

Global Laptop Backpack Market Size study, by Application Outlook (Business, Students, Others) by Distribution Channel (Supermarkets & Hypermarkets, Convenience Stores, Online) by Type (Gaming, Non-Gaming) by Material (Polyester, Polytetrafluoroethylene, Laminated Cotton/ Poplin, Oilcloth, Polyester Fleece, Microfiber, Wool, Teflon, Polyurethane) and Regional Forecasts 2021-2027

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Abstracts

Global Laptop Backpack Market is valued approximately USD XXX billion in 2020 and is anticipated to grow with a healthy growth rate of more than XXX % over the forecast period 2021-2027. The laptop backpack is a leather or cloth case used to carry a laptop along with laptop accessories. As laptop is a charged substance, consumers like to use backpack which are shock resistance in order to protect themselves from any kind of mishappening. Rise in consumers demand for laptop backpacks is driving rise in revenue. Furthermore, laptop backpacks protect the laptop form scratches, water damages, moisture, and heat and this played an important role in increasing the market share. And increase in sale of laptops is also driving the growth for laptop backpack market. According to the Statista, the revenue of laptop market has been increasing rapidly from 130.91 billion in 2018 to 133.61 billion in 2020 and is projected to reach USD 148.98 billion by 2026. Also, introduction of new products targeted for corporate as well as students expects profitable opportunities to the market of laptop backpack. However, there is limited availability of laptop backpack. And there is high competition by the local manufacturers which obstruct the market growth.

The key regions considered for the global laptop backpack market study includes Asia

Pacific, North America, Europe, Latin America and Rest of the World. Asia-Pacific is dominating the market as there is increase in number of schools and colleges as there are supportive government policies on improving the education level in the region. Whereas, North America is anticipating the highest growth rate over the forecasted period 2021-2027. As there is extensive market reach of the key market player such as Adidas A.G. and Nike Inc. Along with this high number of working-class professionals in the region are expected to grow in the forecasted years.

Major market player included in this report are:

Nike, Inc.

Kensington Computer Products Group

Samsonite International S.A.

WINPARD

The Targus Corporation

Adidas AG

Belkin International, Inc.

Li-Ning Co., Ltd.

Samsonite International S.A.

Tumi Holdings, Inc

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Application Outlook:

Business

Students

Others

By Distribution Channel:

Supermarkets & Hypermarkets

Convenience Stores

Online

By Type:

Gaming Backpacks

Non-Gaming Backpacks

By Material:

Polyester

Polytetrafluoroethylene

Laminated Cotton/ Poplin

Oilcloth

Polyester Fleece

Microfiber

Wool

Teflon

Polyurethane

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019

Base year – 2020

Forecast period – 2021 to 2027

Target Audience of the Global Laptop Backpack Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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