

# Global Luggage Market Report: 2014 Edition

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## Abstracts

The worldwide luggage market includes a wide range of products that vary in quality and prices. Premium luggage bags are costly, high quality, full-featured products and have selective distribution. In addition, there is a broad middle market in which products are differentiated by features, brand name and price. Both organized and unorganized players operate in this segment. Within this market, sales are largest at mid and low product price levels. Product differentiation decreases and breadth of distribution increases at lower price levels. At the lower end of the luggage market, unbranded or private label products with few differentiating features are sold in significant volumes and at low margins, competing primarily on the basis of price.

Further, the report states that the increasing competition from local brands and counterfeit products is one of the main challenges hindering the growth of the market. This competition has led to market fragmentation, which has, in turn, resulted in several issues such as lack of price standardization, an uneven competitive scenario and market share erosion.

The key factors driving growth of the global luggage industry include rising global economy, increasingly improving travel and tourism industry, escalating disposable income, increasing urban population and accelerating market and promotional efforts. Some of the noteworthy developments of this industry include changing product trend, increasing demand of ultra-light weight materials made up of polycarbonate resins, new innovations and increasing contribution of travel and tourism, which includes luggage market as well, in the global economy. However, the growth of luggage industry is hindered by the adverse economic conditions, acts of counterfeiting and trade restrictions.

This report offers a comprehensive analysis of the worldwide luggage market, along with an in-depth study of the regional markets including the US, China, India and Japan.

The competition in the respective market is intense with few large players viz Samsonite, VF Corporation, Tumi Holdings and VIP Industries, among others. The competitive landscape of the global luggage markets, along with the company profiles of the leading players are also discussed in detail.

By combining SPSS Inc.'s data integration and analysis capabilities with our relevant findings, we have predicted the future growth of the industry. We employed various significant variables that have an impact on this industry and created regression models with SPSS Base to determine the future direction of the industry. Before deploying the regression model, the relationship between several independent or predictor variables and the dependent variable was analyzed using standard SPSS output, including charts, tables and tests.

## Contents

### 1. OVERVIEW

- 1.1 Introduction
- 1.2 Supply Chain Management

### 2. ANALYSIS OF LUGGAGE MARKET

- 2.1 Global Market
  - 2.1.1 Market Size by Value
  - 2.1.2 Market Segments
  - 2.1.3 Trade Statistics
- 2.2 The US
  - 2.2.1 Market Size
    - by Value
    - by Volume
  - 2.2.2 Product Categories
    - by Value
    - by Volume
  - 2.2.3 Import and Export Trend
- 2.3 India
  - 2.3.1 Market Analysis
    - by Value
    - Hard & Soft Luggage
  - 2.3.2 Import and Export Trend
- 2.4 China
  - 2.4.1 Market Size by Value
  - 2.4.2 Import and Export Trend
- 2.5 Japan
  - 2.5.1 Import and Export Trend
  - 2.5.2 Major Market Players

### 3. MARKET DYNAMICS

- 3.1 Growth Drivers
  - 3.1.1 Improvement in Global Economic Growth
  - 3.1.2 International Tourism Industry
  - 3.1.3 Rising Disposable Income

- 3.1.4 Increasing Internet Penetration
- 3.1.5 Rising High Net Worth Individuals
- 3.1.6 Increasing Urban Population
- 3.1.7 Increasing Marketing and Promotional Initiatives
- 3.2 Industry Trends
  - 3.2.1 New Product Trends
  - 3.2.3 Demand for Polycarbonate Resin for Ultra-Light Weight
  - 3.2.3 Changing Regulations on Cabin Baggage
  - 3.2.4 Increasing Contribution of Travel and Tourism in Economy
- 3.3. Challenges
  - 3.3.1 Trade Restrictions
  - 3.3.2 Risk of Counterfeiting

## **4. COMPETITIVE LANDSCAPE**

## **5. COMPANY PROFILES**

- 5.1 Samsonite International
  - 5.1.1 Business Overview
  - 5.1.2 Financial Highlights
  - 5.1.3 Business Strategies
    - Leverage Brands
    - Investment in Advertising
- 5.2 V.F. Corporation
  - 5.2.1 Business Overview
  - 5.2.2 Financial Highlights
  - 5.2.3 Business Strategies
    - Launching 17x17 Plan
    - Strengthen Supply Chain
- 5.3 Tumi Holdings, Inc.
  - 5.3.1 Business Overview
  - 5.3.2 Financial Highlights
  - 5.3.3 Business Strategies
    - Product Design & Development
    - Expanding Store Base
- 5.4 VIP Industries Ltd.
  - 5.4.1 Business Overview
  - 5.4.2 Financial Highlights
  - 5.4.3 Business Strategies

Focus on Research & Development  
Smaller Size of Luggage

## **6. MARKET OUTLOOK**

### 6.1 Market Forecast

### 6.2 Forecast Methodology

#### 6.2.1 Dependent and Independent Variables

#### 6.2.2 Correlation Analysis

#### 6.2.3 Regression Analysis

## List Of Charts

### LIST OF CHARTS

Supply-Chain of Luggage Market  
Global Luggage Market Retail Sales (2006-2013E)  
Breakdown of Global Luggage Retail Sales by Segments (2013E)  
Global Import and Exports of Travel Goods (2009-2013)  
The US Luggage Sales and Annual Growth – by Value (2006-2013)  
The US Luggage Sales and Annual Growth – by Volume (2006-2013)  
The US Travel Goods Market Breakdown by Value (2013)  
Export and Import Value of Travel Goods in the US (2009-2013)  
Indian Luggage Market Value and Annual Growth (2008-2013)  
Hard and Soft Luggage Market by Value (2008-2013)  
Export and Import of Travel Goods in India (2009-2013)  
China Luggage Market Size (2010-2015E)  
Export and Import of Travel Goods in China (2009-2013)  
Export and Import of Travel Goods in Japan (2009-2013)  
Import of Travel Goods in Japan from China (2009-2013)  
Japanese Luggage Market Share by Major Players (2012)  
Global GDP (2006-2013)  
World GDP per Capita (2006-2013)  
World Inbound Tourism-International Tourist Arrivals (2005-2013)  
World Inbound Tourism-International Tourism Receipts (2006-2013)  
International Tourist Arrivals by Region (2013)  
International Tourist Arrivals in the US (2007-2015E)  
Global Employed Population (2002-2013E)  
Internet Users in the World by Region (2012)  
Regional Internet Penetration Rate (2012)  
Global HNWI Population and Annual Growth (2007-2013)  
Global Urban Population (2007-2013)  
Direct Contribution of Travel and Tourism on Global Economy (2006-2013)  
Global Luggage Market Share by Retail Sales Value (2012)  
Samsonite's Net Sales by Brands (2013)  
Samsonite's Net Sales by Product Category (2013)  
Samsonite Net Sales and Net Profit (2008-2013)  
VF Corporation's Revenues by Business Segments (2013)  
VF Corporation's Revenue and Net Income (2009-2013)  
Tumi Holdings- Net Sales by Region (2013)

Tumi Holdings- Net Sales by Product Category (2013)  
Tumi Holdings' Net Sales and Net Income (2009-2013)  
VIP's Revenue by Product Category (2013)  
VIP's Revenue by Geography (2013)  
VIP's Net Sales from Operations (2009-10 to 2013-14)  
Global Luggage Market Retail Sales Forecast (2012-2017F)

## List Of Tables

### LIST OF TABLES

Top Importing Countries of Travel Goods (2013)  
Top Exporting Countries of Travel Goods (2013)  
The US Travel Goods Market by Product Category (2010-2013)  
The US Travel Goods Retail Sales by Volume (2010-2013)  
Top Import Partners of Travel Goods of the US (2011-2013)  
Top Export Partners of Travel Goods of the US (2011-2013)  
Top Export Partners of Travel Goods of India (2011-2013)  
Top Export Partners of Travel Goods of China (2011-2013)  
Top Export Partners of Travel Goods of China (2011-2013)  
UHNWI Population by Region (2013 and 2023)  
Marketing & Promotional Budget of Major Players (2013)  
Major Luggage Companies – Geographical Footprint  
Luggage Companies with Major Brands and Target Segment  
Dependent & Independent Variables (2006-2013)  
Correlation Matrix  
Model Summary – Coefficient of Determination  
Regression Coefficients Output



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