

Luggage - US - December 2012

Scope and Themes



“The luggage market is expected to grow over the next few years due to a rebound in the travel industry and renewed consumer confidence, both of which are inherently linked to luggage purchases. However, seeing as items in this category are not purchased very frequently, luggage marketers need to focus on how the value of functions and features of items will justify a new purchase in order to generate sales.”

– Ali Lipson, Senior Retail & Apparel Analyst

In this report we answer the key questions:

- **How are changes in the travel industry impacting the luggage market?**
- **How can retailers encourage more purchases of luggage?**
- **What attributes are most important to consumers when buying luggage?**
- **What types of innovations are generating interest in the luggage category?**

Total retail sales of luggage were valued at \$11.4 billion in 2011 and are expected to reach just less than \$12 billion in 2012. Travel bags and sports bags represent the largest share of all luggage sectors, likely due to their ability to be used for many different occasions. Some interesting innovations in suitcases are likely to help support growth in that segment as well. Though overall luggage sales declined during the recessionary years, total sales of luggage are expected to grow by 25% between 2012 and 2017, reaching \$15 billion in 2017.

This report focuses on luggage, and offers sales trends, profiles of major players in the U.S. market, as well as

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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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Scope and Themes

a detailed exploration of consumers' attitudes, usage and shopping behaviors in this category.

For the purposes of this report, Mintel defines luggage as items to transport personal belongings for a trip, vacation or journey, including:

- Suitcases (both with wheels and non-wheeled)
- Trunks
- Duffle bags , tote bags and other travel-related bags
- Accessories boxes (such as those for jewelry, hats, etc.)
- Garment bags
- Backpacks
- Dopp kits/toiletry bags

Excluded from this report are briefcases, laptop cases, iPad/tablet cases, and travel accessories (such as fanny packs/waist bags, camera cases/camera bags, passport holders, luggage tags), golf travel bags, other non-traditional cases (such as those for musical instruments, pet carriers)

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How can retailers encourage more purchases of luggage?

What attributes are most important to consumers when buying luggage?

What types of innovations are generating interest in the luggage category?

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Partner with travel sites to promote luggage

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