

# **India Luggage and Suitcases Market By Product Type (Suitcases, Travel Bags, Backpacks, Duffel Bags, Others), By Distribution Channel (Online, Offline), By Region, Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

### **Market Overview**

The India Luggage and Suitcases Market was valued at USD 3.68 billion in 2024 and is projected to reach USD 5.50 billion by 2030, growing at a CAGR of 6.93%. Market growth is fueled by increasing disposable incomes, rising travel activity, and evolving consumer lifestyles. With urbanization and a growing middle class, there is a notable shift in preference toward stylish and durable travel gear. The tourism boom, both domestic and international, has led to heightened demand for modern luggage solutions. Consumers are now seeking lightweight, ergonomic, and secure options, including smart luggage with features such as GPS tracking and USB charging ports. Additionally, online retail platforms are playing a crucial role in expanding access to a wide array of luggage products, thereby enhancing brand reach and consumer choice.

### **Key Market Drivers**

#### **Increasing Disposable Incomes and Changing Consumer Lifestyles**

The rise in disposable incomes across India is significantly influencing the demand for premium luggage and suitcases. From 2019 to 2023, India's per capita disposable income increased from USD 2.11 thousand to USD 2.54 thousand, signaling enhanced consumer purchasing power. This economic uplift, coupled with rapid urbanization, is fostering a middle-class segment that prioritizes travel and aspirational living. As more

consumers engage in domestic and international travel, the demand for travel accessories that offer both functionality and style is growing. There's a clear shift from basic utility bags to premium luggage that aligns with global quality standards. High-income consumers, influenced by exposure to global brands and lifestyle trends, are opting for advanced luggage features, thus accelerating market growth. This change reflects a broader consumer inclination toward aspirational, durable, and brand-driven products.

## **Key Market Challenges**

### **Intense Competition and Price Sensitivity**

The India luggage and suitcases market faces substantial competition, driven by the presence of established global brands and numerous domestic players. While premium segments are dominated by renowned names like Samsonite and VIP, local manufacturers and private labels are capturing budget-conscious consumers with low-cost offerings. This intense rivalry creates a highly price-sensitive environment, where consumers frequently compare prices across brands and platforms. Premium brands are challenged to justify higher pricing through innovations and branding, while simultaneously fending off lower-cost competitors. Moreover, smaller and new entrants struggle to establish a foothold amidst this saturation. Navigating this Competitive Landscape requires brands to continuously evolve their pricing, positioning, and product offerings while retaining profitability and customer loyalty.

## **Key Market Trends**

### **Growing Demand for Smart Luggage**

A major trend shaping the India luggage and suitcases market is the increasing interest in smart luggage, particularly among tech-savvy and frequent travelers. Smart luggage integrates technology like GPS tracking, biometric locks, USB charging ports, and Bluetooth connectivity, enhancing travel convenience and security. With growing reliance on digital devices and tech-enabled lifestyles, consumers are drawn to these features for their practical benefits—such as real-time tracking and remote locking. Business travelers and millennials are especially driving demand in this segment. Although the higher cost of smart luggage limits its broader appeal, its popularity is expected to rise as consumers prioritize functionality and connectivity during travel. As innovation continues and price points become more competitive, smart luggage is poised to become a standard offering among premium travel gear.

## Key Market Players

VIP Industries Limited

Samsonite India Commercial Pvt. Ltd.

Safari Industries (India) Ltd.

American Tourister (India) Pvt. Ltd.

Hidesign India Pvt. Ltd.

Wildcraft India Pvt. Ltd.

Aristocrat Luggage Pvt. Ltd.

Sampada Group

Bric's India Pvt. Ltd.

Tumi India Pvt. Ltd.

## Report Scope:

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

India Luggage and Suitcases Market, By Product Type:

Suitcases

Travel Bags

Backpacks

Duffel Bags

Others

India Luggage and Suitcases Market, By Distribution Channel:

Online

Offline

India Luggage and Suitcases Market, By Region:

North

South

East

West

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies presents in the India Luggage and Suitcases Market.

## **Available Customizations:**

India Luggage and Suitcases 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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