

Global Handbags Market Report: 2015 Edition

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Abstracts

Handbags and accessories are among the fastest growing segments of the overall luxury goods industry. Despite the fact that the handbags market caters to both male as well as female customers, it is predominantly seen as a women-oriented market. However, history reveals the facts that use of handbags or pouches started in very early ages where man used it to carry coins. But because of the large options of functions, patterns, sizes and colors it offers to women, it has made a very important place in the life of woman. Today, fashion industry provides products designed especially for men, to cater the varying needs of this gender too.

The global handbags market is incessantly growing since recession and is further expected to be a highly profitable market for the next couple of years. Moreover, the handbag market encompasses dynamic players and an expanding consumer base, which is expected to flourish due to increasing demand from emerging markets and strong performances by the international luxury brands.

Inclination towards the handbags market worldwide can be observed as a result of aggressive presence on social media and fashion shows, various ways of marketing the product. Other principal trends of the respective market include enhancing demand for small and medium silhouette handbags and cross bodies, brand strengthening efforts by majority of leading companies and insurance of handbags.

The key factors driving growth of the global handbags industry include rising number of high net worth individuals, growing number of youth, increasing working women population, rising internet penetration and improvement in global economic growth. However, the growth of handbag industry is hindered by factors such as the radically shifting customer base and presence of counterfeit products.

The market for handbags is highly competitive with several players operating both at

global and regional level. The leading players include Chanel, Gucci, Louis Vuitton, Hermes, Prada, Burberry and Michael Kors, among others.

The report “Global Handbags Market” analyzes the development of this market, both at global and regional level. The major trends, growth drivers as well as issues being faced by the industry are discussed in detail in this report. The four major players in the industry, Coach, Louis Vuitton, Burberry and Michael Kors, are being profiled along with their key financials and strategies for growth.

Contents

1. HANDBAGS: AN INTRODUCTION

- 1.1 Market Segmentation
- 1.2 Handbags Value Chain

2. MARKET ANALYSIS

2.1 Global Handbag Market

- Market Value
- Regional Breakdown

2.2 Regional Markets

- 2.2.1 The US
 - Market Value
 - Market Volume
- 2.2.2 Europe
 - Market Value
- 2.2.3 Asia
 - China
 - Hong Kong
 - Japan
 - South East Asia

3. MARKET DYNAMICS

3.1 Growth Drivers

- 3.1.1 Growing Youth Population
- 3.1.2 Rising Income and Increasing Purchasing Power
- 3.1.3 Brand Awareness and Income Levels
- 3.1.4 Rising Internet Penetration
- 3.1.5 Increasing Working Women Population
- 3.1.6 Improvement in Global Economic Growth

3.2 Key Trends

- 3.2.1 Shift from Logo Based to Leather Based
- 3.2.2 Aggressive Presence on Social Media and Fashion Shows
- 3.2.3 Demand for Small and Medium Silhouette Handbags
- 3.2.4 Brand Strengthening Efforts by Companies
- 3.2.5 Insurance of Handbags

3.3 Challenges

- 3.3.1 Growing Online Sales and Negative Commentary
- 3.3.2 Rising Restrictions on Animal Skins
- 3.3.3 Impact of Economic Environment
- 3.3.4 Counterfeit Products
- 3.3.5 Regulatory Issues on Premium Handbags

4. COMPETITIVE LANDSCAPE

- Global Market Share
- North American Market Share
- Retail Productivity Comparison
- Wholesale Productivity Comparison

5. COMPANY PROFILES

5.1 Coach Inc

- 5.1.1 Business Overview
- 5.1.2 Financial Overview
- 5.1.3 Business Strategies

5.2 LVMH

- 5.2.1 Business Overview
- 5.2.2 Financial Overview
- 5.2.3 Business Strategies

5.3 Burberry Group

- 5.3.1 Business Overview
- 5.3.2 Financial Overview
- 5.3.3 Business Strategies

5.4 Michael Kors

- 5.4.1 Business Overview
- 5.4.2 Financial Overview
- 5.4.3 Business Strategies

List Of Charts

LIST OF CHARTS

Handbags Market Segments

Value Chain of Handbags Market

Global Premium Handbags and Accessories Market (2011-2017F)

Global Premium Handbags and Accessories Market Value by Region (FY2013/FY2018E)

Global Premium Handbags and Accessories Market Value by Gender (FY2008-FY2018E)

Global Premium Handbags and Accessories Market Share by Region (FY2013/FY2018E)

The US Handbag Market by Revenue (2007-2014)

The US Handbag Market by Volume (2007-2014)

European Handbags Market Value (2013-2018E)

Chinese Handbags Market Value (2010-2018E)

Hong Kong's Exports of Travel Goods and Handbags (2012-2014)

Hong Kong's Handbags Exports by Country (2012-2014)

European Market Share in Hong Kong's Handbags Exports (2012-2014)

Japanese Handbag Market Value (2013-2018E)

South-East Asian Handbags Market Value (2013-2018E)

Global Youth Population Segment (1985-2025)

HNWI Wealth Levels and CAGR (2009-2013)

HNWI Population Levels and CAGR (2009-2013)

Weighted Average Brand Awareness by Income (2014)

Rising Global Internet Penetration (2007-2017E)

Y/Y Growth Of Handbag Conversations Online (2013-2015)

Global Working Women Population (2006-2017E)

Global GDP (2005-2013)

Comparative Online Sales Growth and Negative Online Commentary (2015)

Global Market Share by Brand (2010/2014E)

North American Handbag Market Share by Brand (2013/2015)

North American Women's Handbag Market Share by Brand (2010-2014E)

Number of Retail Doors /Stores in North America (2010-2015E)

Brand wise Retail Productivity in North America (2010-2015E)

Number of Wholesale Doors/Stores in North America (2010-2015E)

Brand wise Wholesale Productivity in North America (2010-2015E)

Coach's Net Sales Breakdown by Segment (2014)

Coach's Net Sales and Net Income (2010 2014)
LVMH's Revenue Breakdown by Segment (2014)
LVMH's Net Sales and Net Profit (2011 2014)
Burberry's Revenue Breakdown by Segment (2015)
Burberry's Revenue Breakdown by Product (2015)
Burberry's Net Sales and Net Cash (2012 2015)
Kors' Revenue Breakdown by Segment (2015)
Kors' Revenue Breakdown by Product (2015)
Kors' Net Sales and Net Income (2011 2015)

List Of Tables

LIST OF TABLES

Stock Performance of Leather over Logo (2010–2013)

Top 10 Most Expensive Luxury Handbag Brands Globally (2015)

Handbags Import Duty in Various Countries (2015)

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