

# Laptop Messenger Bags Market Size, Share & Trends Analysis Report By Distribution Channel (Offline, Online), By Region (North America, Europe, Asia Pacific, CSA, MEA), And Segment Forecasts, 2020 - 2027

<https://marketpublishers.com/r/LBCCF7A35065EN.html>

Date: May 2020

Pages: 80

Price: US\$ 3,950.00 (Single User License)

ID: LBCCF7A35065EN

## Abstracts

### Laptop Messenger Bags Market Growth & Trends

The global laptop messenger bags market size is anticipated to reach USD 636.3 million by 2027, according to a new report by Grand View Research, Inc., expanding at a CAGR of 3.1% from 2020 to 2027. Rising global sales of laptops have been creating robust demand for the product over the past decade. Professionals across various industries typically use these types of bags. However, manufacturers of these products are increasingly targeting students owing to their growing affinity for these products.

Laptop messenger bags have evolved over the years beyond their intended use. In this respect, these products are increasingly being used as everyday go-to-bags featuring interior pockets to accommodate a wide variety of products, such as books. Water-repellant bags are expected to gain more traction in the near future as the average consumer is becoming increasingly conscious about the safety of their electronic devices.

The concept of convenience drives the demand for the product globally. As is the case with most other laptop carry cases, messenger bags are preferred for their style and comfort of use. Furthermore, provision of multiple compartments counterbalances the features available in substitute products, including backpacks and briefcases. Leather is among the most popular types of laptop messenger bags worldwide.

Asia Pacific is expected to remain the most substantial regional market in the foreseeable future. Though the coronavirus outbreak has been creating massive supply chain disruptions in the Asia Pacific markets, demand for laptops, most notably in India, has surprisingly continued to remain robust. Thus, increasing sales of these devices in the formerly mentioned markets are likely to favor the growth of the Asia Pacific market in the near future.

The industry is highly competitive in terms of product variation and pricing. Key players are focusing on employing lighter materials to manufacture the product, given the rising popularity of lightweight bags among consumers worldwide. Some of the most prominent market participants are CASE U; Amazon.com, Inc.; Mobile Edge; LEATHER BAGS; Dell; and Helly Hansen.

### Laptop Messenger Bags Market Report Highlights

In terms of distribution channel, the offline segment accounted for 79.4% share of the overall revenue in 2019

Asia Pacific held the largest share of 34.7% in 2019

Product innovation emerged as the key strategy deployed by majority of market players to stay abreast of the competition.

## 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. Segmental Outlook
- 2.3. Competitive Insights

### **CHAPTER 3. LAPTOP MESSENGER BAGS 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 Messenger Bags Market
- 3.7. Market Entry Strategies
- 3.8. Impact of COVID-19 Pandemic on Laptop Messenger Bags 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 MESSENGER BAGS MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS**

- 5.1. Distribution Channel Movement Analysis & Market Share, 2019 & 2027
- 5.2. Offline
  - 5.2.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 5.3. Online
  - 5.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)

## **CHAPTER 6. LAPTOP MESSENGER BAGS MARKET: REGIONAL ESTIMATES & TREND ANALYSIS**

- 6.1. Regional Movement Analysis & Market Share, 2019 & 2027
- 6.2. North America
  - 6.2.1. Market estimates and forecast, 2016 - 2027 (USD Million)
  - 6.2.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)
  - 6.2.3. U.S.
    - 6.2.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)
    - 6.2.3.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)
- 6.3. Europe
  - 6.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)
  - 6.3.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

### 6.3.3. Germany

6.3.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)

6.3.3.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

### 6.3.4. U.K.

6.3.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

6.3.4.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

## 6.4. Asia Pacific

6.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

6.4.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

### 6.4.3. China

6.4.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)

6.4.3.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

### 6.4.4. India

6.4.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

6.4.4.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

## 6.5. Central & South America

6.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)

6.5.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

### 6.5.3. Brazil

6.5.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)

6.5.3.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

## 6.6. Middle East & Africa (MEA)

6.6.1. Market estimates and forecast, 2016 - 2027 (USD Million)

6.6.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

### 6.6.3. South Africa

6.6.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)

6.6.3.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

## **CHAPTER 7. COMPETITIVE ANALYSIS**

- 7.1. Key global players, recent developments & their impact on the industry
- 7.2. Key Company/Competition Categorization (Key innovators, Market leaders, Emerging players)
- 7.3. Vendor Landscape
  - 7.3.1. Key company market share analysis, 2019

## **CHAPTER 8. COMPANY PROFILES**

### 8.1. CASE U

- 8.1.1. Company Overview
- 8.1.2. Financial Performance
- 8.1.3. Product Benchmarking
- 8.1.4. Strategic Initiatives

### 8.2. Messenger-bag.org.

- 8.2.1. Company Overview
- 8.2.2. Financial Performance
- 8.2.3. Product Benchmarking
- 8.2.4. Strategic Initiatives

### 8.3. Amazon.com, Inc (AmazonBasics)

- 8.3.1. Company Overview
- 8.3.2. Financial Performance
- 8.3.3. Product Benchmarking
- 8.3.4. Strategic Initiatives

### 8.4. Mobile Edge

- 8.4.1. Company Overview
- 8.4.2. Financial Performance
- 8.4.3. Product Benchmarking
- 8.4.4. Strategic Initiatives

### 8.5. LEATHER BAGS

- 8.5.1. Company Overview
- 8.5.2. Financial Performance
- 8.5.3. Product Benchmarking
- 8.5.4. Strategic Initiatives

### 8.6. Dell

- 8.6.1. Company Overview
- 8.6.2. Financial Performance
- 8.6.3. Product Benchmarking
- 8.6.4. Strategic Initiatives

### 8.7. Hewlett-Packard

- 8.7.1. Company Overview
- 8.7.2. Financial Performance
- 8.7.3. Product Benchmarking
- 8.7.4. Strategic Initiatives
- 8.8. Calvin Klein
  - 8.8.1. Company Overview
  - 8.8.2. Financial Performance
  - 8.8.3. Product Benchmarking
  - 8.8.4. Strategic Initiatives
- 8.9. Helly Hansen
  - 8.9.1. Company Overview
  - 8.9.2. Financial Performance
  - 8.9.3. Product Benchmarking
  - 8.9.4. Strategic Initiatives
- 8.10. Everlane
  - 8.10.1. Company Overview
  - 8.10.2. Financial Performance
  - 8.10.3. Product Benchmarking
  - 8.10.4. Strategic Initiatives

## List Of Tables

### LIST OF TABLES

1. Laptop messenger bags - Key market driver analysis
2. Laptop messenger bags - Key market restraint analysis
3. Global laptop messenger bags market estimates and forecast through online, 2016 - 2027 (USD Million)
4. Global laptop messenger bags market estimates and forecast through offline, 2016 - 2027 (USD Million)
5. North America laptop messenger bags market estimates and forecast, 2016 - 2027 (USD Million)
6. North America laptop messenger bags market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
7. U.S. laptop messenger bags market estimates and forecast, 2016 - 2027 (USD Million)
8. U.S. laptop messenger bags market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
9. Europe laptop messenger bags market estimates and forecast, 2016 - 2027 (USD Million)
10. Europe laptop messenger bags market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
11. Germany laptop messenger bags market estimates and forecast, 2016 - 2027 (USD Million)
12. Germany laptop messenger bags market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
13. U.K. laptop messenger bags market estimates and forecast, 2016 - 2027 (USD Million)
14. U.K. laptop messenger bags market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
15. Asia Pacific laptop messenger bags market estimates and forecast, 2016 - 2027 (USD Million)
16. Asia Pacific laptop messenger bags market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
17. China laptop messenger bags market estimates and forecast, 2016 - 2027 (USD Million)
18. China laptop messenger bags market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
19. India laptop messenger bags market estimates and forecast, 2016 - 2027 (USD Million)



Million)

20. India laptop messenger bags market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)

21. Central & South America laptop messenger bags market estimates and forecast, 2016 - 2027 (USD Million)

22. Central & South America laptop messenger bags market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)

23. Brazil laptop messenger bags market estimates and forecast, 2016 - 2027 (USD Million)

24. Brazil laptop messenger bags market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)

25. Middle East & Africa laptop messenger bags market estimates and forecast, 2016 - 2027 (USD Million)

26. Middle East & Africa laptop messenger bags market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)

27. South Africa laptop messenger bags market estimates and forecast, 2016 - 2027 (USD Million)

28. South Africa laptop messenger bags market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)

## List Of Figures

### LIST OF FIGURES

1. Laptop messenger bags market snapshot
2. Laptop messenger bags market segmentation & scope
3. Laptop messenger bags market penetration & growth prospect mapping
4. Laptop messenger bags value chain analysis
5. Laptop messenger bags market dynamics
6. Laptop messenger bags market Porter's analysis
7. Laptop messenger bags market: Distribution channel movement analysis
8. Laptop messenger bags market: Regional movement analysis

## I would like to order

Product name: Laptop Messenger Bags Market Size, Share & Trends Analysis Report By Distribution Channel (Offline, Online), By Region (North America, Europe, Asia Pacific, CSA, MEA), And Segment Forecasts, 2020 - 2027

Product link: <https://marketpublishers.com/r/LBCCF7A35065EN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/LBCCF7A35065EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970