



Euromonitor
International

Bags and Luggage in Switzerland

January 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Duffle bags and luxury handbags drive retail volume growth, challenging sales in other bag areas
Luxury handbags lead sales as brands focus on social media to engage consumers
Hermès International SCA retains its lead, innovating to engage consumers

PROSPECTS AND OPPORTUNITIES

Luxury handbags drive growth, while business bags are challenged by new working models
Retail e-commerce and social media increasingly drive sales in bags and luggage
Sustainability and technological advancements will shape innovations within luggage

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 Switzerland - 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

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/bags-and-luggage-in-switzerland/report.