

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

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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.

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