

Global Luggage Market Report: 2009 Edition

<https://marketpublishers.com/r/GAF1A3491EEEN.html>

Date: September 2009

Pages: 30

Price: US\$ 800.00 (Single User License)

ID: GAF1A3491EEEN

Abstracts

Economic recession, rising gas prices and lower spending power led to a steep decline in US luggage sales in 2008. Declining sales resulted in lower margins for luggage retailers and manufacturers.

EU's position is diminishing in global production but absolute production values and volumes have still increased. EU producers are heavily reliant on exports to emerging markets such as China, India, Russia and Brazil.

China's luggage industry is benefiting from good margins and holds tremendous potential for market players. Existing luggage manufacturers are expanding their capacity. However, the market is highly fragmented and most of the manufacturers are not branded players.

New products are being designed to meet changing trends in luggage. Design modifications and innovative materials have helped in production of lighter products. Manufacturers are coming up with new styles, materials and colors.

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.

This report focuses on the luggage market – its segments, value, growth rate, and market trends. It undertakes a comprehensive analysis of the US, Europe and Chinese market, including the role of exports, imports and retail sales. It outlines the major

players in the field of luggage manufacturing and discusses their key strategies.

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