

Finnair phases out inflight and pre-order retail sales



By the end of February, Finnair will no longer offer inflight and pre-order retail sales

[Finnair](#) has announced it is discontinuing inflight and pre-order retail sales this spring.

The affected products include sales of cosmetics, accessories, gifts and other retail items. The pre-ordering of meals and purchase of snacks and beverages on board is not affected. Finnair Plus members can also continue to buy Finnair Plus awards and products as well as home delivery products from Finnair Shop as before.

Inflight sales will end on all flights on February 28 but pre-orders will be delivered for flights until April 18, a February 1 release stated.

“Onboard and pre-order shopping has become a less important service among our customers”, said Valtteri Helve, Head of Product Offering at Finnair in the press release. “Already in spring 2020, we announced that we discontinue inflight sales on our flights within EU as part of our goal to reduce the overall weight of the aircraft, and now it is time to take the next step. Food and beverage sales on flights will continue, of course, and we will continue to develop our service.”

From February 1, the airline will launch a final discount campaign, during which time passengers can buy products onboard or pre-order items with a significant discount of 40 percent. Inflight shopping is available on Finnair’s long-haul flights, and flights to the Canary Islands, Dubai, Egypt, Iceland, Israel, Switzerland, Turkey and the United Kingdom. Customers can pre-order products for Finnair flights with

a duration of over two hours. Travel retail is not available on its Doha route.