

Middle East and Africa Handbags Market Report and Forecast 2025-2034

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Report description:

The Middle East and Africa handbags market was valued at USD 2.68 Billion in 2024. The industry is expected to grow at a CAGR of 5.20% during the forecast period of 2025-2034 to attain a valuation of USD 4.45 Billion by 2034.

Middle East and Africa Handbags Market Growth

A survey in the United Arab Emirates and Saudi Arabia revealed that 50% of high-income individuals spend an average of over \$1,000 per month on fashion. 40% of consumers' fashion budget is allocated to purchases made outside their home countries, with approximately 20% spent outside the Middle East. Moreover, international and regional brands are increasing their presence in the MEA region, making handbags more accessible to a larger audience. The rise of e-commerce platforms has facilitated consumer access to a variety of handbag brands and styles, fuelling the market expansion. Furthermore, social media platforms and influencers have a significant impact on shaping fashion trends and consumer preferences in the region.

The region is witnessing a notable expansion in the second-hand luxury handbag sector. Dubai, for example, is renowned for its opulent shopping centres and upscale stores, making it a haven for shoppers. Moreover, the city also features a flourishing market for pre-owned luxury bags. Brands like Louis Vuitton, Chanel, and Hermes are particularly sought after due to their ability to retain value over time.

The rise in environmental awareness has created a demand for handbags crafted from sustainable and eco-friendly materials. Consumers are increasingly drawn to brands that follow ethical production methods and support social causes. For instance, Veganologie, a Dubai-based sustainable accessories brand founded by women, exclusively uses vegan, recycled, or sustainable materials.

Middle East and Africa Handbags Industry Segmentation

"Middle East and Africa Handbags Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the

following segments:

Market Breakup by Raw Material

- Leather
- Fabric
- Others

Market Breakup by Product Type

- Satchel
- Bucket Bag
- Clutch
- Tote Bag
- Others

Market Breakup by Category

- Mass
- Premium

Market Breakup by Distribution Channel

- Online
- Offline

Market Breakup by Country

- Saudi Arabia
- United Arab Emirates
- Nigeria
- South Africa
- Others

Middle East and Africa Handbags Market Share

Based on raw material, the market is segmented into leather, and fabric, among others. The leather segment is projected to grow at a CAGR of 5.8% during the forecast period of 2025-2034. Leather handbags are a stylish and elegant accessory known for their durability, elegance, and versatility. Leather is resistant to damage, making it a practical choice for everyday use.

Leading Companies in the Middle East and Africa Handbags Market

Major players are focusing on the application of sustainable raw materials, including vegan leather and natural fabric, to gain a competitive edge in the market.

- Burberry Group Plc

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- Fossil Group Inc.
- LVMH Moet Hennessy Louis Vuitton SE
- Prada Holding S.p.A.
- Kering S.A.
- Hermes International S.A.
- Chanel S.A.
- Tapestry Inc.
- Capri Holdings Limited
- Others

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