



Euromonitor  
International

# Bags and Luggage in South Korea

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## Bags and Luggage in South Korea - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

As consumer spending shifts to overseas travel, value growth in bags slows, while luggage soars

Open runs and the boom in the resale market wane

Novelty brands increasingly dominate sales of bags, marginalising older K-fashion brands

#### PROSPECTS AND OPPORTUNITIES

New brand imports by local distributors set to increase as more existing luxury brands switch to direct distribution

Economy priced casual bags to rise further amongst young consumers

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