

Mexico Handbag Market, By Product Type (Satchel, Bucket Bag, Clutch, Tote Bag, Others), By Sales Channel (Supermarkets & Hypermarkets, Specialty Stores, Multi-branded Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Market Overview

The Mexico handbag market was valued at USD 510.56 million in 2024 and is projected to reach USD 709.23 million by 2030, growing at a CAGR of 5.68% during the forecast period. This growth is fueled by a fusion of cultural heritage, modern design influences, and a digital retail shift. Traditional craftsmanship, including indigenous embroidery and beadwork, continues to resonate with consumers, while Western-inspired styles are gaining traction among fashion-forward shoppers. Eco-conscious buying behavior among millennials and Gen Z is driving demand for ethically produced and sustainable handbags. E-commerce and mobile shopping platforms are increasingly vital to market expansion, as fashion leads online purchases in Mexico, with 62% of consumers buying apparel digitally. The country's e-commerce sector saw a 20% year-over-year growth in 2024, further underscoring the market's digital evolution.

Key Market Drivers

Rising Fashion Consciousness and Influence of Global Trends

Fashion awareness is rising rapidly in Mexico, particularly among younger generations influenced by global trends. Social media platforms like Instagram, TikTok, and

Pinterest are shaping fashion choices and sparking interest in stylish, statement handbags. With over 90 million social media users in Mexico as of early 2024, digital exposure plays a central role in inspiring purchases. Millennials and Gen Z consumers are driving demand for both premium designer handbags and affordable, trend-driven collections that reflect international styles. Influencers, celebrities, and fashion bloggers—both local and global—play a key role in promoting handbag brands, turning bags into expressions of personal identity and status rather than mere accessories. This shift is contributing to frequent purchases and a growing interest in exclusive or standout pieces.

Key Market Challenges

Intense Competition from International and Counterfeit Brands

The Mexican handbag market faces strong competition from international luxury and fast-fashion brands like Michael Kors, Gucci, Zara, and H&M, which offer stylish, recognizable products supported by global marketing strategies. Their widespread availability and frequent collection updates make it difficult for domestic brands to compete. Compounding this challenge is the persistent issue of counterfeit handbags, widely sold through informal outlets and online. These imitations, offered at much lower prices, appeal to consumers seeking the look of premium brands without the cost. The presence of fake products undermines brand value, affects consumer trust, and places significant pressure on both pricing and profit margins for authentic producers, especially local artisans and small-scale businesses.

Key Market Trends

Preference for Local Craftsmanship and Heritage Designs

There is a growing consumer inclination toward handbags that celebrate Mexican culture and craftsmanship. Locally made bags featuring indigenous designs and techniques—such as handwoven textiles, natural dyes, and regional embroidery—are gaining favor for their uniqueness and authenticity. Regions like Oaxaca, Chiapas, and Jalisco are known for producing artisanal pieces that reflect cultural heritage, appealing to both domestic consumers and international buyers. Designers are merging these traditional elements with modern aesthetics to cater to evolving fashion tastes. Support from government initiatives and NGOs promoting artisan enterprises and fair trade practices is further propelling this trend. As consumers prioritize individuality and meaningful purchases, the demand for culturally inspired, locally crafted handbags is

expected to rise steadily.

Key Market Players

Louis Vuitton North America, Inc.

Hermès of Paris, Inc.

Chanel, Inc.

Guccio Gucci S.p.A.

PRADA USA Corp.

Eminent, Inc.

Burberry Limited

Michael Kors (USA), Inc.

Tory Burch LLC

Dooney & Bourke, Inc.

Report Scope:

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

Mexico Handbag Market, By Product Type:

Satchel

Bucket Bag

Clutch

Tote Bag

Others

Mexico Handbag Market, By Sales Channel:

Supermarkets & Hypermarkets

Specialty Stores

Multi-branded Stores

Online

Others

Mexico Handbag Market, By Region:

North

Central

Central North

South

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Mexico Handbag Market.

Available Customizations:

Mexico Handbag 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).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER ANALYSIS

- 4.1. Brand Awareness
- 4.2. Factor Influencing Purchase Decision

5. MEXICO HANDBAG MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Product Type (Satchel, Bucket Bag, Clutch, Tote Bag, Others)

5.2.2. By Sales Channel (Supermarkets & Hypermarkets, Specialty Stores, Multi-branded Stores, Online, Others)

5.2.3. By Regional

5.2.4. By Company (2024)

5.3. Market Map

6. MEXICO SACHEL MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Sales Channel

7. MEXICO BUCKET BAG MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Sales Channel

8. MEXICO CLUTCH MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Sales Channel

9. MEXICO TOTE BAG MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Sales Channel

10. MARKET DYNAMICS

10.1. Drivers

10.2. Challenges

11. MARKET TRENDS & DEVELOPMENTS

11.1. Merger & Acquisition (If Any)

11.2. Product Launches (If Any)

11.3. Recent Developments

12. MEXICO ECONOMIC PROFILE

13. COMPETITIVE LANDSCAPE

13.1. Company Profiles

13.1.1. Louis Vuitton North America, Inc.

13.1.1.1. Business Overview

13.1.1.2. Company Snapshot

13.1.1.3. Products & Services

13.1.1.4. Financials (As Per Availability)

13.1.1.5. Key Market Focus & Geographical Presence

13.1.1.6. Recent Developments

13.1.1.7. Key Management Personnel

13.1.2. Hermès of Paris, Inc.

13.1.3. Chanel, Inc.

13.1.4. Guccio Gucci S.p.A.

13.1.5. PRADA USA Corp.

13.1.6. Eminent, Inc.

13.1.7. Burberry Limited

13.1.8. Michael Kors (USA), Inc.

13.1.9. Tory Burch LLC

13.1.10. Dooney & Bourke, Inc.

14. STRATEGIC RECOMMENDATIONS

15. ABOUT US & DISCLAIMER

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