

Smart Luggage Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Technology (Connectivity, Sim Card and USB Charging), By Connectivity (Wi-Fi, GPS, RFID and Bluetooth), By Application (Real-Time Tracking, Proximity Sensors, Remote Locking, Digital Scaling and Others), By Region & Competition, 2021-2031F

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Abstracts

The Global Smart Luggage Market is projected to expand from USD 3.22 Billion in 2025 to USD 7.23 Billion by 2031, reflecting a CAGR of 14.43%. This market segment comprises travel bags equipped with electronic enhancements like GPS tracking systems, digital locks, and integrated power banks intended to streamline the travel experience. A key factor propelling this growth is the strong revitalization of the tourism industry, which has heightened the need for secure and practical travel gear. As reported by the International Air Transport Association, global passenger demand, calculated in revenue passenger kilometers, rose by 10.4 percent in 2024 compared to the prior year. This surge in traveler activity is directly linked to greater investment in technologically advanced luggage aimed at reducing transit-related inefficiencies.

A major obstacle potentially hindering market progression is the strict enforcement of airline regulations concerning lithium-ion batteries. Carriers implement rigorous safety measures that frequently necessitate removing power units from checked baggage, causing confusion and inconvenience that might discourage prospective customers. Manufacturers contend with the persistent challenge of engineering products that strictly comply with these aviation safety norms while maintaining the device's functionality. If these compliance hurdles are not effectively managed, widespread adoption among casual travelers, who worry about having their luggage rejected at airport security, could

be significantly restricted.

Market Driver

The revival of global leisure and business travel following the pandemic serves as a fundamental driver for the smart luggage industry. As international borders stabilized and travel restrictions were lifted, the immediate surge in passenger numbers created a need for dependable travel equipment, giving precedence to suitcases with technological enhancements. This resurgence opens a broader market for smart capabilities like biometric security and autonomous following features. According to the 'World Tourism Barometer' by UN Tourism in May 2024, international tourism reclaimed 97 percent of its pre-pandemic volume in the first quarter of 2024. Such a swift return to frequent travel forces manufacturers to innovate, ensuring products satisfy the rigorous needs of modern transit while providing functional advantages that standard luggage fails to offer frequent flyers.

Simultaneously, the growing consumer desire for real-time tracking is accelerating the incorporation of Internet of Things technologies into luggage. The enduring problem of mishandled baggage at airports motivates travelers to purchase bags fitted with GPS and Bluetooth features to keep track of their possessions. The anxiety surrounding lost items directly impacts buying choices, favoring luggage that provides autonomous location updates. As stated in SITA's 'Baggage IT Insights 2024' from June 2024, the mishandled bag rate remained constant at 6.9 per 1000 passengers in 2023, highlighting the need for independent tracking tools. This appetite for premium, tech-enabled gear is reflected in financial results; Samsonite International S.A. reported a 5.8 percent rise in net sales during the first half of 2024, indicating continued interest in high-quality travel products.

Market Challenge

Stringent airline regulations governing lithium-ion batteries present a significant barrier to the Global Smart Luggage Market by introducing a point of friction that directly weakens the product's primary promise of convenience. When airlines require the removal of power sources from checked bags to adhere to safety protocols, the embedded technology must be effectively separated from the luggage during travel, making premium features unusable when they are most needed. This compliance necessity adds complexity and anxiety for travelers, who worry their costly luggage might be refused at check-in or cited for dangerous goods violations, thereby deterring mass adoption among casual consumers who value a hassle-free experience.

Market expansion is further constrained because these strict safety inspections contribute substantially to travel disruptions, strengthening consumer skepticism about "smart" bags that might set off alarms. According to SITA data from 2024, security issues and ticketing errors were responsible for 17 percent of all mishandled baggage cases globally. This statistic emphasizes the real risk of luggage being detained due to scrutiny regarding compliance with protocols, such as those regulating batteries. As a result, the potential for travel interruptions restricts the market's capacity to grow beyond a specific niche of tech-enthusiasts who are prepared to deal with these regulatory intricacies.

Market Trends

The shift toward Recycled and Eco-Friendly Smart Materials is fundamentally transforming the market as manufacturers adjust to global sustainability targets. Environmentally aware consumers are increasingly calling for robust travel gear constructed from post-consumer waste, inducing brands to substitute virgin plastics with advanced recycled polycarbonates. This transition signifies a strategic restructuring of supply chains to lower carbon footprints while preserving the structural durability needed to house electronic parts. As noted in Samsonite International S.A.'s '2024 Annual Results Announcement' in March 2025, the proportion of net sales derived from products using recycled materials rose to roughly 40 percent in 2024, illustrating this crucial shift in consumer preference.

The implementation of Integrated Digital Weighing Scales in handles has appeared as a significant trend in response to the rising expenses associated with air travel. With airlines imposing tighter weight restrictions to boost ancillary revenue, travelers are favoring luggage that offers instant verification of weight compliance. These embedded scales enable users to check weight through a digital screen, preventing the risk of unforeseen penalties at check-in desks. This functionality is motivated by financial necessity; the Bureau of Transportation Statistics reported in its '2024 Annual Airline Financial Data' released in May 2025 that U.S. airlines generated a record 7.27 billion dollars in checked baggage fees over the prior year, highlighting the financial incentives fueling the uptake of self-weighing technology.

Key Market Players

Barracuda, Inc.

Samsonite IP Holdings S.a r.l.

Horizn Studios GmbH

TraxPack LLC

Modobag

Delsey S.A.

Planet Traveler USA

Away Com Inc.

Neit Products Ltd

RIMOWA GmbH & Co Distribution KG

Report Scope

In this report, the Global Smart Luggage Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Smart Luggage Market, By Technology

Connectivity

Sim Card and USB Charging

Smart Luggage Market, By Connectivity

Wi-Fi

GPS

RFID and Bluetooth

Smart Luggage Market, By Application

Real-Time Tracking

Proximity Sensors

Remote Locking

Digital Scaling and Others

Smart Luggage Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Smart Luggage Market.

Available Customizations:

Global Smart Luggage Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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