Handbags Market in APAC 2015-2019

About Handbags Market in APAC

Handbags are among the most desirable and popular fashion products for men and women, and have become status symbols. Consequently, demand for luxury and premium handbags is growing. Various handbag companies are adopting innovative strategies according to changing consumer demography and preferences such as rising demand for eco-friendly handbags. Also, the launch of designer bags exclusively for men is gaining attention in the market. In 2014, the handbags market in APAC was dominated by the shoulder bags segment. In terms of distribution, specialist retailers accounted for the largest share in the sales of handbags in APAC.

The analysts forecast the handbags market in APAC, in terms of revenue and volume, to grow at CAGRs of 6.5% and 6.2%, respectively, over the period 2014-2019.

Covered in this Report

The handbags market in APAC can be segmented into four segments: totes, shoulder bags, purses and wallets, and satchels and saddle bags. The shoulder bags was the largest segment in terms of both revenue and volume, accounting for 31.7% and 29% share of the market in 2014.

The report, the Handbags Market in APAC 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. It covers the market landscape and its growth prospects in the coming years. The report includes a discussion of the key vendors operating in this market.

Key Vendors

- Burberry
- Chanel
- Coach
- Hermès International
- Kate Spade
- LVMH
- Michael Kors
- Mulberry
- Prada

Other Prominent Vendors

- Alfred Dunhill
- Baggit
- Bottega Veneta
- Buggatti
- Caprese
- Changshu Maydiang Group
- Da Milano
- Dolce & Gabbana
- Donna Karan International (DKNY)
- Fossil
- Guess
- Giordano Fashions
- Hidesign
- KIKUHIRO
- Lavie
- Lipault Paris
- Longchamp
- Mango Bags
- Nagatani
- Oroton Group
- Phive Rivers
- PUIG
- Ralph Lauren
- River Island
- Samantha Thavasa Japan
- Strandbags Group
- The House of Tara
- Veda Lifestyle
- VF

Market Driver

- Increased Urbanization and Rise in Disposable Income
- For a full, detailed list, view our report

Market Challenge

- Growing Competition from Counterfeit Products
- For a full, detailed list, view our report

Market Trend

- Growing Social Media Activities by Retailers
- For a full, detailed list, view our report

Key Questions Answered in this Report

- What will the market size be in 2019 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

Contents:
01. Executive Summary
02. List of Abbreviations
03. Scope of the Report
03.1 Market Overview
03.2 Product Offerings
04. Market Research Methodology
04.1 Market Research Process
04.2 Research Methodology
05. Market Landscape
05.1 Market Overview
05.2 Market Size and Forecast
05.2.1 By Revenue
05.2.2 By Volume
05.2.3 Pricing and Consumer Trading of Handbags in APAC
06. Per Capita Trends
06.1.1 Consolidated Data for Handbags Market in APAC
07. Handbags Market in APAC by Country
07.1 China
07.2 Japan
07.3 South Korea
07.4 Australia
07.5 India
07.6 Singapore
07.7 Thailand
07.8 Five Forces Analysis
08. Market Segmentation by Product
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