

Indian Ladies Handbag Industry Report

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Abstracts

Executive summary

The burgeoning middle class coupled with increasing working women population, increasing media exposure and access to international trends has opened up an array of opportunities for brands with women specific products. Handbag is one such product practically inseparable from the personality of a woman across sections of the society in India.

The growth in ladies handbags is driven by urban conglomerations across Tier 1, Tier 2 and Tier 3 cities in India which are witnessing changing retail landscape and bringing brands to the door steps of the consumers. One cannot ignore the evidently increasing role of e-commerce, which is enabling further reach to consumers across length and the breadth of the country.

The estimated market opportunity in ladies handbag based on the consumer survey conducted across urban conglomerations is ~Rs 36 billion, with leading markets being 8 Tier 1 cities with market size of ~Rs xx billion, followed by Tier 2 cities (41 cities) and Tier 3 cities (41 cities) cities at ~Rs xx billion and ~Rs xx billion respectively.

Key highlights

Market opportunity, growth drivers

Business model, buying criteria

Market segment, spread of brands across market segment, SKU concentration of brands across market segment, brand positioning and distribution

Primary interview across eyewear industry experts

Consumer Survey – Overall, market segment (housewife, students, working women), region wise, tier I cities

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