

Bags and Luggage in Romania

Market Direction | 2025-01-22 | 19 pages | Euromonitor

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Report description:

In 2024, retail value sales of bags and luggage in Romania saw a significant increase of 12%, with this growth largely attributed to the revival of travel and tourism. As international travel resumed and domestic tourism rose, demand surged for luggage, with a notable preference for durable and ergonomic luggage. Romanian consumers increasingly sought bags and luggage that not only fulfilled practical requirements but also reflected a sense of personal style. This growing interest in fashionable...

Euromonitor International's Bags and Luggage in Romania 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Seasonality impacts buying habits within the bags and luggage category

Handbags record a positive performance while business bags are challenged by remote working

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Technological integration is expected to gain ground among tech-savvy consumers

Backpacks are set to record a strong volume performance as Romanians take part in sporting activities

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