

Bags and Luggage in South Africa

January 2024

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Bags and Luggage in South Africa - Category analysis

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2023 DEVELOPMENTS

Bags and luggage are seen as non-essential by many consumers

Consumers purchase in bulk using the Shein app

Value sales of luggage increase slightly as travel resumes

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Consumers are seeking sustainability when it comes to bags and luggage

Innovation will be evident in luggage

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