

## **Bags and Luggage in the Philippines**

Market Direction | 2025-01-21 | 18 pages | Euromonitor

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### **Report description:**

The combined market for bags and luggage in the Philippines continued to expand in retail volume terms in 2024. The ongoing shift from hybrid to on-site work and schooling has driven a rise in demand for bags, particularly for school and work purposes. This trend is further amplified by the growth of social media platforms like TikTok, where live selling and fit checks - short videos showcasing how different accessories fit into everyday styles - encourage purchases. These videos often feature y...

Euromonitor International's Bags and Luggage in Philippines 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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2024 DEVELOPMENTS

Bags outperform luggage in terms of growth

Local brands maintain strong consumer loyalty as international players ramp up marketing investments

Rise of "premium-luxury" bags, driven by social media and influencer marketing

PROSPECTS AND OPPORTUNITIES

Continuous expansion of local and international travel routes will boost demand

Innovation will embrace fashion and functionality, with personalisation remaining ongoing trend

Pop-up bazaars will provide avenue for local bag entrepreneurs, while e-commerce will continue to gain traction

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