



Euromonitor
International

Bags and Luggage in Taiwan

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

A rise in outbound trips boosts sales of luggage, while innovation focuses on capacity and design
Brands focus on sustainability, including the use of recycled materials and waste reduction
Bags and luggage specialist stores lead distribution, offering a wide variety of local and international brands

PROSPECTS AND OPPORTUNITIES

An increase in active lifestyles is expected to drive innovation and sales of versatile, multi-functional bags
Smart luggage is set to revolutionise the travel experience across the forecast period
Retail e-commerce and trade fairs are set to gain ground, providing opportunities for local players

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Personal Accessories in Taiwan - Industry Overview

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