



Euromonitor
International

Bags and Luggage in Italy

February 2026

Table of Contents

Bags and Luggage in Italy - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Market polarises as recovering tourism grows luggage sales

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Economic uncertainty polarises consumption patterns in bags and luggage

Travel and tourism boost luggage sales through innovation

Chart 2 - Piquadro x Ducati Limited Edition Design Introduces Innovation With Alternative Materials

Sustainability efforts drive consumer demand and sales growth

Chart 3 - Carpisa Partners with WWF in 2025

WHAT'S NEXT?

Market polarisation expected to continue, at the expense of mid-range bags and luggage

Chart 4 - Analyst Insight

Luggage sales to be driven by travel industry rebound

Sustainability trend to continue to drive eco-friendly design

COMPETITIVE LANDSCAPE

Luxury brands maintain lead, with Prada making a strategic acquisition

CHANNELS

Offline retail dominates, while e-commerce grows through omnichannel strategies

Gucci innovates traditional luxury retail with new window display

Chart 5 - Gucci's "Endless Narratives" Window Display

COUNTRY REPORTS DISCLAIMER

Personal Accessories in Italy - Industry Overview

EXECUTIVE SUMMARY

Market polarisation defines Italy's personal accessories market in 2025

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Luxury purchases drive value growth despite economic uncertainty

Jewellery records highest growth and leads value sales

Market polarises amid economic uncertainty

Sustainability expectations drive design and production innovation

Chart 7 - Swarovski Innovates Product Offerings with Lab-Grown Diamonds

AI and technology innovation provides competitive advantage

WHAT'S NEXT?

Luxury demand set to drive interest in personal accessories

Resale market expected to grow personal accessories market in Italy

Sustainability to lead to investment into natural materials and recycling

AI, data analytics and technological innovation to shape industry future

Chart 8 - Analyst Insight

COMPETITIVE LANDSCAPE

Rolex and Richemont maintain lead with luxury focus

Market stability offers opportunities

CHANNELS

Leisure and personal goods specialists lead offline retail sales

ECONOMIC CONTEXT

Chart 9 - Real GDP Growth and Inflation 2020-2030

Chart 10 - PEST Analysis in Italy 2025

CONSUMER CONTEXT

Chart 11 - Key Insights on Consumers in Italy 2025

Chart 12 - Consumer Landscape in Italy 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/bags-and-luggage-in-italy/report.