

Luggage - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

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Report description:

Luggage Market Analysis

The Luggage Market was valued at USD 41.04 billion in 2025 and estimated to grow from USD 43.77 billion in 2026 to reach USD 60.37 billion by 2031, at a CAGR of 6.64% during the forecast period (2026-2031). The market expansion is primarily attributed to the recovery of international and domestic travel across major tourism destinations and business centers. The World Tourism Organization (UN Tourism) reports that international tourist arrivals worldwide increased from 1.3 billion in 2023 to 1.4 billion in 2024, demonstrating a significant recovery in global travel. The market is experiencing increased demand for premium luggage products featuring technological advancements such as GPS tracking, USB charging, digital locks, and smart weight sensors. Millennial and Gen Z travelers' growing preference for leisure and business-leisure travel has increased the demand for versatile luggage options, including convertible backpacks, hybrid carry-ons, and modular systems. The Asia-Pacific region dominates market volume growth, driven by an expanding middle class and rising disposable incomes in China and India, while South America exhibits the highest growth rate due to enhanced travel infrastructure and increased tourism activities.

Global Luggage Market Trends and Insights

Increase in outstation and leisure travel

Leisure travel shows significant growth due to post-pandemic recovery and increased consumer spending on experiences over material goods. Millennials and Gen Z demonstrate higher travel spending from their disposable income, indicating evolving

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consumption patterns focused on memorable experiences. A European Travel Commission survey in March 2025 revealed that 66% of European respondents intended to travel within the region in the next six months, showing a strong recovery in travel intentions. This behavioral shift has increased demand for luggage that balances functionality with aesthetics, benefiting premium and mid-range brands across market segments. The growth of business-leisure ("bleisure") travel necessitates versatile luggage suitable for both professional and leisure settings, driving innovations in multi-purpose design and storage solutions. Airlines' expanded revenue models, including strict baggage policies and size restrictions, have prompted travelers to invest in compliant and spacious luggage.

Technological advancements in production

The luggage industry has integrated advanced features into mainstream products, transforming traditional travel gear into smart accessories. GPS tracking enables real-time location monitoring through mobile applications, preventing loss and theft during transit. Weight sensors help travelers avoid excess baggage fees by providing accurate measurements before reaching the check-in counter. Detachable power banks offer convenient device charging during long journeys while complying with airline security regulations. Software developers collaborate extensively with manufacturers to ensure seamless Internet of Things (IoT) integration, enabling features like automated lock systems and proximity alerts. Blockchain technology creates unique digital signatures for each product, preventing counterfeit items from entering the supply chain and protecting brand value. Automated production processes, including precision robotic cutting and RFID tracking systems, minimize material waste and enhance end-to-end product traceability from the factory floor to retail shelves.

Availability of counterfeit products

The luggage market faces significant disruption from counterfeit products that diminish brand value and consumer trust. These unauthorized replicas, featuring imitation logos of premium brands, typically use substandard materials and lack quality control, undermining legitimate manufacturers' market positioning and pricing strategies. The counterfeit trade flourishes particularly in developing markets with limited intellectual property enforcement, creating worldwide market distortions and reducing revenue for authentic manufacturers. According to Samsonite's regulatory documents, the company continuously battles counterfeit products, investing heavily in trademark protection and enforcement across regions. Their anti-counterfeiting strategy includes customs collaboration, enforcement agency partnerships, factory monitoring (especially in China, a major source of counterfeits), and surveillance of online marketplaces and websites. While companies implement protective measures such as blockchain verification, QR code tracking, and consumer education programs, these solutions increase operational costs, potentially limiting resources for product innovation and market growth.

Other drivers and restraints analyzed in the detailed report include:

Changing fashion trends and consumer preferences
Increasing corporate travel and business activities
Stringent Security Regulations at Airports

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Backpacks accounted for 52.02% of revenue in 2025, reflecting their dominance in daily commuting and short trips. The market growth for backpacks stems from increased casual office attire and remote work trends that require laptop-compatible designs. Features such as ergonomic straps, security compartments, and sustainable materials enhance their market position. Travel luggage is expected to exhibit the highest growth rate at 6.85% CAGR through 2031, driven by the recovery in leisure and business travel. The market accommodates convertible luggage designs that adapt from compact under-seat formats to

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expanded configurations for extended trips.

Business luggage demand increases with the rise in corporate travel expenditure. According to the Global Business Travel Association, China holds the position of the world's largest business travel market in 2024, with travel spending of USD 373 billion. Manufacturers focus on distinct features across categories to maintain competitive advantages. The integration of compression systems and noise-reducing wheels creates hybrid products that combine backpack and suitcase functionalities. The market experiences gradual growth in sports and adventure luggage, featuring reinforced external frames and hydration system compatibility for outdoor activities.

Soft cases maintained a 78.96% market share in 2025, driven by their flexibility, lighter weight, and cost-effectiveness. These cases provide adaptability for various travel scenarios, from business trips to leisure travel. The segment's growth continues through improvements in water-repellent coatings and antimicrobial linings that address hygiene requirements and enhance durability. Hard cases are projected to grow at a 7.18% CAGR, supported by developments in polycarbonate blends and recycled aluminum that improve durability while reducing weight. These materials offer enhanced protection for fragile items and electronics. The hard case segment benefits from airlines' expanded cabin size allowances, which encourage travelers to select protective shell designs for their security features.

Material innovations shape product development and market positioning in both segments. Samsonite's Roxkin panels use advanced polymer technology for increased strength. These innovations combine durability with environmental sustainability, appealing to environmentally conscious consumers who want long-lasting products with minimal ecological impact. While hard cases are expected to increase market share due to technological advancements and changing consumer preferences, soft cases will maintain their dominance in entry-level segments, particularly in developing markets.

The Luggage Market Report is Segmented by Product Type (Travel Luggage, Business Luggage, and More) by End User (Adult and Kids/Children), by Material (Hard Case and Soft Case), by Distribution Channel (Supermarkets/Hypermarkets and More), and by Geography (North America, Europe, Asia-Pacific, South America, and Middle East and Africa). The Market Forecasts are Provided in Terms of Value (USD).

Geography Analysis

Asia-Pacific accounts for 45.32% of the global luggage market in 2025. China's urban middle class and India's expanding domestic tourism drive substantial volume demand. The market shows clear price segmentation, with functional economy products performing well in tier-2 cities, while premium brands expand through airport travel-retail locations. Government investments in airport infrastructure and high-speed rail networks increase luggage usage opportunities. The region's growth stems from urbanization, higher disposable incomes, and increased travel activities. A robust e-commerce infrastructure supports market expansion, while Chinese consumers show evolving preferences toward premium products with innovative features.

South America is expected to achieve an 8.14% CAGR from 2026 to 2031, the highest globally, driven by increasing international tourism. Brazil leads the market, while Argentina shows growth in online luggage sales, reflecting digital market development. Import tariffs and certification requirements create barriers for international brands. Local manufacturers focus on economy soft cases, creating opportunities in the premium and smart luggage segments.

Europe and North America maintain significant value shares due to high consumer purchasing power and demand for design-focused, sustainable products. German and French consumers show increasing interest in recycled materials, pushing manufacturers to provide detailed material composition. The United States drives North American demand through corporate travel and frequent domestic air travel. The Middle East and Africa demonstrate steady growth, supported by Gulf region investments in tourism and aviation infrastructure. Dubai International Airport's luxury retailers offer exclusive collections,

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attracting both regional and international travelers. This geographical diversification requires manufacturers to adapt their product ranges and marketing strategies to regional preferences.

List of Companies Covered in this Report:

Samsonite International S.A. LVMH Moet Hennessy Louis Vuitton SE VIP Industries Ltd. Safari Industries India Ltd. It Luggage Limited Delsey Paris Victorinox AG Travelpro Products Inc. U.S. Luggage LLC Piquadro S.p.A. Valigeria Roncato S.p.A. JRSK, Inc. (Away) ATR Brands Limited (Antler Ltd.) Monos Travel Ltd. July and Co Pty Ltd Eagle Creek Holdings Chanel S.A. Hermes International S.A. Horizn Studios GmbH Bric's Milano S.p.A

Additional Benefits:

 The market estimate (ME) sheet in Excel format
3 months of analyst support

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