

India Backpack Market Report and Forecast 2025-2034

Market Report | 2025-05-28 | 130 pages | EMR Inc.

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Report description:

The India backpack market was valued at USD 1.05 Billion in 2024. The industry is expected to grow at a CAGR of 8.80% during the forecast period of 2025-2034 to attain a valuation of USD 2.44 Billion by 2034.

India Backpack Market Growth

The India backpack market growth is boosted by the escalating travel trend across the country, which directly drives the demand for travel bags. Travel bags are designed to keep the convenience of individuals travelling for business and leisure in mind and offer a more durable design with high-storage options. They offer multiple compartments, sturdy handles, and ergonomic designs to accommodate items like clothes, electronics, and other important stuff that are important while travelling. These designs target individuals who are seeking cost-effective, reliable, and efficient luggage solutions.

In February 2024, Asus India launched its URBN Traveler and URBN Laptop Backpack series, to make their entry into the lifestyle accessories category. These backpacks were designed to align with modern aesthetics needs and prioritize high-quality cushioning to safeguard electronics. The URBN Traveler series offered versatility for daily users by providing ample storage, large front pockets, dual mesh side pockets, and internal accessory pockets.

Sports and recreational bags are designed for tough and harsh environments, these bags are engineered with durable material, specialized compartments and ergonomic design which enables sports enthusiasts to carry their sports gear and equipment along with them, apart from personal belongings. These bags prioritize rugged design, functionality, versatility and comfort for athletes and fitness enthusiasts by providing more reliable and practical transportation solutions.

India Backpack Market Segmentation

India Backpack Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments:

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Market Breakup by Type

- Travel Bags
- Work/Laptop Bags
- Sports and Recreation Bags
- Others

Market Breakup by Material

- Nylon
- Polyester
- Leather
- Others

Market Breakup by Distribution Channel

- Offline
- Online

Market Breakup by Region

- North India
- East and Central India
- West India
- South India

India Backpack Market Share

The backpack market is segmented into nylon, polyester, leather, and others based on materials. Nylon is extensively used across backpack industry due to its high strength and durability. It is also very popular choice in the textile and automotive industries. Another material that share same traits as of nylon bag is Polyester, which is widely used in clothing and home furnishings industry for its wrinkle resistance and ease of care. All these material provide consumer with wide variety of option to select backpack.

Leading Companies in the India Backpack Market

The report provides a detailed analysis of the following key players in the market, covering their competitive landscape and the latest developments like mergers and acquisitions, investments, and capacity expansion.

- Adidas AG
- Nike Inc.
- Wildcraft India Ltd.
- PUMA SE

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- V.I.P. Industries Limited
- Safari Industries (India) Limited
- Samsonite International SA
- LVMH Moët Hennessy Louis Vuitton SE
- Decathlon SE
- Quadrant Consumer Products LLP (American Tourister)
- Others.

Major players in the market are increasingly focusing on expanding their operations and enhancing their product portfolios to stay competitive in the market. These companies are now coming up with innovative product lines and sustainable practices to strengthen their market positions and meet evolving consumer demands for high-quality, durable, and eco-friendly materials.

Table of Contents:

- 1 Executive Summary
 - 1.1 Market Size 2024-2025
 - 1.2 Market Growth 2025(F)-2034(F)
 - 1.3 Key Demand Drivers
 - 1.4 Key Players and Competitive Structure
 - 1.5 Industry Best Practices
 - 1.6 Recent Trends and Developments
 - 1.7 Industry Outlook
- 2 Market Overview and Stakeholder Insights
 - 2.1 Market Trends
 - 2.2 Key Verticals
 - 2.3 Key Regions
 - 2.4 Supplier Power
 - 2.5 Buyer Power
 - 2.6 Key Market Opportunities and Risks
 - 2.7 Key Initiatives by Stakeholders
- 3 Economic Summary
 - 3.1 GDP Outlook
 - 3.2 GDP Per Capita Growth
 - 3.3 Inflation Trends
 - 3.4 Democracy Index
 - 3.5 Gross Public Debt Ratios
 - 3.6 Balance of Payment (BoP) Position
 - 3.7 Population Outlook
 - 3.8 Urbanisation Trends
- 4 Country Risk Profiles

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- 4.1 Country Risk
- 4.2 Business Climate
- 5 Asia Pacific Backpack Market Overview
 - 5.1 Key Industry Highlights
 - 5.2 Asia Pacific Backpack Historical Market (2018-2024)
 - 5.3 Asia Pacific Backpack Market Forecast (2025-2034)
- 6 India Backpack Market Overview
 - 6.1 Key Industry Highlights
 - 6.2 India Backpack Historical Market (2018-2024)
 - 6.3 India Backpack Market Forecast (2025-2034)
- 7 India Backpack Market by Type
 - 7.1 Travel Bags
 - 7.1.1 Historical Trend (2018-2024)
 - 7.1.2 Forecast Trend (2025-2034)
 - 7.2 Work/Laptop Bags
 - 7.2.1 Historical Trend (2018-2024)
 - 7.2.2 Forecast Trend (2025-2034)
 - 7.3 Sports and Recreation Bags
 - 7.3.1 Historical Trend (2018-2024)
 - 7.3.2 Forecast Trend (2025-2034)
 - 7.4 Others
- 8 India Backpack Market by Material
 - 8.1 Nylon
 - 8.1.1 Historical Trend (2018-2024)
 - 8.1.2 Forecast Trend (2025-2034)
 - 8.2 Polyester
 - 8.2.1 Historical Trend (2018-2024)
 - 8.2.2 Forecast Trend (2025-2034)
 - 8.3 Leather
 - 8.3.1 Historical Trend (2018-2024)
 - 8.3.2 Forecast Trend (2025-2034)
 - 8.4 Others
- 9 India Backpack Market by Distribution Channel
 - 9.1 Offline
 - 9.1.1 Historical Trend (2018-2024)
 - 9.1.2 Forecast Trend (2025-2034)
 - 9.2 Online
 - 9.2.1 Historical Trend (2018-2024)
 - 9.2.2 Forecast Trend (2025-2034)
- 10 India Backpack Market by Region
 - 10.1 North India
 - 10.1.1 Historical Trend (2018-2024)
 - 10.1.2 Forecast Trend (2025-2034)
 - 10.2 East and Central India
 - 10.2.1 Historical Trend (2018-2024)
 - 10.2.2 Forecast Trend (2025-2034)
 - 10.3 West India

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- 10.3.1 Historical Trend (2018-2024)
- 10.3.2 Forecast Trend (2025-2034)
- 10.4 South India
 - 10.4.1 Historical Trend (2018-2024)
 - 10.4.2 Forecast Trend (2025-2034)
- 11 Market Dynamics
 - 11.1 SWOT Analysis
 - 11.1.1 Strengths
 - 11.1.2 Weaknesses
 - 11.1.3 Opportunities
 - 11.1.4 Threats
 - 11.2 Porter's Five Forces Analysis
 - 11.2.1 Supplier's Power
 - 11.2.2 Buyer's Power
 - 11.2.3 Threat of New Entrants
 - 11.2.4 Degree of Rivalry
 - 11.2.5 Threat of Substitutes
 - 11.3 Key Indicators for Demand
 - 11.4 Key Indicators for Price
- 12 Competitive Landscape
 - 12.1 Supplier Selection
 - 12.2 Key Global Players
 - 12.3 Key Regional Players
 - 12.4 Key Player Strategies
 - 12.5 Company Profiles
 - 12.5.1 Adidas AG
 - 12.5.1.1 Company Overview
 - 12.5.1.2 Product Portfolio
 - 12.5.1.3 Demographic Reach and Achievements
 - 12.5.1.4 Certifications
 - 12.5.2 PUMA SE
 - 12.5.2.1 Company Overview
 - 12.5.2.2 Product Portfolio
 - 12.5.2.3 Demographic Reach and Achievements
 - 12.5.2.4 Certifications
 - 12.5.3 Nike, Inc.
 - 12.5.3.1 Company Overview
 - 12.5.3.2 Product Portfolio
 - 12.5.3.3 Demographic Reach and Achievements
 - 12.5.3.4 Certifications
 - 12.5.4 Wildcraft India Ltd.
 - 12.5.4.1 Company Overview
 - 12.5.4.2 Product Portfolio
 - 12.5.4.3 Demographic Reach and Achievements
 - 12.5.4.4 Certifications
 - 12.5.5 V.I.P. Industries Limited
 - 12.5.5.1 Company Overview

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- 12.5.5.2 Product Portfolio
- 12.5.5.3 Demographic Reach and Achievements
- 12.5.5.4 Certifications
- 12.5.6 Safari Industries (India) Limited
- 12.5.6.1 Company Overview
- 12.5.6.2 Product Portfolio
- 12.5.6.3 Demographic Reach and Achievements
- 12.5.6.4 Certifications
- 12.5.7 Samsonite International SA
- 12.5.7.1 Company Overview
- 12.5.7.2 Product Portfolio
- 12.5.7.3 Demographic Reach and Achievements
- 12.5.7.4 Certifications
- 12.5.8 LVMH Moet Hennessy Louis Vuitton SE
- 12.5.8.1 Company Overview
- 12.5.8.2 Product Portfolio
- 12.5.8.3 Demographic Reach and Achievements
- 12.5.8.4 Certifications
- 12.5.9 Decathlon SE
- 12.5.9.1 Company Overview
- 12.5.9.2 Product Portfolio
- 12.5.9.3 Demographic Reach and Achievements
- 12.5.9.4 Certifications
- 12.5.10 Quadrant Consumer Products LLP (American Tourister)
- 12.5.10.1 Company Overview
- 12.5.10.2 Product Portfolio
- 12.5.10.3 Demographic Reach and Achievements
- 12.5.10.4 Certifications
- 12.5.11 Others

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