



# Bags and Luggage in Indonesia

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Uptick of tourism boosts demand for luggage in Indonesia in 2024
- Local players compete with international brands for share
- Second-hand sales of luxury bags reflects consumer interest in sustainability and circular economy

PROSPECTS AND OPPORTUNITIES

- Robust growth expected for bags and luggage, but consumers will remain price-sensitive
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- Surabaya is poised to become a key driver of growth in luxury handbags

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