

Travel Goods - Australia

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Abstracts

The turbulent economic conditions in 2009 restricted the growth of the travel goods market. The unemployment rate jumped to 5.8% in 2009 and consumers had lower disposable incomes. Despite having extra money in cash as a result of two stimulus packages introduced by the Federal government, Australians decided to reduce their debts instead of buying new luggage. The lack of demand for luggage resulted in the fall in the growth rate and the subsector experienced growth of only 1.9% during 2009.

Euromonitor International's Travel Goods 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 (2005-2009), 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 2014 illustrate how the market is set to change.

Product coverage: Backpacks, Brief/Computer Cases, Flat Goods, Handbags, Luggage, Travel/Sports Bags

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 Goods industry;

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 30 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 and Santiago and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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