

Handbags - UK - January 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Half of women like to see a handbag before buying it, showing that while the market does not face the same issues related to fit as clothing does, it is still a product that consumers like to view in person, creating barriers to online purchasing.”

– Tamara Sender, Senior Fashion Analyst

This report looks at the following areas:

- How has the handbag market performed over the last year?
- Which retailers and brands stand out in the sector?
- How can the sector drive sales of handbags?

Handbags remain the most desirable fashion accessory, with six in 10 women having purchased at least one new bag in the last 12 months, consequently the market has continued to see solid growth in 2014. Value sales, however, have slowed compared with the previous year.

The market has become more promotional, with a third of consumers waiting for sales/special offers to buy the handbags they want. Handbags still remain a lucrative product, with half of female shoppers having purchased a bag as a treat for themselves and a third seeing a handbag as a good gift.

The handbag market remains very fragmented, with consumers buying bags from a wide range of retailers and brands at very different price points. Women are favouring mid-priced handbags over high-end designer pieces, with more affordable designer brands such as Michael Kors and own-brands benefiting.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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