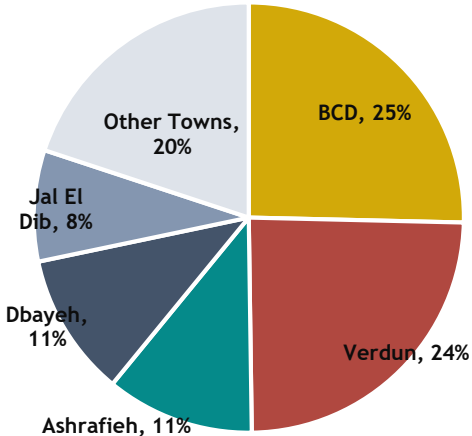
Lifestyle Transactions



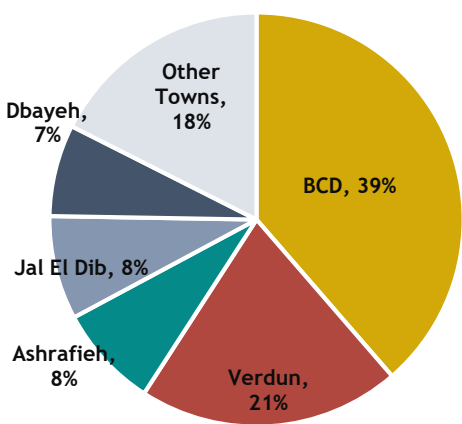
Premium Transactions



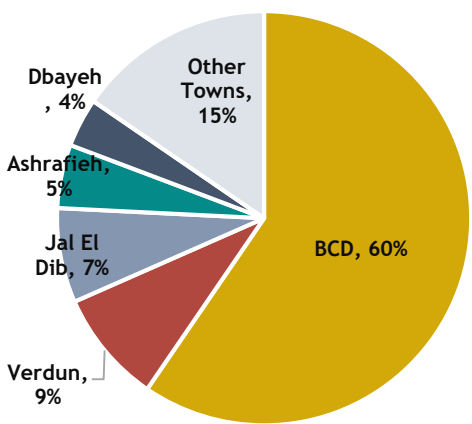
Affordable Luxury Transactions



Luxury Transactions



Hard Luxury Transactions



Biggest concentration in Verdun

Biggest concentration in Verdun

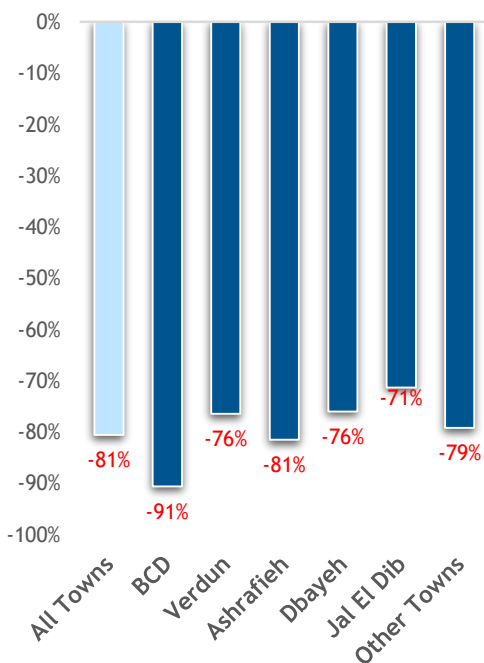
Biggest concentration in BCD

Biggest concentration in BCD

Biggest concentration in BCD

Town Transactions evolution by Sector - YTD vs. PYTD

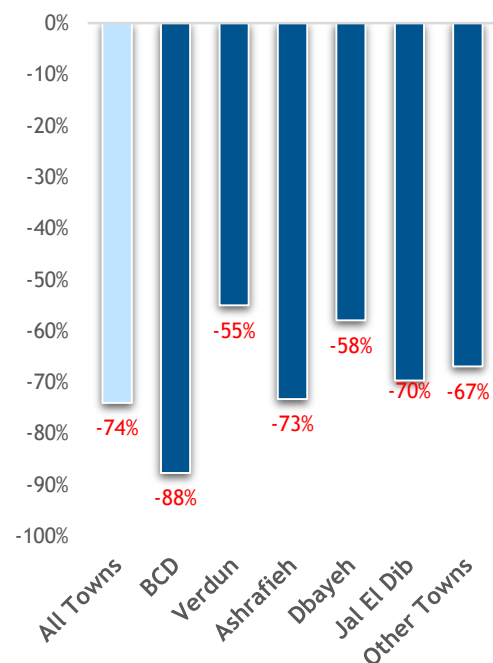
Lifestyle Transactions



Drop at All Towns for Lifestyle transactions

With -81% Decrease in Total Lifestyle Transactions

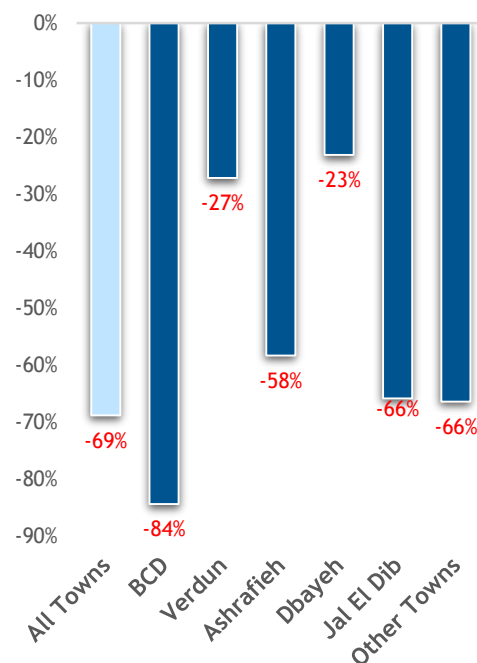
Premium Transactions



Drop at All Towns for Premium transactions

With -74% Decrease in Total Premium Transactions

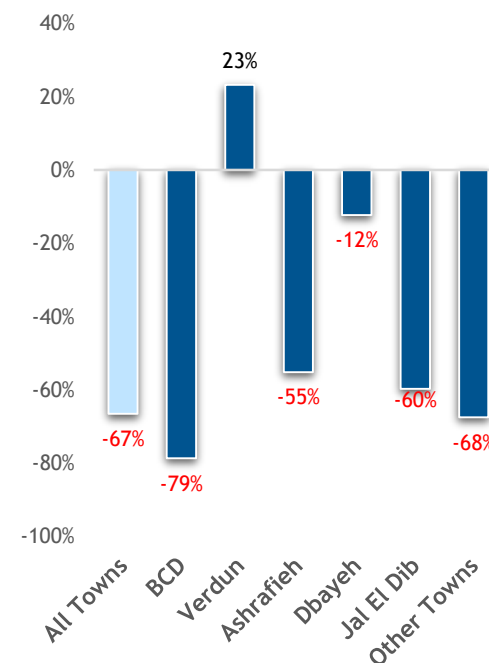
Affordable Luxury Transactions



Drop at All Towns for Affordable Luxury transactions

With -69% Decrease in Total Affordable Luxury Transactions

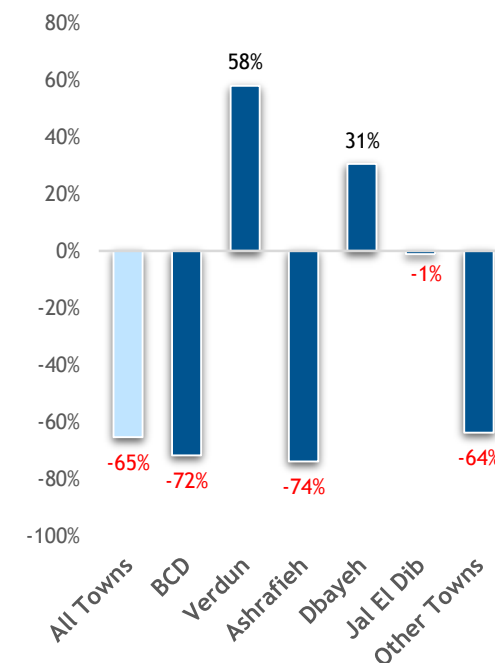
Luxury Transactions



Highest Trend at Verdun for Luxury transactions

With -67% Decrease in Total Luxury Transactions

Hard Luxury Transactions

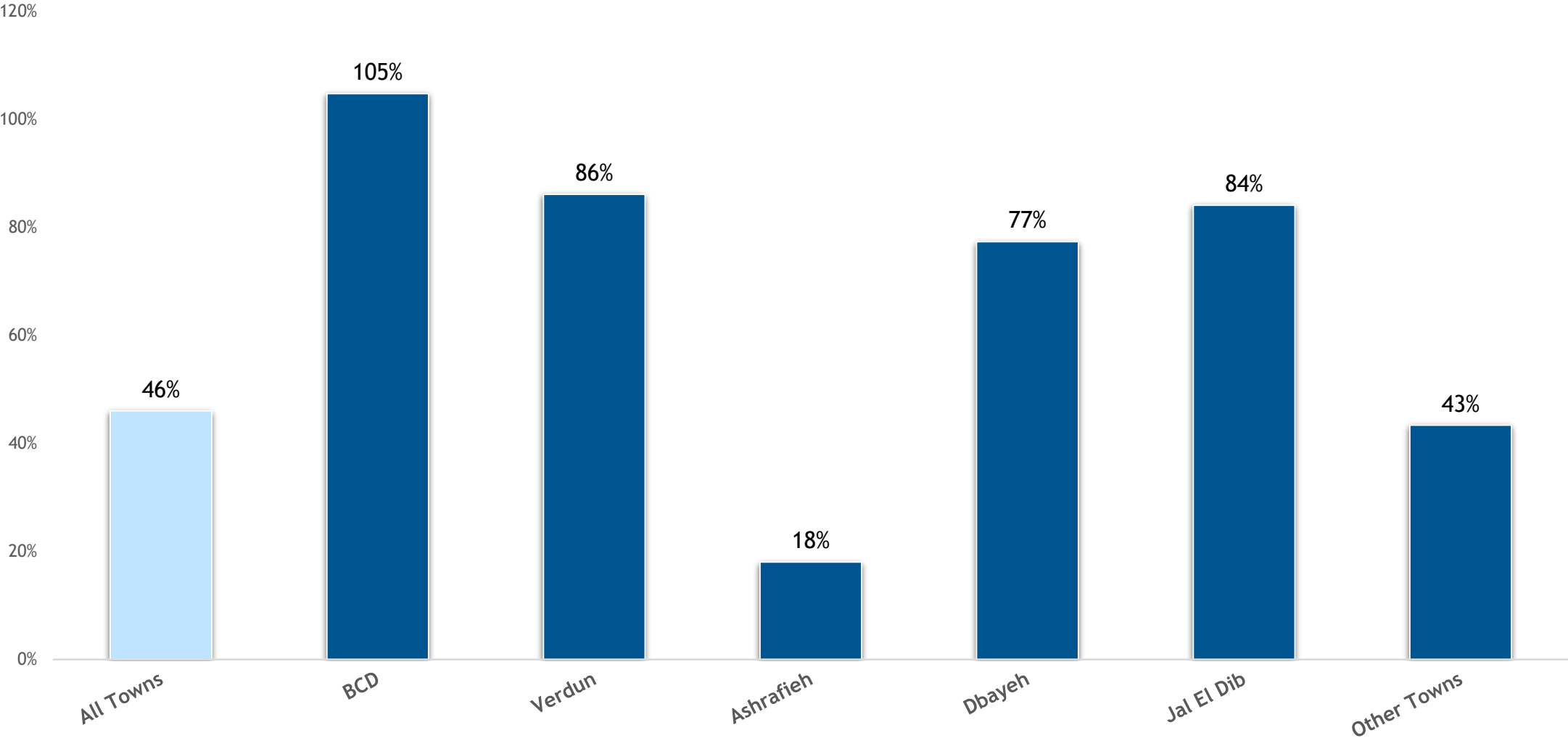


Highest Trend at Verdun for Hard Luxury transactions

With -65% Decrease in Total Hard Luxury Transactions

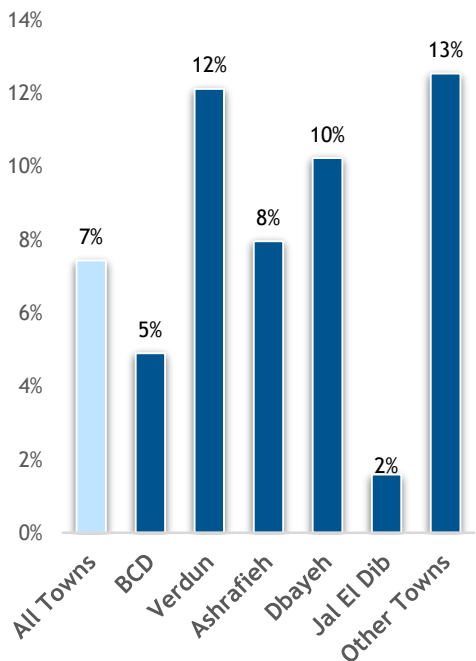
Average Spending By Town

Town Average Spending evolution - YTD vs. PYTD



Town Average Spending evolution by Sector - YTD vs. PYTD

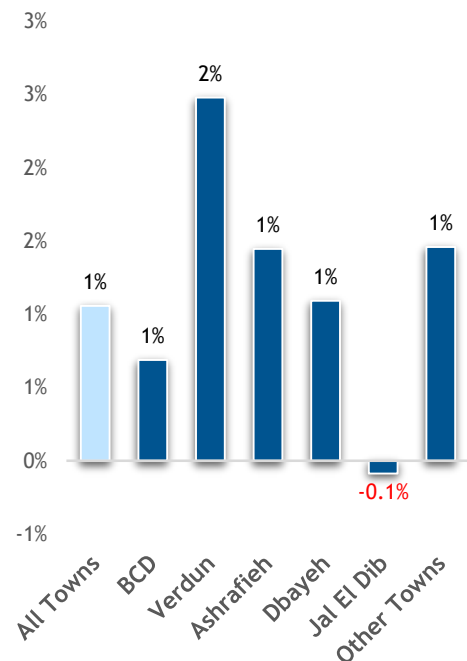
Lifestyle Average Spending



Highest Trend at Other Towns for Lifestyle average spending

With 7% Increase in Total Lifestyle average spending

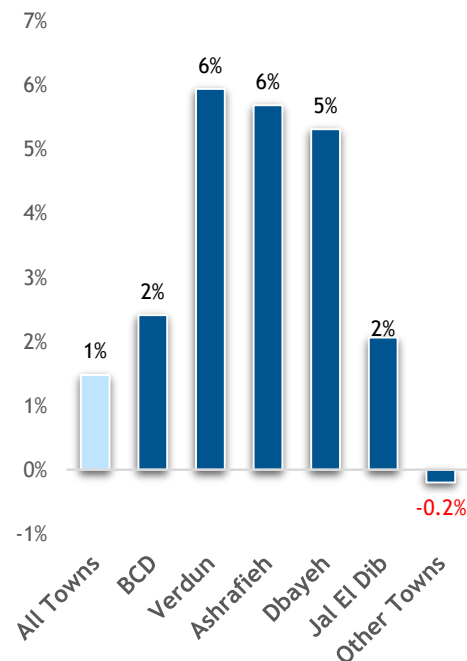
Premium Average Spending



Highest Trend at Verdun for Premium average spending

With 1% Increase in Total Premium average spending

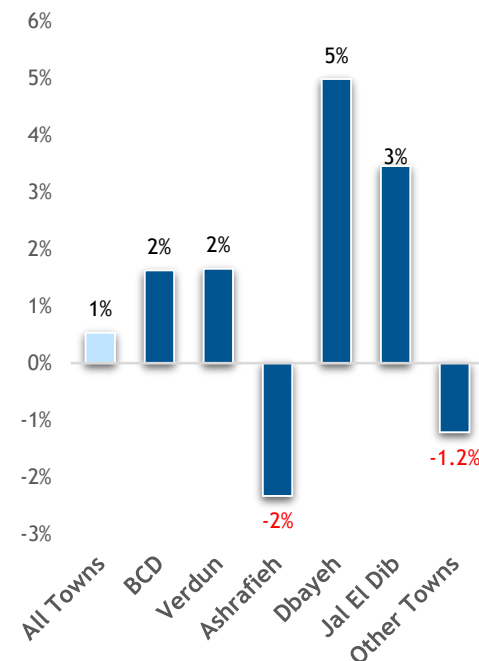
Affordable Luxury Average Spending



Highest Trend at Verdun for Affordable Luxury average spending

With 1% Increase in Total Affordable Luxury average spending

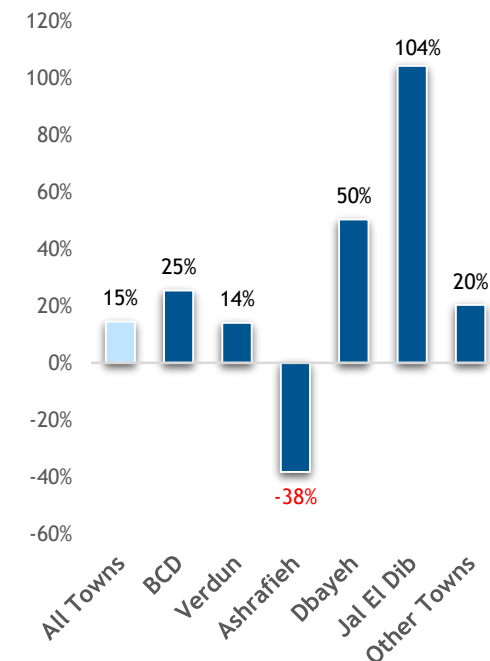
Luxury Average Spending



Highest Trend at Dbayeh for Luxury average spending

With 1% Increase in Total Luxury average spending

Hard Luxury Average Spending



Highest Trend at Jal El Dib for Hard Luxury average spending

With 15% Increase in Total Hard Luxury average spending



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