This report looks at the following areas:

- Bags for men is big business
- Second-hand market presents opportunities
- The year of the niche brand

The handbag market continues to see good growth, with Mintel estimating that value sales of handbags rose by 5% in 2018, reaching £1.9 billion. Handbags sales have benefited from an increase in inbound tourism spend as well as a continued interest in luxury bags, with luxury brands and retailers defying market trends and outperforming many other sectors.

“Handbags are expected to have performed well in 2018, mainly due to its success within the luxury market. However, things are expected to slow post-Brexit. While younger women continue to be the main handbag buyers, brands and retailers should be thinking of new ways to attract a different consumer as the handbag market becomes increasingly crowded.”

- Chana Baram, Retail Analyst
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