

Market Research on Backpack in China 2016-2021

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Abstracts

It takes 3-5 business days to dispatch the report after the purchase is made.

In China, the disposable income of residents has increased, as well as requirements on travelling and daily life. Therefore, the demand for backpacks grows greatly, although no strong brands have been formed and the market is generally occupied by international brands of high-end and cheap products with no guarantee on quality. Backpack market in China is of classic consumer good market and is transferring to fast moving consumer good.

In 2015, the retailing volume of backpacks in China was about 208 million and the value was RMB25.6 billion. Backpacks are not just a daily consumer good but also a fashion decoration. In 2021, the retailing value will be about RMB37 billion.

In China, backpacks are retailed through exclusive shops, department stores, e-commerce, retailing stores at tourist attractions and streets, and so on. In 2015, according statistics, about 37% backpacks were sold through exclusive shops, 36% department stores, 13% supermarkets and 10% online retailers. Backpacks with functions and ones of leisure have a well prospect, for that it is driven by tourism, which has grown continuously.

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