

European Travel Accessories Market - Strategic Insights and Forecasts (2026-2031)

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Abstracts

European travel accessories market is forecast to grow at a CAGR of 5.7%, reaching USD 16.9 billion in 2031 from USD 12.8 billion in 2026.

The European travel accessories market is positioned for sustained expansion driven by a rebound in regional travel and evolving consumer preferences. Tourism activity across major European destinations continues to strengthen, lifting demand for functional and stylish accessories. The convergence of rising disposable incomes, increased intra-European and international travel, and the expansion of e-commerce channels is creating favorable conditions for growth. At the same time, shifting consumer values toward sustainability and smart technologies are influencing product development and purchase behaviour. The market's trajectory reflects both macroeconomic recovery and micro trends that shape travel lifestyles in the region.

Market Drivers

The recovery and growth of regional travel remains a key growth driver. As travel restrictions have eased and tourism rebounds, more consumers are investing in travel gear that enhances convenience and comfort. City breaks, business trips, and cross-border vacations have pushed sales of core product categories such as luggage, travel organisers, and personal care accessories.

E-commerce growth across Europe is significantly expanding market reach. Online platforms give consumers easy access to a broad range of products, enabling comparison and purchase across borders. The rapid expansion of digital retail channels has also helped smaller brands gain visibility alongside established players.

Sustainability trends are influencing product demand. Eco-friendly materials and ethically sourced products are gaining traction as travellers increasingly prioritise environmental considerations in their purchase decisions. Products made from recycled or biodegradable materials are attracting particular interest.

Market Restraints

Despite positive momentum, the market faces challenges from saturation and competitive intensity. With numerous global and regional brands offering similar product portfolios, differentiation through design, pricing, and innovation is imperative. Competitive pressures have led to margin compression for some players.

Consumer expectations for premium quality, sustainability, and cutting-edge features also add cost pressures. Suppliers must balance investment in materials and technology with pricing strategies that remain attractive to consumers. These dynamics may constrain short-term profitability for manufacturers focused on innovation.

Technology and Segment Insights

The European travel accessories landscape is segmented by product type, distribution channel, end user, and country, with travel bags and luggage holding a significant market share. Smart and tech-integrated accessories such as GPS-equipped luggage, USB-charging backpacks, and RFID-blocking wallets are gaining attention, reflecting a broader shift toward convenience and security.

Online distribution dominates due to consumer preference for convenience and variety. However, offline channels retain relevance for products where physical inspection and fitting are important, such as premium luggage and ergonomic comfort accessories.

Leisure travellers continue to represent the largest end-user group, driven by sustained demand for holiday travel. However, business travellers also contribute to market growth with purchases of functional accessories aimed at efficiency and comfort.

Competitive and Strategic Outlook

The competitive environment encompasses both established global brands and innovative regional players. Companies are focusing on product innovation, sustainability initiatives, and strategic partnerships to distinguish their offerings. Collaborations and co-brand initiatives are becoming more common, aiming to leverage

complementary strengths and extend market reach.

Innovation in materials and design is key to maintaining competitive advantage. Brands that invest in smart features, sustainable production, and differentiated value propositions are likely to capture market share. Managing production costs while meeting evolving consumer demands will be critical for market leaders and new entrants alike.

The European travel accessories market is set for modest yet sustained growth through 2031. Robust tourism recovery, expanding digital commerce, and consumer trends toward sustainability and convenience support this trajectory. Competitive pressures and rising expectations for quality and innovation will shape market developments. Overall, the market is positioned to benefit from broader travel sector expansion and evolving consumer behaviour, with opportunities for brands that align product strategy with emerging regional priorities.

Key Benefits of this Report

Insightful Analysis: Gain detailed market insights across regions, customer segments, policies, socio-economic factors, consumer preferences, and industry verticals.

Competitive Landscape: Understand strategic moves by key players to identify optimal market entry approaches.

Market Drivers and Future Trends: Assess major growth forces and emerging developments shaping the market.

Actionable Recommendations: Support strategic decisions to unlock new revenue streams.

Caters to a Wide Audience: Suitable for startups, research institutions, consultants, SMEs, and large enterprises.

What Businesses Use Our Reports For

Industry and market insights, opportunity assessment, product demand forecasting, market entry strategy, geographical expansion, capital investment decisions, regulatory

analysis, new product development, and competitive intelligence.

Report Coverage

Historical Data: 2021-2024, Base Year: 2025, Forecast Years: 2026-2031

Growth opportunities, challenges, supply chain outlook, regulatory framework, and trend analysis

Competitive positioning, strategies, and market share evaluation

Revenue growth and forecast assessment across segments and regions

Company profiling including strategies, products, financials, and key developments

Contents

1. EXECUTIVE SUMMARY

2. MARKET SNAPSHOT

- 2.1. Market Overview
- 2.2. Market Definition
- 2.3. Scope of the Study
- 2.4. Market Segmentation

3. BUSINESS LANDSCAPE

- 3.1. Market Drivers
- 3.2. Market Restraints
- 3.3. Market Opportunities
- 3.4. Porter's Five Forces Analysis
- 3.5. Industry Value Chain Analysis
- 3.6. Policies and Regulations
- 3.7. Strategic Recommendations

4. TECHNOLOGICAL OUTLOOK

5. EUROPEAN TRAVEL ACCESSORIES MARKET BY PRODUCT TYPE

- 5.1. Introduction
- 5.2. Travel Bags and Luggage
- 5.3. Electronic Accessories
- 5.4. Personal Care Accessories
- 5.5. Others

6. EUROPEAN TRAVEL ACCESSORIES MARKET BY DISTRIBUTION CHANNEL

- 6.1. Introduction
- 6.2. Online
- 6.3. Offline
 - 6.3.1. Supermarkets/Hypermarkets
 - 6.3.2. Speciality Stores
 - 6.3.3. Others

7. EUROPEAN TRAVEL ACCESSORIES MARKET BY END USER

- 7.1. Introduction
- 7.2. Business Travellers
- 7.3. Leisure Travellers
- 7.4. Others

8. EUROPEAN TRAVEL ACCESSORIES MARKET BY COUNTRY

- 8.1. Introduction
- 8.2. Germany
- 8.3. Spain
- 8.4. United Kingdom
- 8.5. France
- 8.6. Others

9. COMPETITIVE ENVIRONMENT AND ANALYSIS

- 9.1. Major Players and Strategy Analysis
- 9.2. Market Share Analysis
- 9.3. Mergers, Acquisitions, Agreements, and Collaborations
- 9.4. Competitive Dashboard

10. COMPANY PROFILES

- 10.1. Delsey Paris
- 10.2. Away: Built for modern travel
- 10.3. United States Luggage LLC
- 10.4. Monos
- 10.5. Horizn Studios
- 10.6. VIP Industries
- 10.7. Samsonite Group SA
- 10.8. Travelpro
- 10.9. LVMH Mo?t Hennessy Louis Vuitton SE
- 10.10. Calpak
- 10.11. Belcinto

11. APPENDIX

- 11.1. Currency
- 11.2. Assumptions
- 11.3. Base and Forecast Years Timeline
- 11.4. Key benefits for the stakeholders
- 11.5. Research Methodology
- 11.6. Abbreviations

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