

Bags and Luggage in Brazil

December 2022

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Bags and Luggage in Brazil - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Better control of COVID-19 allows the return of footfall and growth

Bags have been gaining importance in the portfolios of major fashion players

Diversification, with new channel possibilities to enhance consumers' shopping experience

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Comfy fashion to give way under the release of pent-up demand for glamorous items

Operational excellence expected to bring more competitive advantages

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