

Laptop bag market By Type (Backpacks, Briefcases, Messenger Bags, Sleeves, Hybrid Bags) , By Material Type (Leather, Nylon, Canvas, Polyester, Neoprene, Others) By End User (Business Professionals, Students, Travelers, Others) By Distribution Channel (B2B, Specialty Stores, Department Stores, Online Sales Channel, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2034

<https://marketpublishers.com/r/LC5C818F5E44EN.html>

Date: August 2024

Pages: 306

Price: US\$ 2,439.00 (Single User License)

ID: LC5C818F5E44EN

Abstracts

The laptop bag market was valued at \$2.4 billion in 2023, and is projected to reach \$12.1 billion by 2034, growing at a CAGR of 16.9% from 2024 to 2034.

A laptop bag is a type of carry-on designed specifically to protect, transport, and organize laptops and their accessories. These bags are built with padded compartments to shield electronic devices from damage during travel and are often equipped with multiple pockets to hold chargers, cables, documents, and other essentials. Laptop bags come in various styles, including briefcase-like designs, backpacks, and messenger bags, offering different levels of formality, comfort, and storage capacity.

Increase in number of laptop users globally, driven by remote work, e-learning, and digitalization, fuels the demand for laptop bags to protect devices during travel or commuting. According to a study by Statista, global laptop shipments reached 225 million units in 2023, up from 200 million units in 2021, reflecting the growing user base and fueling demand for accessories like laptop bags. In addition, the global shift toward remote working and online education has created a surge in demand for portable, durable bags that can store and protect laptops and accessories for daily use. Based on

the 2022 assessment by Owl Labs—the leader in hybrid work tech—16% of the companies globally have adopted complete remote work culture, and 62% of employees aged 22 to 65 claim that they work remotely occasionally. This is indicating a significant shift toward mobile work, augmenting the demand for portable laptop bags. Furthermore, rise in trend of combining functionality with fashion has led to the development of stylish laptop bags, appealing to consumers who value aesthetics as much as practicality, thus contributing toward the market growth. Moreover, increase in awareness of sustainability has led to the rise of eco-friendly laptop bags made from recycled or sustainable materials, appealing to environmentally-conscious consumers. However, the availability of counterfeit or low-quality laptop bags at significantly lower prices poses a challenge to established brands, impacting their market share and driving down overall market value. In addition, many consumers prefer multi-purpose bags or backpacks that can accommodate not just laptops but other personal items, reducing the need for laptop bags. On the contrary, with more professionals and students frequently traveling, the demand for compact, lightweight, and travel-friendly laptop bags with additional compartments for accessories is increasing, which is expected to offer lucrative opportunities for the expansion of the global market during the forecast period. Moreover, innovation in materials, such as water-resistant fabrics and shock-absorbent padding, has enhanced the durability and functionality of laptop bags, attracting consumers who prioritize safety and sustainability. Such developments are anticipated to open new avenues for the market growth in the near future.

The global laptop bag market is segmented into type, material type, end user, distribution channel, and region. By type, the market is fragmented into backpacks, briefcases, messenger bags, sleeves, and hybrid bags. On the basis of material type, it is categorized into leather, nylon, canvas, polyester, neoprene, and others. As per end user, it is segregated into the business professionals, students, travelers, and others. By distribution channel, it is divided into B2B, specialty stores, department stores, online sales channel, and others. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

Depending on type, the backpacks segment held the highest market share in 2023.

On the basis of material type, the polyester segment was the major shareholder in 2023.

By end use, the student segment garnered the largest share in 2023.

As per distribution channel, the specialty stores segment dominated the laptop bag market, in terms of share, in 2023.

Region wise, Asia-Pacific was the major revenue generator in 2023.

Competition Analysis

Competitive analysis and profiles of the major players in the global laptop bag market include Samsonite, Targus, Herschel Supply Co. Ltd., Kensington, The North Face, Lenovo, HP Development Company, L.P., Dell, SwissGear, and Timbuk2 Designs, Inc. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to sustain the intense competition and gain a strong foothold in the global market.

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Additional company profiles with specific to client's interest

Additional country or region analysis- market size and forecast

Expanded list for Company Profiles

Historic market data

Product Consumption Analysis

Key Market Segments

By Type

Backpacks

Briefcases

Messenger Bags

Sleeves

Hybrid Bags

By Material Type

Leather

Nylon

Canvas

Polyester

Neoprene

Others

By End User

Business Professionals

Students

Travelers

Others

By Distribution Channel

B2B

Specialty Stores

Department Stores

Online Sales Channel

Others

By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Thailand

Malaysia

Indonesia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

Samsonite

Targus

Herschel Supply Co. Ltd.

Kensington

The North Face

Lenovo

HP Development Company, L.P.

Dell

SwissGear

Timbuk2 Designs, Inc.

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