

Bags and Luggage in Taiwan

Market Direction | 2022-11-15 | 17 pages | Euromonitor

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Report description:

With COVID-19 restrictions easing in the country, workers are returning to office and work spaces, travel is high once more as borders have reopened, and the vaccine rate is increasing - encouraging consumers to travel once more. As such, the demand for bags and luggage has increased in 2022, marking the start of a recovery for the landscape.

Euromonitor International's Bags and Luggage in Taiwan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Bags, Luggage.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Bags and Luggage market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Brands launch products with pre-orders before manufacturing

Local brands emerge, targeting Gen Z through social media marketing

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