



Bags and Luggage in Poland

January 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Luggage sales decelerate while bags are the best performing category in 2024
Local brand expansion bolstered by consumer demand for domestic goods
The growth and expansion of e-commerce continues across 2024

PROSPECTS AND OPPORTUNITIES

Sustainability concerns are expected to drive innovation in bags and luggage
Luxury and budget segments are expected to thrive amid market polarisations
Bag and luggage specialists will incorporate technological innovations to remain competitive

CATEGORY DATA

- Table 1 - Sales of Bags and Luggage by Category: Volume 2019-2024
- Table 2 - Sales of Bags and Luggage by Category: Value 2019-2024
- Table 3 - Sales of Bags and Luggage by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Bags and Luggage by Category: % Value Growth 2019-2024
- Table 5 - Sales of Luggage by Type: % Value 2019-2024
- Table 6 - NBO Company Shares of Bags and Luggage: % Value 2020-2024
- Table 7 - LBN Brand Shares of Bags and Luggage: % Value 2021-2024
- Table 8 - Distribution of Bags and Luggage by Format: % Value 2019-2024
- Table 9 - Forecast Sales of Bags and Luggage by Category: Volume 2024-2029
- Table 10 - Forecast Sales of Bags and Luggage by Category: Value 2024-2029
- Table 11 - Forecast Sales of Bags and Luggage by Category: % Volume Growth 2024-2029
- Table 12 - Forecast Sales of Bags and Luggage by Category: % Value Growth 2024-2029

Personal Accessories in Poland - Industry Overview

EXECUTIVE SUMMARY

Personal accessories in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for personal accessories?

MARKET DATA

- Table 13 - Sales of Personal Accessories by Category: Volume 2019-2024
- Table 14 - Sales of Personal Accessories by Category: Value 2019-2024
- Table 15 - Sales of Personal Accessories by Category: % Volume Growth 2019-2024
- Table 16 - Sales of Personal Accessories by Category: % Value Growth 2019-2024
- Table 17 - NBO Company Shares of Personal Accessories: % Value 2020-2024
- Table 18 - LBN Brand Shares of Personal Accessories: % Value 2021-2024
- Table 19 - Distribution of Personal Accessories by Format: % Value 2019-2024
- Table 20 - Forecast Sales of Personal Accessories by Category: Volume 2024-2029
- Table 21 - Forecast Sales of Personal Accessories by Category: Value 2024-2029
- Table 22 - Forecast Sales of Personal Accessories by Category: % Volume Growth 2024-2029
- Table 23 - Forecast Sales of Personal Accessories by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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