

Bags and Luggage in the Philippines

January 2024

Table of Contents

Bags and Luggage in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales driven by the rising younger generation and working population Popularity of bags and luggage that have high product reach Steep offline competition in bags and luggage

PROSPECTS AND OPPORTUNITIES

Functional fashion bags and luggage likely to continue to be favoured Retail e-commerce offers favourable deals attractive to consumers Celebrity influence on purchases of bags and luggage

CATEGORY DATA

Table 1 - Sales of Bags and Luggage by Category: Volume 2018-2023
Table 2 - Sales of Bags and Luggage by Category: Value 2018-2023
Table 3 - Sales of Bags and Luggage by Category: % Volume Growth 2018-2023
Table 4 - Sales of Bags and Luggage by Category: % Value Growth 2018-2023
Table 5 - Sales of Luggage by Type: % Value 2018-2023
Table 6 - NBO Company Shares of Bags and Luggage: % Value 2019-2023
Table 7 - LBN Brand Shares of Bags and Luggage by Format: % Value 2018-2023
Table 8 - Distribution of Bags and Luggage by Category: Volume 2023-2028
Table 9 - Forecast Sales of Bags and Luggage by Category: Value 2023-2028
Table 10 - Forecast Sales of Bags and Luggage by Category: % Volume Growth 2023-2028
Table 11 - Forecast Sales of Bags and Luggage by Category: % Value Growth 2023-2028

Personal Accessories in the Philippines - Industry Overview

EXECUTIVE SUMMARY

Personal accessories in 2023: The big picture 2023 key trends Competitive landscape Retailing developments What next for personal accessories?

MARKET DATA

Table 13 - Sales of Personal Accessories by Category: Volume 2018-2023
Table 14 - Sales of Personal Accessories by Category: Value 2018-2023
Table 15 - Sales of Personal Accessories by Category: % Volume Growth 2018-2023
Table 16 - Sales of Personal Accessories by Category: % Value Growth 2018-2023
Table 17 - NBO Company Shares of Personal Accessories: % Value 2019-2023
Table 18 - LBN Brand Shares of Personal Accessories by Format: % Value 2018-2023
Table 19 - Distribution of Personal Accessories by Category: Volume 2023-2028
Table 20 - Forecast Sales of Personal Accessories by Category: Value 2023-2028
Table 21 - Forecast Sales of Personal Accessories by Category: Wolume Growth 2023-2028
Table 22 - Forecast Sales of Personal Accessories by Category: % Value Growth 2023-2028
Table 23 - Forecast Sales of Personal Accessories by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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