



Global Blue

## SHOPPING TOURISM:

### 2023 Tax Free Shopping in Italy

February 2024

# TAX FREE SHOPPING AT A GLANCE

Italy, Jan-Dic 2023



**Tax Free Spend**  
*recovery*

119%



**Average spending**  
*(increase)*

981€  
(+19%)



**Millennials & Gen X**  
*contribution*

73%



**Fashion & Clothing**  
*contribution*

76%



**Milan**  
*contribution*

33%

## TOP 3 NATIONALITIES



USA

25%



GCC

10%



CHINA

9%



~ 60%

*Italian brands*  
purchased by Globe  
shoppers\*



70 €

*New Minimum*  
*Purchase Amount* to  
Shop Tax Free