

Bags Market: Current Analysis and Forecast (2025-2033)

<https://marketpublishers.com/r/BD3C56C70904EN.html>

Date: December 2025

Pages: 140

Price: US\$ 3,999.00 (Single User License)

ID: BD3C56C70904EN

Abstracts

Bags today serve both practical and style purposes, driven by rapid urbanization, expanding workforces, and increasing travel worldwide. The market is highly varied, including handbags, backpacks, luggage, totes, wallets, and specialized bags, all influenced by changing trends and technological advances. E-commerce, social media, and influencer marketing have increased brand visibility and expanded global reach. Sustainability has become a major focus, with consumers increasingly favoring eco-friendly materials and ethical manufacturing. Furthermore, strong demand across both premium and luxury segments, especially in Asia, North America, and Europe, continues to support the long-term growth of the market.

The bags market is set to show a growth rate of about 8.78% during the forecast period (2025-2033F).

Sustainability is notably changing the global bags industry as consumers increasingly prefer eco-friendly and ethical products. The growing demand for materials like recycled polyester, vegan leather, organic cotton, and biodegradable materials in products such as handbags, totes, luggage, and backpacks. Governments and retailers are promoting sustainability efforts, motivating brands to implement greener manufacturing processes and adopt circular economy practices. Attributes such as durability, repairability, and extended product lifespan are gaining importance as key competitive advantages. Furthermore, the resale market for luxury bags is expanding, helping to maintain the value of high-end accessories. Certifications for eco-friendliness, transparent supply chains, and responsible sourcing are important for fostering consumer trust and ensuring sustained market growth.

Based on product type category, the market is segmented into handbags,

backpacks, wallets & purses, luggage, and others. Among these, handbags hold the largest share of the global bags market because of their exceptional versatility, growing fashion appeal, and rising demand for practical, multi-purpose accessories. Handbags' design makes them suitable for work, shopping, travel, and daily commuting, thereby attracting a broad range of consumers. The global shift toward sustainable lifestyles has further boosted the popularity of reusable fabric totes, replacing single-use bags in many areas. Fashion brands, from fast fashion to luxury houses, have improved designs with premium materials, artistic prints, and limited-edition collaborations, increasing their appeal. Additionally, the rise of the female workforce and urbanization has increased demand for stylish and functional carry-all options, which further drives the growth of the market.

Based on price range category, the market is segmented into economy, premium, and luxury. Among these, the economy segment holds the largest share of the global bags market as it serves the demand of the largest and most price-sensitive consumer base. In developing areas like India, Southeast Asia, Latin America, and parts of Africa, consumers favor affordability rather than premium features, leading to high sales of budget handbags, backpacks, and luggage. Rising urbanization, increasing student populations, and growing disposable income further boost the demand for low-cost and durable bags. Furthermore, the strong presence of unorganized and local manufacturers allows for competitive pricing and wide product availability. E-commerce platforms, flash deals, and private-label brands further boost the growth of the market by providing low-cost options with frequent discounts. As a result, widespread accessibility and high purchase volume make the economy segment a popular category worldwide.

Based on end-user category, the market is segmented into women and men. Among these, the women segment holds the largest share of the global bags market, due to changing lifestyle demands, increased fashion consciousness, and a variety of usage scenarios. Consumers now favor bags that combine style, practicality, and multifunctionality, boosting demand for handbags, totes, crossbody bags, and backpacks. Rising workforce participation, higher mobility, and social media trends have also increased interest in fashionable, statement accessories. The expansion of e-commerce and fast-fashion platforms makes a wide range of designs easily accessible, promoting frequent purchasing. Collaborations with designers, limited editions, and eco-friendly choices continue to appeal to female consumers. Together, these factors establish women as the

main drivers of growth in the bags market, both in volume and premium segments.

Based on the distribution channel category, the market is segmented into online and offline. Among these, the offline segment has the largest share of the bags market because of the strong presence of brick-and-mortar retail channels, allowing consumers to examine products firsthand. Shoppers often prefer checking out bags in-store to evaluate quality, texture, size, and craftsmanship before buying, especially for premium and luxury items. Department stores, specialty bag shops, brand-owned stores, and multi-brand retailers offer personalized shopping experiences, including help from sales staff, styling tips, and instant product availability. Also, offline stores promote impulse buys and seasonal sales that increase foot traffic. Additionally, the tactile experience and sensory benefits of offline shopping continue to be preferred by many consumers, strengthening its position in the bags market. For example, according to the 2024 NeoGrowth report in India, about 90% of retailers still earn over half of their sales through offline channels.

For a better understanding of the demand of bags, the market is analyzed based on its worldwide adoption in countries such as North America (U.S., Canada, and the Rest of North America), Europe (Germany, U.K., France, Spain, Italy, Rest of Europe), Asia-Pacific (China, Japan, India, and the Rest of Asia-Pacific), and Rest of World. Among these, Asia-Pacific holds the largest share of the global bags market due to its large manufacturing infrastructure, access to raw materials, and affordable labor. These advantages allow large-scale production for local and international markets. Key manufacturing centers like China, India, Vietnam, and Bangladesh produce a wide variety of textile, leather, and synthetic bags at competitive prices and with faster turnaround times. Rising disposable incomes, growing fashion awareness, and increasing urbanization across APAC further increase demand for handbags, backpacks, luggage, and luxury accessories. The region also benefits from widespread e-commerce adoption and increased travel activity. Furthermore, strategic investments in smart bags, environmentally friendly materials, and creative designs bolster the region's position in the global bags market.

Some major players running in the market include Louis Vuitton Malletier SAS (LVMH), Nike, Chanel, KATE SPADE LLC. (Tapestry, Inc.), The North Face (VF Corporation), Prada S.p.A., Samsonite Group S.A. (CVC Capital Partners), Guccio Gucci S.p.A. (Kering), Michael Kors, and Hermès.

Contents

1 MARKET INTRODUCTION

- 1.1. Market Definitions
- 1.2. Main Objective
- 1.3. Stakeholders
- 1.4. Limitation

2 RESEARCH METHODOLOGY OR ASSUMPTIONS

- 2.1. Research Process of the Bags Market
- 2.2. Research Methodology of the Bags Market
- 2.3. Respondent Profile

3 EXECUTIVE SUMMARY

- 3.1. Industry Synopsis
- 3.2. Segmental Outlook
 - 3.2.1. Market Growth Intensity
- 3.3. Regional Outlook

4 MARKET DYNAMICS

- 4.1. Drivers
- 4.2. Opportunity
- 4.3. Restraints
- 4.4. Trends
- 4.5. PESTEL Analysis
- 4.6. Demand Side Analysis
- 4.7. Supply Side Analysis
 - 4.7.1. Merger & Acquisition
 - 4.7.2. Investment and Expansion Scenario
 - 4.7.3. Industry Insights: Leading Startups and Their Unique Strategies

5 PRICING ANALYSIS

- 5.1. Regional Pricing Analysis
- 5.2. Price Influencing Factors

6 GLOBAL BAGS MARKET REVENUE (USD BN), 2023-2033F

7 MARKET INSIGHTS BY PRODUCT TYPE

- 7.1. Handbags
- 7.2. Backpacks
- 7.3. Wallets & Purses
- 7.4. Luggage
- 7.5. Others

8 MARKET INSIGHTS BY PRICE RANGE

- 8.1. Economy
- 8.2. Premium
- 8.3. Luxury

9 MARKET INSIGHTS BY END-USER

- 9.1. Women
- 9.2. Men

10 MARKET INSIGHTS BY DISTRIBUTION CHANNEL

- 10.1. Online
- 10.2. Offline

11 MARKET INSIGHTS BY REGION

- 11.1. North America
 - 11.1.1. U.S.
 - 11.1.2. Canada
 - 11.1.3. Rest of North America
- 11.2. Europe
 - 11.2.1. Germany
 - 11.2.2. U.K.
 - 11.2.3. France
 - 11.2.4. Italy
 - 11.2.5. Spain

- 11.2.6. Rest of Europe
- 11.3. Asia-Pacific
 - 11.3.1. China
 - 11.3.2. Japan
 - 11.3.3. India
 - 11.3.4. Rest of Asia-Pacific
- 11.4. Rest of World

12 VALUE CHAIN ANALYSIS

- 12.1. Marginal Analysis
- 12.2. List of Market Participants

13 COMPETITIVE LANDSCAPE

- 13.1. Competition Dashboard
- 13.2. Competitor Market Positioning Analysis
- 13.3. Porter Five Forces Analysis

14 COMPANY PROFILES

- 14.1. Louis Vuitton Malletier SAS (LVMH)
 - 14.1.1. Company Overview
 - 14.1.2. Key Financials
 - 14.1.3. SWOT Analysis
 - 14.1.4. Product Portfolio
 - 14.1.5. Recent Developments
- 14.2. Nike
- 14.3. Chanel
- 14.4. KATE SPADE LLC. (Tapestry, Inc.)
- 14.5. The North Face (VF Corporation)
- 14.6. Prada S.p.A.
- 14.7. Samsonite IP Holdings S.r.l. (CVC Capital Partners)
- 14.8. Guccio Gucci S.p.A. (Kering)
- 14.9. Michael Kors (CAPRI HOLDINGS)
- 14.10. Hermes

15 ACRONYMS & ASSUMPTIONS

16 ANNEXURE

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