

# Bags and Luggage in Australia

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## Abstracts

Customisation and monogramming have become more popular in bags and luggage as consumers look for individualised products to express their style. Country Road launched custom monogramming in 2016 on its tote bags, with the option of up to three initials in a range of six colours. Australian custom bags company Mon Purse offers handmade European handbags with consumers able to customise the shape, leather, colour, interior lining, monogram and other options. The company, which was launched in Aus...

Euromonitor International's Bags and Luggage in Australia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2012-2016), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, distribution or pricing issues. Forecasts to 2021 illustrate how the market is set to change.

**Product coverage:** Bags, Luggage.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Bags and Luggage market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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