

Bags and Luggage in Poland

Market Direction | 2025-01-22 | 18 pages | Euromonitor

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Report description:

In 2024, retail value sales of bags and luggage rose by 8% in Poland, with bags being the best performing category. Poland experienced a significant rise in international travel, particularly over the summer months, driven by competitive pricing from travel agencies and the growing appeal of popular destinations. However, despite this travel surge, luggage sales have unexpectedly slowed down, recording value growth of 2% in 2024 compared to 21% in 2023. Several factors contributed to this trend.

Euromonitor International's Bags and Luggage in Poland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2020-2024), 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 2029 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Euromonitor International
January 2025

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Luggage sales decelerate while bags are the best performing category in 2024

Local brand expansion bolstered by consumer demand for domestic goods

The growth and expansion of e-commerce continues across 2024

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Bag and luggage specialists will incorporate technological innovations to remain competitive

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