

# Bags and Luggage in India

June 2025

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# Bags and Luggage in India - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Sales of luggage see stronger growth than bags in 2024 as travel increases Tech-enabled functionality is becoming a key purchase driver Premiumisation driving value growth in bags and luggage

### PROSPECTS AND OPPORTUNITIES

Changing travel preferences set to inform new product development Direct-to-consumer (DTC) brands looking to tap into tier 2 cities Travel infrastructure boom to drive demand for compact, mobility-first luggage formats

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