

Mapping Out Growth Strategies in Bags and Luggage

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Abstracts

After driving bags and luggage sales over 2009-2012, several luxury conglomerates have seen lower growth rates and have lost market share since. This briefing analyses the factors which will affect bags and luggage sales over 2015-2019. In doing so, it identifies growth markets beyond China, key demographics to target, as well as retail strategies to adopt for future growth.

Euromonitor International's Mapping Out Growth Strategies in Bags and Luggage global briefing offers detailed strategic analysis of the global Personal Accessories market by pinpointing growth sectors and identify factors driving change. The report identifies leading companies and brands within the keenly contested, fashion-driven competitive landscape, trend developments, economic/lifestyle influences, seasonal patterns, market and distribution strategies. Forecasts illustrate how the market is predicted to develop between mature and emerging countries, threats facing the business as well as opportunities to be seized for further growth.

Product coverage: Bags and Luggage, Jewellery, Watches, Writing Instruments.

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

Why buy this report?

Get a detailed picture of the Personal Accessories 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.

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Contents

Introduction
Economy and Demographics
Markets of the Future
Developing Specialist Retail
Landscape in 2019
definitions

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