



Bags and Luggage in Ukraine

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Changes in demographics and a focus on essentials challenge sales of bags and luggage
Duffel and non-luxury handbags perform well, offered at affordable price points
Puma retains its lead of a highly fragmented competitive landscape

PROSPECTS AND OPPORTUNITIES

Potential for recovery, however, the ongoing demographic shift is expected to challenge growth
Sustainability may be a growing focus as players offer recyclable materials
As players focus on omnichannel strategies, the share of retail e-commerce is expected to rise

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