



# Bags and Luggage in Japan

January 2024

Table of Contents

## Bags and Luggage in Japan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rebound in tourism supports strong growth for luggage  
Local players cater for specific domestic consumer needs  
Mini/micro bags act as a gateway to luxury brands

#### PROSPECTS AND OPPORTUNITIES

Offline channels are still important for the brand experience  
Resale value becoming a motivation for purchase  
Leather determines the seriousness of the industry's sustainability efforts

#### CATEGORY DATA

Table 1 - Sales of Bags and Luggage by Category: Volume 2018-2023  
Table 2 - Sales of Bags and Luggage by Category: Value 2018-2023  
Table 3 - Sales of Bags and Luggage by Category: % Volume Growth 2018-2023  
Table 4 - Sales of Bags and Luggage by Category: % Value Growth 2018-2023  
Table 5 - Sales of Luggage by Type: % Value 2018-2023  
Table 6 - NBO Company Shares of Bags and Luggage: % Value 2019-2023  
Table 7 - LBN Brand Shares of Bags and Luggage: % Value 2020-2023  
Table 8 - Distribution of Bags and Luggage by Format: % Value 2018-2023  
Table 9 - Forecast Sales of Bags and Luggage by Category: Volume 2023-2028  
Table 10 - Forecast Sales of Bags and Luggage by Category: Value 2023-2028  
Table 11 - Forecast Sales of Bags and Luggage by Category: % Volume Growth 2023-2028  
Table 12 - Forecast Sales of Bags and Luggage by Category: % Value Growth 2023-2028

## Personal Accessories in Japan - Industry Overview

### EXECUTIVE SUMMARY

Personal accessories in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for personal accessories?

#### MARKET DATA

Table 13 - Sales of Personal Accessories by Category: Volume 2018-2023  
Table 14 - Sales of Personal Accessories by Category: Value 2018-2023  
Table 15 - Sales of Personal Accessories by Category: % Volume Growth 2018-2023  
Table 16 - Sales of Personal Accessories by Category: % Value Growth 2018-2023  
Table 17 - NBO Company Shares of Personal Accessories: % Value 2019-2023  
Table 18 - LBN Brand Shares of Personal Accessories: % Value 2020-2023  
Table 19 - Distribution of Personal Accessories by Format: % Value 2018-2023  
Table 20 - Forecast Sales of Personal Accessories by Category: Volume 2023-2028  
Table 21 - Forecast Sales of Personal Accessories by Category: Value 2023-2028  
Table 22 - Forecast Sales of Personal Accessories by Category: % Volume Growth 2023-2028  
Table 23 - Forecast Sales of Personal Accessories by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/bags-and-luggage-in-japan/report](http://www.euromonitor.com/bags-and-luggage-in-japan/report).