

Handbags Market: Fashion Continues to Reign

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Key trends prevalent in the handbag market are closely related to the changes in the fashion and luxury market. Fashion designers and boutiques include handbags as a part of their new collections because of the high margins generated by handbags. The market for handbags has been driven by increased consumption of clothing, so as coordinate with these trendy outfits.

The prices of designer handbag prices are rising rapidly for the last several years. Leading brands see price as a differentiator in a market packed with all types of handbags.

The report begins with a discussion of the segments of the handbag market and then goes on to analyze the Global, US and European market. The report profiles the major companies, focusing in-depth on their business strategies. It also analyzes the major trends prevalent in the market.

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The handbag market can be segmented by the purpose or use of a handbag, by the age of consumers, or by their income.

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