

The Next Frontier for Bags and Luggage

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Abstracts

The bags and luggage industry is poised to make its largest evolutionary leap since the invention of the wheeled suitcase in the 1970s, as a wave of technological functions get sewn and slotted into everything from handbags to rucksacks. However, strategic innovation will not stop at technology. Design, distribution, segmentation and pricing are all under sharper scrutiny, as the industry faces demographic, economic and cultural challenges. The next frontier is full of opportunities, but challen...

Euromonitor International's The Next Frontier for 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.

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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