

## Handbags - UK - January 2017

Report Price: £1995.00 | \$2460.23 | €2338.14

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“Retailers and designer brands need to adjust to a new reality where handbags are no longer a sure-fire revenue generator. However, focusing on newness, unique designs and customisable bags provides a way to encourage higher levels of 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?
- What can help drive sales in the handbag sector?

The handbag market is seeing slower rates of growth. The sector has been hit by a combination of factors including a slower pace of growth at the luxury end of the market and a continuing shift away from people spending their extra money on fashion items to spending more on leisure.

The increasingly promotional market has also impacted people’s willingness to pay full price for handbags, as women in particular hunt down bags on sale or special offer.

By focusing on unique designs and personalisation, retailers and brands can create an added incentive for spending money on a new bag.

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### DID YOU KNOW?

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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## The Market – What You Need to Know

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