

Middle East & Africa Travel Accessories Market - Strategic Insights and Forecasts (2026-2031)

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Abstracts

Middle East & Africa travel accessories market is forecast to grow at a CAGR of 4.2%, reaching USD 4.3 billion in 2031 from USD 3.5 billion in 2026.

The Middle East & Africa travel accessories market is positioned for steady growth through 2031, supported by rising tourism activity, expanding disposable incomes, and evolving consumer lifestyles across the region. The sector benefits from broader macroeconomic trends including infrastructure development in key economies, expanding air connectivity, and digital retail adoption. These drivers are elevating demand for both functional and lifestyle travel gear among business and leisure travellers alike. Despite cost pressures and competitive dynamics, the market's projected expansion reflects sustained interest in travel experiences and the accessories that enhance convenience and comfort.

Market Drivers

Tourism growth across the Middle East and Africa lies at the core of market expansion. International and regional travel continues to strengthen, supported by government initiatives such as Saudi Vision 2030 and strategic tourism positioning in the United Arab Emirates, which attract both leisure and business visitors. Increased travel frequency directly stimulates demand for luggage, organisers, and personal travel accessories. Consumer preference for travel gear that combines functionality with style is particularly strong among younger and affluent travellers in urban centres. Furthermore, rising disposable incomes across the region empower consumers to spend on premium and tech-enabled accessories, elevating overall market value. E-commerce growth also plays a pivotal role in market development. Online platforms are increasingly popular channels for travel accessories, offering broad assortments,

competitive pricing, and direct delivery to consumers in remote and urban areas. The convenience of online shopping and the influence of social media marketing are accelerating sales and expanding the consumer base.

Market Restraints

Despite positive drivers, some constraints could temper growth. The price sensitivity of certain consumer segments presents a challenge for high-end and tech-integrated products. Smart luggage, ergonomic travel pillows, and advanced organisers often carry higher price points due to imported components and design complexities. This limits adoption among budget-conscious travellers and in price-sensitive markets within the region. Local manufacturing capacity remains limited, leading to reliance on imports for many travel accessory categories. This can introduce supply chain vulnerabilities and exposure to foreign exchange fluctuations. In addition, market fragmentation with numerous small players intensifies competitive pressure on pricing and margins.

Technology and Segment Insights

Segment analysis reveals that traditional travel bags and luggage maintain a substantial share of the overall market, as they are essential for most travel scenarios. Electronic accessories such as portable chargers and tech organisers are gaining traction with the proliferation of digital devices among travellers. Personal care travel accessories, including compact toiletry kits and comfort items, also demonstrate steady demand growth. Distribution channels are evolving, with online sales outperforming traditional brick-and-mortar outlets in speed of growth. Offline channels continue to hold significance through specialised retailers and supermarkets where consumers can physically assess product quality. Leisure travellers represent a key end-user segment, driven by social media travel trends and increased budget travel options. Business travellers also contribute to demand for premium, functional accessories that support efficiency on the move.

Competitive and Strategic Outlook

The competitive landscape in the Middle East & Africa travel accessories market is fragmented. International brands such as Delsey Paris, VIP Industries, Samsonite Group SA, LVMH Mo?t Hennessy Louis Vuitton SE, LOJEL Ltd., and De Milano are active players, focusing on product innovation and regional expansion. Strategic initiatives such as new store openings, brand partnerships, and digital channel investments are shaping market dynamics. For example, the launch of brand-specific

retail outlets and expanded online offerings in urban hubs supports visibility and accessibility. Companies emphasise product differentiation through sustainability features and tech integration to capture niche segments of environmentally conscious and tech-savvy consumers.

The Middle East & Africa travel accessories market is set for consistent growth through 2031, driven by tourism expansion, rising consumer spending power, and evolving retail channels. While premium product affordability and competitive pressures present challenges, strategic focus on innovation, distribution expansion, and consumer engagement will support continued market development and value creation.

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

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