



Published on *Annual report 2008* (<http://autogrill2008.message-asp.com>)

Autogrill's market

The traveller services market depends on traffic trends, which in turn are influenced by GDP. This means that the Group's core market, though linked to the performance of the economy in the short to medium term, is in the long term more closely aligned to lifestyle changes and the development of transport systems and infrastructure.

The more developed countries, where traffic growth reflects rising household income and the spread of new and cheaper means of transport (e.g. mass car ownership and low-cost airlines), have recently been joined by newly industrialised countries with their inherent transnational spirit and a young population influenced by Western lifestyles.

With the constant ebb and flow of demand, the flexibility to operate across the travel industry helps the Group adapt to different geographical locations and cultures and to adjust its products and services to the evolving needs and aspirations of its consumers and partners.

Source URL: <http://autogrill2008.message-asp.com/en/node/164>
