

Bags and Luggage in Indonesia

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Bags and Luggage in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Revenge travel fuels luggage sales Local products gain traction Younger consumers represent key target market for manufacturers

PROSPECTS AND OPPORTUNITIES

Buoyant growth expected, thanks to return of pre-pandemic lifestyles, but consumers will remain price sensitive American Tourister will focus on younger generation Surabaya city is poised to become key driver of growth in luxury handbag industry

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