



Bags and Luggage in Indonesia

January 2024

Table of Contents

Bags and Luggage in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Revenge travel fuels luggage sales

Local products gain traction

Younger consumers represent key target market for manufacturers

PROSPECTS AND OPPORTUNITIES

Buoyant growth expected, thanks to return of pre-pandemic lifestyles, but consumers will remain price sensitive

American Tourister will focus on younger generation

Surabaya city is poised to become key driver of growth in luxury handbag industry

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 Indonesia - 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

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SOURCES

Summary 1 - Research Sources

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