



Euromonitor  
International

# Bags and Luggage in Argentina

January 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Luxury bags record positive retail volume growth, while all other areas post a decline  
Stronger presence for international brands, while Longchamp enters and Louis Vuitton leaves  
Prune leads handbags and crossbody bags, while Samsonite leads luggage in 2024

PROSPECTS AND OPPORTUNITIES

A stronger supply of imported products and new brands will shape the competitive landscape  
Brands set to expand their product offerings to capture a wider audience and increase spend  
Retail e-commerce is expected to grow as consumers are drawn to online sales

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 Argentina - 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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