



# Bags and Luggage in Hong Kong, China

March 2024

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## Bags and Luggage in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Resumption of travel boosts demand for bags and luggage  
Strong growth for backpacks due to casualisation of the workplace post-pandemic  
Expenditure associated with outbound trips hinders full recovery in 2023

#### PROSPECTS AND OPPORTUNITIES

Brands' marketing campaigns likely to maintain growth momentum over forecast period  
Blurring of lines between casual and work bags suggests optimistic outlook for backpacks  
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