

SWISS shifts duty free sales online



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The airline made the decision after analyzing onboard duty free sales in recent years. SWISS found that fewer passengers are making purchases inflight, as more travelers research products at home, compare prices online and make purchases before arriving at the airport.

The airline says spontaneous purchases from the onboard duty free trolley have become the exception, rather than the rule.

SWISS will end inflight duty free sales on September 30, 2026. Until then, the current inflight sales catalog will remain available onboard.

The onboard duty free assortment includes watches, jewelry, perfumes, cosmetics, accessories and gift items. From June, SWISS will offer selected items from the remaining assortment at reduced prices, with discounts starting at 25 percent while stocks last.

Other onboard retail offerings on SWISS flights will not be affected by the change. This includes SWISS Saveurs, the airline's Economy food and beverage concept.

Passengers will still be able to purchase selected products from today's duty free catalog online

through the existing Worldshop of Miles & More. The digital shop includes mugs, trolley suitcases and aircraft models in SWISS design.

Aviation enthusiasts can also find furniture pieces and accessories made from decommissioned SWISS aircraft through the SWISS Recraft Collection. The handcrafted items are available exclusively through Worldshop.

The Navitimer B01 Chronograph 46 SWISS Limited Edition pilot's watch, created by SWISS with watch partner Breitling exclusively for inflight sales, will remain available on selected long-haul routes until the end of September.

The timepiece marks the introduction of SWISS' first A350 into its fleet and can be pre-ordered through Worldshop for all long-haul flights.