

Luggage Market Assessment, By Product Type [Business Luggage, Travel Luggage, Casual Luggage], By Materials [Aluminum, Polycarbonate, Polypropylene, Acrylonitrile Butadiene Styrene, Polyethylene Terephthalate, Polyester and PVC], By Price Range [Mass, Premium], By Size [Cabin/Small, Medium, Large], By Gender [Men, Women, Unisex], By Technology [Smart Features, Anti-Theft Zippers, TSA Lock, Expandable Compartments], By Distribution Channel [Supermarkets and Hypermarkets, Specialty Stores, Online Retail Stores, Offline Retail Stores], By Region, Opportunities and Forecast, 2018-2032F

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Report description:

Global luggage market is projected to witness a CAGR of 7.22% during the forecast period 2025-2032, growing from USD 23.12 billion in 2024 to USD 40.39 billion in 2032. The market has experienced significant growth in recent years and is expected to maintain a strong pace of expansion in the coming years.

The luggage market is experiencing growth due to an increase in global travel. The rise of disposable income and affluence is fueling the demand for luggage. Furthermore, advances in luggage technology such as GPS tracking, and USB charging ports are sustaining a tendency for continual market expansion.

As international and domestic travel continues, both business and leisure travelers are driving demand for durable and versatile luggage solutions. Urbanization and professional mobility further contribute to the market expansion, as consumers seek practical

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and stylish products tailored to modern lifestyles.

Moreover, the rise of e-commerce platforms has made luggage more accessible by allowing brands to reach wider audiences. This is complemented by growing interest in sustainable and innovative luggage options including smart features like GPS tracking and USB charging. Additionally, a shift towards eco-friendly materials reflects changing consumer values around sustainability. For instance, in April 2024, Samsonite launched its annual Luggage Trade-In Campaign which encourages customers to recycle old suitcases in exchange for discounts on its environmentally conscious collections.

Surge in Global Tourism Drives Expansion in Luggage Industry

The growth in the luggage market is driven by an increase in global travel. There are several factors that are supporting the increment including rising tourism, professional mobility, and leisure activities. International and domestic travel have increased in recent years because of economic growth, low prices to travel, and the development of low-cost airlines.

Business travel is also another major growth driver for the luggage market. There are more professionals traveling to attend conferences, collaborate on work, and do remote working. This has led to the demand for lightweight and durable luggage with features customized for frequent travelers. Further, the growing middle class in emerging economies particularly in Asia-Pacific has boosted leisure travel. Consumers have higher disposable incomes, which means they can spend on quality and premium brands.

This, again, has made luggage rebound even more sharply in post-pandemic times. Travelers also tend to favor convenience and functionality over anything else. Thus, innovations like GPS-enabled luggage and USB-charge-enabled luggage have started trending. In addition to these trends, sustainable travel also fuels the demand for luggage made from eco-friendly materials. Brands are starting to offer products made of recycled material for these types of needs.

Furthermore, the expansion of global travel directly correlates with higher luggage sales with consumers seeking products that align with their evolving travel habits, technological needs, and environmental concerns.

For instance, in June 2023, Saudi Arabia recorded significant tourism growth, attracting over 100 million tourists, seven years ahead of its Vision 2030 target. This growth highlights the growing global interest in travel which will ultimately boost the growth in the luggage market.

E-Commerce and Online Shopping Revolution Fueling the Luggage Market Growth

The integration of e-commerce and online shopping has continued to fuel the growth of the luggage market worldwide.

E-commerce and online shopping have changed the global luggage market to provide consumers with easy accessibility, convenience, and a wide variety of goods. The rise of platforms such as Amazon, Alibaba, and brand-specific online stores has increased the scope for luggage manufacturers to reach new customers without the limitations of traditional physical retail stores. This is preferred more by consumers due to easy comparison of prices, customer reviews, and frequent discounts. Further, mobile shopping apps have made the purchase process streamlined in terms of increasing the volume of sales.

Moreover, the COVID-19 pandemic has accelerated this shift, as lockdowns and travel restrictions forced retailers to enhance their online presence. Even premium brands like Samsonite and Tumi have adopted direct-to-consumer strategies for which they launched user-friendly websites and leverage social media to engage with their audience. These efforts have boosted sales, particularly in regions with high internet penetration such as North America and Asia-Pacific.

Furthermore, e-commerce also supports customization trends which allow brands to offer personalized luggage designs or features. Online marketplaces have helped smaller regional players gain visibility, creating competition and driving innovation in product design, sustainability, and pricing.

As global e-commerce sales continue to rise, the luggage market will benefit from the seamless integration of digital technologies and consumer demand.

For example, in April 2024, Samsonite and BOSS launched a new departures campaign to highlight its capsule luggage collection which radiates a shared passion for premium quality, innovation, and timeless design with a distinctive twist.

Travel Luggage is Leading the Market Share

Travel luggage has consolidated its market leadership with strong statistics. This is because of the increase in global tourism and increased consumer spending on premium and functional travel products. International tourism after the pandemics has increased with remarkable growth, with global tourist arrivals reaching 1.3 billion in 2023, and now it is expected to surpass this pre-pandemic mark in 2024. This rebounds together with economical travel options, low-budget airlines, and an increase in

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disposable income has increased demand considerably for travel luggage, more so in emerging economies across the Asia-Pacific. Moreover, the segment benefits from a shift in preferences of customers towards durable, lightweight luggage with more features. Smart luggage with GPS, USB charging, and digital lock features appeal to the growing number of tech-savvy travelers who want greater convenience and security during their travels.

Furthermore, premium brands such as Samsonite, Rimova, and Tumi are capitalizing on this trend by offering high-quality, functional designs with affordable options from local players which ensure market penetration across different income groups. The segment growth is further supported by increasing online sales with consumers favoring e-commerce platforms for variety, price comparison, and exclusive deals.

For instance, in November 2024, Casetify launched a new luggage collection with a focus on customization and durability. The Bounce travel collection includes the Bounce 21-inch Carry-On Suitcase, Tech Pack Organizer, and Packing Cube Set, all designed for modern travelers seeking both functionality and personal expression.

Asia-Pacific Dominates Luggage Market Share

Asia-Pacific is dominating the luggage market. This is because of factors such as economic growth, which is on the rise, as well as travel demand in the region. The improved consumer preference and disposable income in the Asia-Pacific contribute to the rise in travel between countries as well as locally, which is driving the luggage market. The leaders in these markets are China, India, Japan, and South Korea, which have considerably contributed to the market.

Moreover, rapid urbanization in Asia-Pacific has also impacted consumer behaviors which leads to a growing preference for durable, stylish and functional luggage.

The rise of e-commerce platforms also makes luggage products easily accessible at competitive prices. Samsonite, VIP Industries, and American Tourister have built significant bases in the region through digital channels to reach larger audiences.

Furthermore, the region is witnessing the proliferation of budget airlines and good transportation infrastructure that is increasingly cheapening travel. Alongside leisure travel, growing business travel and demand for more technologically advanced products, such as smart luggage featuring GPS tracking and USB charging, have further fueled the growth of the market.

For instance, in February 2024, TUMI has recently added new silhouettes to its 19-degree aluminum collection, expanding its product offerings. TUMI has been strategically positioning the Asia-Pacific region with great demand for premium luggage. The area is more often experiencing travel activity. The brand has been aggressively expanding its retail presence with the opening of new stores across major international airports in the region. Amongst the recent launches include new store launches at Incheon International Airport in South Korea and Suvarnabhumi Airport in Thailand. These are examples that affirm TUMI's mission to deliver excellent customer experiences to meet the needs of today's traveler.

Future Market Scenario (2025 – 2032F)

□□The rise of smart luggage featuring GPS tracking, USB charging ports, and other tech-enabled features is gaining traction among tech-savvy consumers particularly in urban areas which will propel the market growth.

□□The shift towards online shopping for travel accessories has made it easier for consumers to access a wider range of products, further driving market growth.

□□Increasing consumer awareness regarding environmental issues is prompting manufacturers to adopt eco-friendly materials and sustainable practices in luggage production which aligns with the growing demand for sustainability which will likely boost the market growth.

Key Players Landscape and Outlook

Continuous innovation characterizes the landscape of the luggage market globally, as the companies compete to outperform one another in terms of product innovation, regional production capabilities, and evolving consumer preferences. The market prognosis remains positive, owing to a surge in traveling, expansion of e-commerce, and online shopping. Luggage manufacturers are focusing on R&D and technological advancements to provide cost-effective and quality products, which will likely define the industry's future. Collaborations and developing technologies are projected to increase competition in this fast-paced market.

For instance, in November 2023, Mokobara, a direct-to-consumer luggage brand, partnered with IndiGo Airlines to create a signature limited-edition luggage line. This collaboration allows customers to carry an additional 2 kg of baggage when flying with IndiGo using this special luggage. The initiative aims to enhance customer experience and promote the brand's visibility in the competitive luggage market, which is increasingly characterized by innovative partnerships and unique offerings tailored to

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consumer needs. This partnership reflects the broader trend of brands leveraging collaborations to differentiate themselves in a rapidly evolving industry.

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*All segments will be provided for all regions and countries covered

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*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work.

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