

Global Daypacks Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Daypacks are compact, lightweight backpacks designed for day-long outdoor activities, commuting, or travel. They typically feature multiple compartments for organizing essentials and are known for their versatility and convenience. The daypack market is a segment of the larger backpack industry, catering to individuals seeking functional yet stylish solutions for carrying their belongings.

In 2023, the global daypack market size reached approximately USD 2.5 billion. With a projected Compound Annual Growth Rate (CAGR) of 5.8% from 2024 to 2032, the market is expected to expand steadily. This growth can be attributed to several key drivers and market forces.

One significant driver is the increasing popularity of outdoor activities such as hiking, camping, and day trips, leading to a higher demand for durable and ergonomic daypacks. Additionally, the rise in urbanization and commuter culture has boosted the need for compact and practical bags for daily use. The growing trend of minimalist travel has also contributed to the demand for lightweight and versatile daypacks that can adapt to various situations.

Moreover, advancements in materials technology have enabled manufacturers to produce daypacks that are not only lightweight but also water-resistant, durable, and eco-friendly. This focus on sustainability aligns with consumer preferences for environmentally conscious products, further driving market growth.

In terms of market trends, customization and personalization options are gaining

traction among consumers. Brands offering customizable features such as interchangeable straps, modular compartments, and personalized color schemes are resonating with customers seeking unique and tailored solutions.

Another trend is the integration of smart technology into daypacks, including features like built-in power banks for charging devices, RFID-blocking pockets for enhanced security, and Bluetooth connectivity for tracking the bag's location. These tech-savvy innovations cater to the needs of modern consumers looking for convenience and connectivity in their everyday carry gear.

Regionally, North America and Europe currently lead the daypack market due to a combination of factors such as high disposable income, a strong outdoor recreation culture, and a focus on quality and design. In Asia Pacific, rapid urbanization, increasing disposable income, and a growing interest in outdoor activities are driving market growth, making it a region with significant potential for expansion.

Despite the positive outlook, the daypack market faces challenges such as intense competition among established brands and new entrants, price sensitivity among consumers, and the need to constantly innovate to meet evolving preferences and sustainability standards. Overcoming these challenges will require a strategic focus on product differentiation, brand positioning, and sustainable practices to maintain a competitive edge in the market.

This report provides a deep insight into the global Daypacks market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Daypacks Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are

planning to foray into the Daypacks market in any manner.

Global Daypacks Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

The North Face(VF Corporation)

Arc'teryx(ANTA Sports Products)

Black Diamond Equipment

Decathlon

Deuter Sport

Fj?llr?ven

Free Range Equipment

Global Uprising PBC

Gregory Mountain Products

Hyperlite Mountain Gear

Kelty

Matador

Mystery Ranch

Osprey Packs

Recreational Equipment

Sea to Summit

Six Moon Designs

Ultimate Direction(Exxel Outdoors)

Market Segmentation (by Type)

30L

Market Segmentation (by Application)

Supermarkets(Offline)

Exclusive Stores(Offline)

Online

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Daypacks Market

Overview of the regional outlook of the Daypacks Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each

region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Daypacks Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

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