

# Bags and Luggage in the US

January 2024

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## Bags and Luggage in the US - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Despite strong travel recovery, higher costs impact consumer behaviour, moderating growth in luggage in 2023

Luxury cooldown underscores value-seeking consumer behaviour

Versatile bags lead recovery, especially hands-free options

#### PROSPECTS AND OPPORTUNITIES

Adapting to consumers' modern-day lifestyles will be imperative to secure growth in the forecast period

Players should note successful sustainability initiatives that are supported with innovative designs and effective storytelling, such as Coachtopia

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