

# **School Bags Market Size, Share & Trends Analysis Report By Fabric (Canvas, Polyester, Nylon, Leather), By Distribution Channel (Offline, Online), By Region, And Segment Forecasts, 2025 - 2030**

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## **Abstracts**

**This report can be delivered to the clients within 3 Business Days**

### **School Bags Market Growth & Trends**

The global school bags market size is expected to reach USD 30.19 billion by 2030, expanding at a CAGR of 4.3% from 2025 to 2030, according to a new report by Grand View Research, Inc. The growth is attributed to high demand for the product driven by rising number of students in primary and secondary schools.

As per the National Center for Education Statistics, in 2018, about 56.6 million students attended elementary and secondary schools. Growing student enrollment is projected to boost the demand for school supplies, such as school bags. This factor is anticipated to create growth opportunities for the market in the forthcoming years. Government initiatives to provide basic education to all the children is also expected to drive sales of school supplies including school bags.

Evolving teaching methodologies and rapid digitization have resulted in increased use of tablets, laptops, and other electronic gadgets. These gadgets increase the weight of the bags, which is anticipated to drive the demand for lightweight bags and fuel innovation in terms of raw materials and manufacturing technologies. Rising use of eco-friendly materials such as recycled plastics is projected to positively influence the growth.

By fabric, the school bag market is segmented into canvas, polyesters, nylon, leather, and

others. Polyesters held the largest market share in 2018 and is expected to be the fastest growing segment over the forecasted period. High strength of the product is anticipated to fuel the segment growth in near future. Nylon is anticipated to hold the second largest share of the market over the forecast period. It is also expected to register the second fastest CAGR from 2019 to 2025.

Online distribution channel is estimated to register the fastest CAGR over the forecasted period owing to growing penetration of e-commerce industry coupled with rising influence of social media on consumer purchasing decisions. Availability of offers and discounts, quick product delivery and easy returns, free shipping, and ease of comparison are some of the factors driving the growth of the segment.

### School Bags Market Report Highlights

Polyester fabric is estimated to be the largest and fastest growing segment during the forecast period

Online distribution channel is projected to register the fastest CAGR in the forthcoming years owing to rising internet penetration and influence of social media

Asia Pacific accounts for the largest market share and is estimated to be the fastest growing region over the forecast period, due to growing number of school children in the region

Some of the key players operating in the school bags market include JanSport; Targus Inc.; Nike; Puma; VIP industries; and Wildcraft

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