



Bags and Luggage in Malaysia

January 2024

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Bags and Luggage in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Economic pressures limit the growth of bags and luggage in 2023

Collaborative partnerships help generate interest and excitement in brands and their products

Luggage continues to enjoy strong growth thanks to the resumption of international travel in the post-pandemic era

PROSPECTS AND OPPORTUNITIES

Standalone boutiques benefit from offering a unique shopping experience

Unique pop-up stores set to become a growing feature as a way to enhance brand awareness and build interest and excitement

Visibility of luxury brands likely to increase as new luxury shopping malls open, while luggage is also set to benefit from thriving tourism industry

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