

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

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Abstracts

The North America travel accessories market is forecast to grow at a CAGR of 6.2%, reaching USD 22.2 billion in 2031 from USD 16.4 billion in 2026.

The North America travel accessories market is positioned for steady expansion driven by increased travel activity and rising consumer expenditure on comfort and convenience products. Demand for travel gear that enhances convenience, safety, and lifestyle compatibility is rising across both business and leisure segments. A combination of robust tourism infrastructure in the United States and Canada and evolving consumer lifestyles is supporting market growth. High disposable incomes, frequent business travel, and the resurgence of leisure travel are broad macro drivers. Consumers are increasingly drawn to functional and innovative accessories such as smart luggage, tech-integrated gear, and sustainable products that align with lifestyle choices. The region's market is also shaped by rapid adoption of e-commerce and omnichannel retailing that improve availability and choice.

Market Drivers

Growth in Travel Activity: A key driver of the market is the sustained increase in both domestic and international travel. Business travel continues to rebound, with frequent flyers seeking products that offer organisational efficiency and convenience. Leisure travel, buoyed by easing post-pandemic restrictions and rising disposable incomes, is creating demand for a broader portfolio of travel accessories including neck pillows, portable chargers, packing cubes, and RFID-blocking wallets. The strong tourism infrastructure in the United States positions it as a central contributor to regional demand, while Canada's expanding travel base is supporting broader uptake across segments.

Consumer Focus on Personalisation and Convenience: Consumers exhibit growing interest in accessories tailored to individual needs. Tech-enabled and multifunctional products are gaining traction. Smart luggage with features such as GPS tracking or USB charging capability draws interest from tech-savvy travelers. There is also increasing demand for accessories that reflect personal style and comfort preference, encouraging manufacturers to innovate and differentiate offerings. Sustainability is emerging as a preference driver, with eco-friendly materials and ethically produced accessories gaining attention.

Market Restraints

High Product Saturation: A key restraint in the North America travel accessories market is high competition and product saturation. Many brands offer similar products such as luggage, travel pillows, and organisers, making it difficult for companies to distinguish their portfolios and maintain strong pricing power. This congestion in product offerings compresses margins and necessitates ongoing innovation to retain customer interest and brand loyalty. Smaller and emerging players face challenges in gaining market presence amid established incumbents.

Price Competition and Cost Sensitivity: Despite high disposable incomes in North America, some consumer segments remain price sensitive, particularly for non-premium accessories. This price sensitivity intensifies competition among retailers and may limit investment in higher-cost innovations. Balancing cost and quality remains a strategic challenge for many participants.

Technology and Segment Insights

The market is segmented by product type, distribution channel, and end user. Product types include travel bags and luggage, electronic accessories, personal care accessories, and others. Travel bags and luggage command a significant share due to their essential role in all travel activities. Electronic accessories and personal care categories are growing as consumers prioritise connectivity and wellbeing while on the move. Offline retail channels such as specialty stores and supermarkets remain important due to consumer preference for hands-on evaluation of products. However, online channels are rapidly gaining share as digital commerce streamlines purchase experiences and widens assortments. Leisure travellers represent a large share of end users, reflecting strong demand from holidaymakers and personal travellers. Business travellers continue to influence demand for specialised accessories that enhance

productivity and convenience.

Competitive and Strategic Outlook

The competitive landscape is populated by established global and regional brands. Key players include Delsey Paris, Away, United States Luggage LLC, Monos, Horizn Studios, Samsonite Group SA, Travelpro, LVMH Mo?t Hennessy Louis Vuitton SE, Calpak, and Arlo Skye. Strategic initiatives among competitors include product launches featuring advanced materials and design innovations as well as collaborations that enhance brand positioning. For example, partnerships between luggage brands and lifestyle or automotive brands have aimed at combining functional innovation with strong brand narratives to capture consumer interest. Continuous innovation in product design and functionality, along with expansion in digital retail channels, are key strategic focal points for market participants.

The North America travel accessories market is on a growth trajectory supported by expanding travel trends and evolving consumer expectations. While competitive intensity and product saturation present challenges, ongoing innovation in product functionality and distribution channels provides pathways for growth. Demand for smart, customised, and sustainable travel accessories will continue to shape market dynamics through 2031.

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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