

Laptop Carry Case Market Size, Share & Trends Analysis Report By Product (Backpack, Messenger Bags, Sleeves, Briefcase, Rollers), By Distribution Channel (Online, Offline), By Region, And Segment Forecasts, 2022 - 2030

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Abstracts

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Laptop Carry Case Market Growth & Trends

The global laptop carry case market size is expected to reach USD 2.78 billion by 2030, according to a new report by Grand View Research, Inc. It is expected to expand at a CAGR of 6.6% from 2022 to 2030. The growth is attributed to the rising acceptance of carry cases as a medium to prevent damage to laptops and tablets while traveling along with increasing fashion consciousness and tech-savviness among consumers. Key innovations such as multi-storage devices, GPS tracking, anti-theft protection, built-in power supply, and device status notification control are adopted by companies to boost market growth.

Rising consumer demand for lightweight laptop carry cases is driving companies to increase spending on the introduction of new products targeted at corporates as well as students. Additionally, the increasing number of online stores as a result of the expanding buyer base of smartphones is expected to promote easy product access, irrespective of geographical boundaries. The corporate workforce primarily uses laptop backpacks while traveling either from home or to client locations. Manufacturers are offering warranty services to consumers to establish better customer relationships.

The backpack product segment held the largest revenue share in 2021 owing to high

product adoption among students and business class. Backpacks have become a crucial element in an individual's daily routine, and it is mostly because they can carry many items such as a laptop, tablets, phones, water bottles, and other items that one would need at the office, or caf?, or park. Backpacks have a functional design that makes them popular with students and corporate employees. Backpacks with padded edges and pockets provide protection to gadgets stored in them and dividing weight across two shoulders reduces the unease of carrying bigger laptops during travel.

The offline distribution channel segment accounted for the largest revenue share in 2021. The global retail landscape looks quite different today than it did almost a decade ago because the consumers' way of making purchase decisions has altered dynamically. Well-established laptop carry case companies find supermarkets and hypermarkets a feasible option to market their brands and attract consumers that are willing to pay higher prices for their products. Small retailers are looking for opportunities to establish and maintain an effective retail chain.

The Asia Pacific is estimated to witness significant growth over the forecast period. Several variables are responsible for the increase in demand for laptop carry cases, including rising disposable income and increased expenditure on technological gadgets. The increasing use of computers for personal and commercial purposes in the region is driving the need for laptop carry cases. Developing nations in the Asia Pacific, such as India and China, are witnessing significant adoption of laptops among their youth population, which is directly adding to the need for laptop carry cases. The market for laptop carry cases is characterized by the presence of a few well-established players.

Laptop Carry Case Market Report Highlights

Asia Pacific is expected to expand at the fastest CAGR during the forecast period owing to the rising demand for laptop backpacks among students and employees, coupled with the increasing number of schools, colleges, and offices in the region

The backpack product segment is expected to expand at the highest CAGR from 2022 to 2030 since they have become a crucial element in an individual's daily routine, and it is mostly because they can carry many items such as a laptop, tablets, phones, water bottles, and other items that one would need at the office, caf?, or park

The offline distribution channel segment accounted for the largest revenue share

of over 60.0% in 2021 as well-established laptop carry case companies find supermarkets and hypermarkets a feasible option to market their brands and attract consumers that are willing to pay higher prices for their products

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Product Outlook
- 2.3. Distribution Channel Outlook
- 2.4. Regional Outlook

CHAPTER 3. LAPTOP CARRY CASE MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Introduction
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
 - 3.3.1. Sales/Retail Channel Analysis
 - 3.3.2. Profit Margin Analysis
- 3.4. Market Dynamics
 - 3.4.1. Market Driver Analysis
 - 3.4.2. Market Restraint Analysis
 - 3.4.3. Industry Challenges
 - 3.4.4. Industry Opportunities
- 3.5. Business Environment Analysis
 - 3.5.1. Industry Analysis - Porter's
 - 3.5.1.1. Supplier Power
 - 3.5.1.2. Buyer Power

- 3.5.1.3. Substitution Threat
- 3.5.1.4. Threat from New Entrant
- 3.5.1.5. Competitive Rivalry
- 3.6. Roadmap of Laptop Carry Case Market
- 3.7. Market Entry Strategies
- 3.8. Impact of COVID-19 on the Laptop Carry Case Market

CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS

- 4.1. Consumer Trends and Preferences
- 4.2. Factors Affecting Buying Decision
- 4.3. Consumer Product Adoption
- 4.4. Observations & Recommendations

CHAPTER 5. LAPTOP CARRY CASE MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

- 5.1. Product Movement Analysis & Market Share, 2021 & 2030
- 5.2. Backpack
 - 5.2.1. Backpack market estimates and forecast, 2017 - 2030 (USD Million)
- 5.3. Messenger bags
 - 5.3.1. Messenger bags market estimates and forecast, 2017 - 2030 (USD Million)
- 5.4. Sleeves
 - 5.4.1. Sleeves market estimates and forecast, 2017 - 2030 (USD Million)
- 5.5. Briefcase
 - 5.5.1. Briefcase market estimates and forecast, 2017 - 2030 (USD Million)
- 5.6. Rollers
 - 5.6.1. Rollers market estimates and forecast, 2017 - 2030 (USD Million)

CHAPTER 6. LAPTOP CARRY CASE MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

- 6.1. Distribution Channel Analysis & Market Share, 2021 & 2030
- 6.2. Online
 - 6.2.1. Laptop carry case market estimates and forecast, through online distribution channel, 2017 - 2030 (USD Million)
- 6.3. Offline
 - 6.3.1. Laptop carry case market estimates and forecast, through offline distribution channel, 2017 - 2030 (USD Million)

CHAPTER 7. LAPTOP CARRY CASE MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

7.1. Regional Movement Analysis & Market Share, 2021 & 2030

7.2. North America

7.2.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.2.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.2.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.2.4. U.S.

7.2.4.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.2.4.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.2.4.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.3. Europe

7.3.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.3.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.3.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.3.4. Germany

7.3.4.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.3.4.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.3.4.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.3.5. U.K.

7.3.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.3.5.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.3.5.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.4. Asia Pacific

7.4.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.4.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.4.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.4.4. China

7.4.4.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.4.4.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.4.4.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

Million)

7.4.5. India

7.4.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.4.5.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.4.5.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.5. Central & South America

7.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.5.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.5.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.5.4. Brazil

7.5.4.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.5.4.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.5.4.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.6. Middle East & Africa

7.6.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.6.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.6.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.6.4. Saudi Arabia

7.6.4.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.6.4.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.6.4.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

CHAPTER 8. COMPETITIVE ANALYSIS

8.1. Key global players, recent developments & their impact on the industry

8.2. Key Company Categorization (Key innovators, Market leaders, Emerging players)

8.3. Vendor Landscape

8.3.1. Key company market share analysis, 2021

CHAPTER 9. COMPANY PROFILES

9.1. Samsonite International S.A.

9.1.1. Company Overview

9.1.2. Financial Performance

- 9.1.3. Product Benchmarking
- 9.1.4. Strategic Initiatives
- 9.2. Targus
 - 9.2.1. Company Overview
 - 9.2.2. Financial Performance
 - 9.2.3. Product Benchmarking
 - 9.2.4. Strategic Initiatives
- 9.3. ACCO Brands
 - 9.3.1. Company Overview
 - 9.3.2. Financial Performance
 - 9.3.3. Product Benchmarking
 - 9.3.4. Strategic Initiatives
- 9.4. SWISSGEAR
 - 9.4.1. Company Overview
 - 9.4.2. Financial Performance
 - 9.4.3. Product Benchmarking
 - 9.4.4. Strategic Initiatives
- 9.5. ASUSTeK Computer Inc.
 - 9.5.1. Company Overview
 - 9.5.2. Financial Performance
 - 9.5.3. Product Benchmarking
 - 9.5.4. Strategic Initiatives
- 9.6. Fabrique LTD.
 - 9.6.1. Company Overview
 - 9.6.2. Financial Performance
 - 9.6.3. Product Benchmarking
 - 9.6.4. Strategic Initiatives
- 9.7. Thule Group
 - 9.7.1. Company Overview
 - 9.7.2. Financial Performance
 - 9.7.3. Product Benchmarking
 - 9.7.4. Strategic Initiatives
- 9.8. Sanwa Supply Inc.
 - 9.8.1. Company Overview
 - 9.8.2. Financial Performance
 - 9.8.3. Product Benchmarking
 - 9.8.4. Strategic Initiatives
- 9.9. Lenovo
 - 9.9.1. Company Overview

9.9.2. Financial Performance

9.9.3. Product Benchmarking

9.9.4. Strategic Initiatives

9.10. Belkin International, Inc.

9.10.1. Company Overview

9.10.2. Financial Performance

9.10.3. Product Benchmarking

9.10.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

1. Laptop carry case market - Driving factor market analysis
2. Laptop carry case market - Restraint factor market analysis
3. Laptop carry case market estimates and forecast, by backpack, 2017 - 2030 (USD Million)
4. Laptop carry case market estimates and forecast, by messenger bags, 2017 - 2030 (USD Million)
5. Laptop carry case market estimates and forecast, by sleeves, 2017 - 2030 (USD Million)
6. Laptop carry case market estimates and forecast, by briefcase, 2017 - 2030 (USD Million)
7. Laptop carry case market estimates and forecast, by rollers, 2017 - 2030 (USD Million)
8. Laptop carry case market estimates and forecast through online distribution channel, 2017 - 2030 (USD Million)
9. Laptop carry case market estimates and forecast through offline distribution channel, 2017 - 2030 (USD Million)
10. North America laptop carry case market estimates and forecast, 2017 - 2030 (USD Million)
11. North America laptop carry case market estimates and forecast, by product, 2017 - 2030 (USD Million)
12. North America laptop carry case market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
13. U.S. laptop carry case market estimates and forecast, 2017 - 2030 (USD Million)
14. U.S. laptop carry case market estimates and forecast, by product, 2017 - 2030 (USD Million)
15. U.S. laptop carry case market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
16. Europe laptop carry case market estimates and forecast, 2017 - 2030 (USD Million)
17. Europe laptop carry case market estimates and forecast, by product, 2017 - 2030 (USD Million)
18. Europe laptop carry case market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
19. Germany laptop carry case market estimates and forecast, 2017 - 2030 (USD Million)
20. Germany laptop carry case market estimates and forecast, by product, 2017 - 2030

(USD Million)

21. Germany laptop carry case market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
22. U.K. laptop carry case market estimates and forecast, 2017 - 2030 (USD Million)
23. U.K. laptop carry case market estimates and forecast, by product, 2017 - 2030 (USD Million)
24. U.K. laptop carry case market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
25. Asia Pacific laptop carry case market estimates and forecast, 2017 - 2030 (USD Million)
26. Asia Pacific laptop carry case market estimates and forecast, by product, 2017 - 2030 (USD Million)
27. Asia Pacific laptop carry case market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
28. China laptop carry case market estimates and forecast, 2017 - 2030 (USD Million)
29. China laptop carry case market estimates and forecast, by product, 2017 - 2030 (USD Million)
30. China laptop carry case market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
31. India laptop carry case market estimates and forecast, 2017 - 2030 (USD Million)
32. India laptop carry case market estimates and forecast, by product, 2017 - 2030 (USD Million)
33. India laptop carry case market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
34. Central & South America laptop carry case market estimates and forecast, 2017 - 2030 (USD Million)
35. Central & South America laptop carry case market estimates and forecast, by product, 2017 - 2030 (USD Million)
36. Central & South America laptop carry case market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
37. Brazil laptop carry case market estimates and forecast, 2017 - 2030 (USD Million)
38. Brazil laptop carry case market estimates and forecast, by product, 2017 - 2030 (USD Million)
39. Brazil laptop carry case market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
40. Middle East & Africa laptop carry case market estimates and forecast, 2017 - 2030 (USD Million)
41. Middle East & Africa laptop carry case market estimates and forecast, by product, 2017 - 2030 (USD Million)

- 42. Middle East & Africa laptop carry case market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
- 43. Saudi Arabia laptop carry case market estimates and forecast, 2017 - 2030 (USD Million)
- 44. Saudi Arabia laptop carry case market estimates and forecast, by product, 2017 - 2030 (USD Million)
- 45. Saudi Arabia laptop carry case market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
- 46. Company categorization

List Of Figures

LIST OF FIGURES

1. Laptop carry case market segmentation
2. Information procurement
3. Primary research pattern
4. Primary research approaches
5. Primary research process
6. Laptop carry case market - Penetration & growth prospect mapping, by product
7. Laptop carry case market - Value chain analysis
8. Worldwide PC shipments in 2020 and 2021 (unit shipments in thousands)
9. Laptop carry case market: Porter's five forces analysis
10. Roadmap of the laptop carry case market
11. Factors affecting buying decision for laptop carry case
12. Laptop carry case market: Product share (%) analysis, 2021 & 2030
13. Laptop carry case market: Distribution channel share (%) analysis, 2021 & 2030
14. Laptop carry case market: Regional share (%) analysis, 2021 & 2030 (USD Million)
15. Key laptop carry case company market share analysis, 2021

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