

Bags and Luggage in China

November 2022

Table of Contents

Bags and Luggage in China - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Bags and luggage declines under continued impact of the pandemic

Luxury handbags is the only highlight, benefiting from the performance of the leading players

Manufacturers have a presence online and offline to improve their coverage

PROSPECTS AND OPPORTUNITIES

Nostalgia trend leads to popularity of monogram design and reissue

The emergence of generation Z drives a shift in brand image

Trend towards sports brands to enable expansion of sports bags

CATEGORY DATA

Table 1 - Sales of Bags and Luggage by Category: Volume 2017-2022

Table 2 - Sales of Bags and Luggage by Category: Value 2017-2022

Table 3 - Sales of Bags and Luggage by Category: % Volume Growth 2017-2022

Table 4 - Sales of Bags and Luggage by Category: % Value Growth 2017-2022

Table 5 - Sales of Luggage by Type: % Value 2017-2022

Table 6 - NBO Company Shares of Bags and Luggage: % Value 2018-2022

Table 7 - LBN Brand Shares of Bags and Luggage: % Value 2019-2022

Table 8 - Distribution of Bags and Luggage by Format: % Value 2017-2022

Table 9 - Forecast Sales of Bags and Luggage by Category: Volume 2022-2027

Table 10 - Forecast Sales of Bags and Luggage by Category: Value 2022-2027

Table 11 - Forecast Sales of Bags and Luggage by Category: % Volume Growth 2022-2027

Table 12 - Forecast Sales of Bags and Luggage by Category: % Value Growth 2022-2027

Personal Accessories in China - Industry Overview

EXECUTIVE SUMMARY

Personal accessories in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for personal accessories?

MARKET DATA

Table 13 - Sales of Personal Accessories by Category: Volume 2017-2022

Table 14 - Sales of Personal Accessories by Category: Value 2017-2022

Table 15 - Sales of Personal Accessories by Category: % Volume Growth 2017-2022

Table 16 - Sales of Personal Accessories by Category: % Value Growth 2017-2022

Table 17 - NBO Company Shares of Personal Accessories: % Value 2018-2022

Table 18 - LBN Brand Shares of Personal Accessories: % Value 2019-2022

Table 19 - Distribution of Personal Accessories by Format: % Value 2017-2022

Table 20 - Forecast Sales of Personal Accessories by Category: Volume 2022-2027

Table 21 - Forecast Sales of Personal Accessories by Category: Value 2022-2027

Table 22 - Forecast Sales of Personal Accessories by Category: % Volume Growth 2022-2027

Table 23 - Forecast Sales of Personal Accessories by Category: % Value Growth 2022-2027

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-china/report.