



Euromonitor  
International

# Bags and Luggage in the Philippines

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Bags outperform luggage in terms of growth
- Local brands maintain strong consumer loyalty as international players ramp up marketing investments
- Rise of "premium-luxury" bags, driven by social media and influencer marketing

PROSPECTS AND OPPORTUNITIES

- Continuous expansion of local and international travel routes will boost demand
- Innovation will embrace fashion and functionality, with personalisation remaining ongoing trend
- Pop-up bazaars will provide avenue for local bag entrepreneurs, while e-commerce will continue to gain traction

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 the Philippines - 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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