

Travel Goods - Germany

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Abstracts

The travel goods sector in Germany is a highly fragmented market with many competing producers. Compared to the previous year the sector's sales declined in 2009, which was mainly attributable to the negative effects of the global recession. Within travel goods, the consumers were demanding convenient products, which are easy to carry and handle. Within luggage, therefore, the trend towards suitcases with four wheels was noticeable, and a similar pattern was noticeable within other subsectors.

Euromonitor International's Travel Goods in Germany 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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