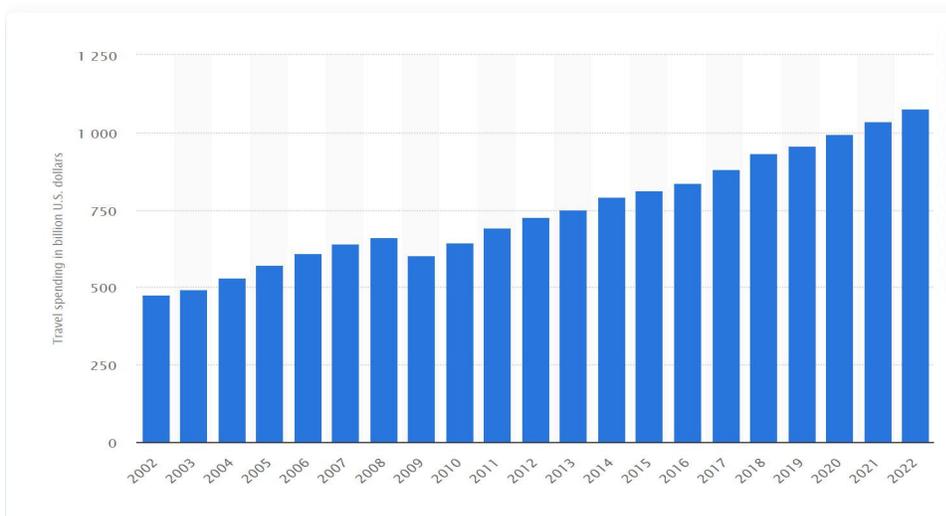


Luggage Market Analysis

The global luggage market is expected to increase USD 13.2 billion between 2017-2022 accelerating at a CAGR (Compound Annual Growth Rate) of more than 6%.

→ The growth attribution primarily to the rise of the travel and tourism industry



The chart explains the domestic travel spending in the United States from 2002 to 2022 (in billion)

The growth in luggage industry have increased the demand for varieties of luggages:

- Sports Luggage
- Business Luggage
- Casual Luggage
- Smart Luggage
- Travel Luggage

The increase amount of tourism said to prefer multipurpose luggage

→ Driving the demand for convertible and foldable luggage

Products like:

- Collapsible spinner
- Trolley bags
- Tote bags
- Duffle bags
- Backpacks

Also we cannot forget that the major trend expected:

- ❖ Smart Luggage
 - Increase in security
 - Innovative product features

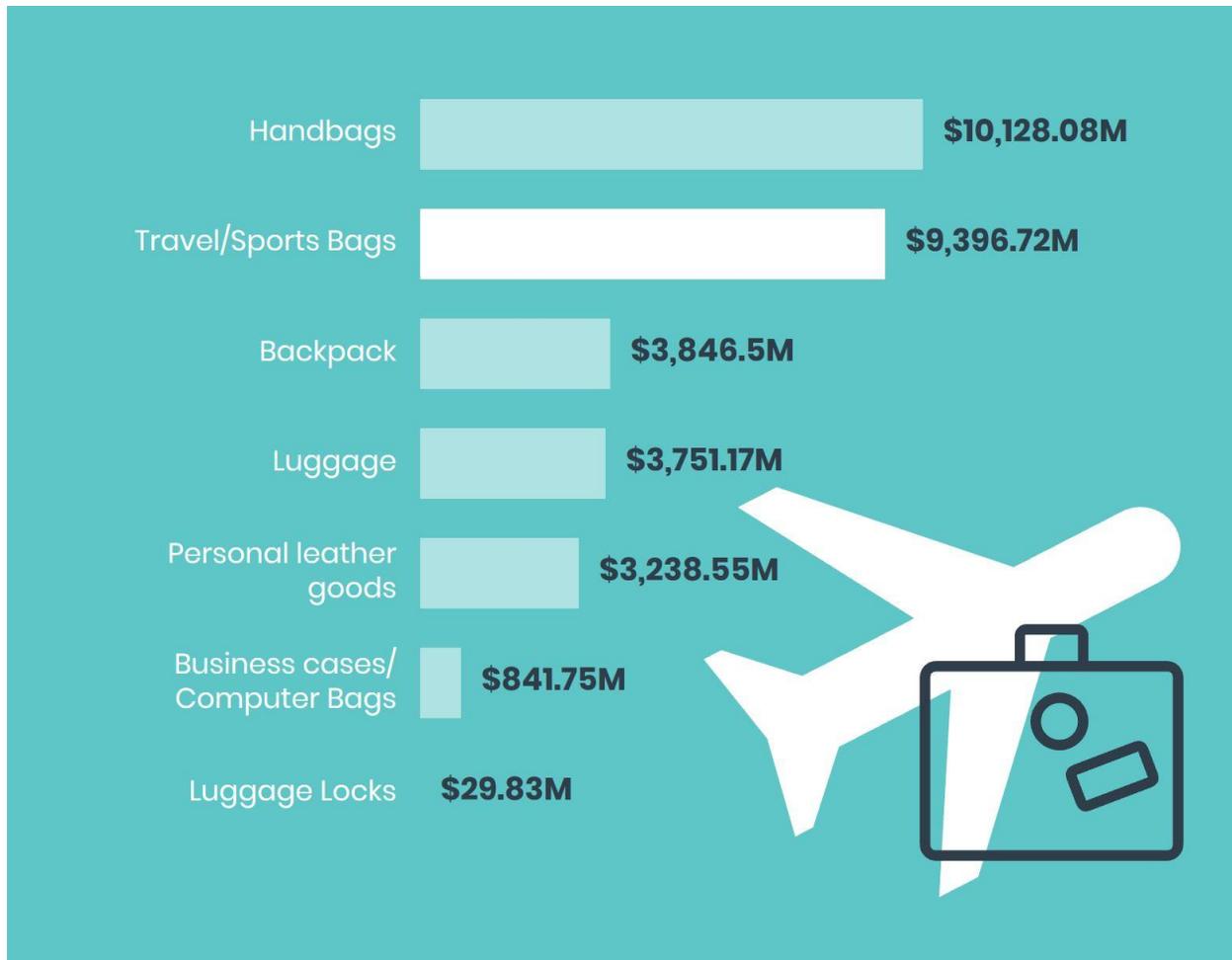
Market Insights

Different varieties of luggages can be popular and have most sells in countries like:

- Brazil
- Germany
- China
- U.S.
- India
- Spain
- Netherlands
- South Korea



The global luggage market in the U.S has the largest luggage + bag market with revenue appromiately 24.4 billion US dollars.



The chart presented here shows the statistics of travel goods retail sales in the United States in 2018, by product category (in U.S. million dollars) . It is also shown that in 2018, U.S. retail sales of travel and sports bags amounted to about 9.4 billions.

Luggage Market Segmentation Analysis

It is said that luggage market is often divided into three segments which are:

- Travel Bags
 - ◆ Duffle Bags Market
 - ◆ Garment Bags Market
 - ◆ Suitcase Market
 - ◆ Backpack Market
- Business Luggage

- ◆ Carry-On Luggage Market
- ◆ Laptop Bags Luggage Market
- Casual Luggage
 - ◆ Tote Bags Market
 - ◆ Handbags Market

Luggage Market WorldWide

It is stated in the Statista that “In 2017, the global luggage market was valued at approximately 19.4 billion U.S. dollars”

- Sports Luggage
- Anti-Theft Luggage ⇒ Part of the global luggage markets
- Backpack

- In 2016, sports luggage was marketed 1.87 billion
- Anti-theft luggage market was worth ≈ 2.44 billion
- Backpack industry was forecast to reach a market size of 19.6 billion dollar by 2022.

Global Luggage Locks Market 2017-2021

As mentioned before the growth of the luggage market is growing because of the rapid urbanization and how the lifestyle of the modern people have changed. People are now traveling as if it is part of their lifestyle. The reasons for travels can vary, people simply travel to tour, or business trip or visiting a family member. Either way the increase in tourism has increased the demand for travel bags, casual bags and business bags.

- ❑ Travel bag segments will experience the maximum growth in the luggage industry the forecast period.
- ❑ Developing countries like China, India, and South Korea are witnessing an increased demand for travel bags/luggage.

Since the luggage market is now considered as “lifestyle” product

- Demands for locks to improve the safety and security of the luggage will subsequently increase

Technavio’s market analysts predicted that this market will grow and have a revenue of more than 4.5 billion by 2021.

Competitive Landscape and Key Vendors

Luggage Lock manufacturers focused on price, design and technology that they can offer. Among these factors, the leading vendors in this markets are:

- Hampton products International
- Masters Lock
- Safe Skies
- Samsonite
- Sinox

- Alpine Rivers
- American Tourister
- Delsey
- Fosmon.com
- Skybags

*Samsonite was the largest luggage company, holding 17.3% of the global luggage market in 2015.

↳ generated total of ≈3.5 billion revenue in 2017

Segmentation by product type and analysis of the luggage lock markets

1. Built-in Luggage Locks
2. External Luggage Locks

The built-in luggage locks provides convenience of locking and unlocking your belongings. These locks are available through the use of smart and new technologies which many manufacturers are focusing on developing a built-in lock product that can offer easy-to-use locks such as smart luggage locks.

- Samsonite is one of the company that offers luggage that have “side-mounted TSA lock” to enhance security
- Another company that also offers these types of locks would be eGee. They are said to offer smart luggage locks that enable users to operate them from remote locations and it also sends alerts as well.

The built-in locks segments will continue to grow in the market and will share maximum shares of the market during the next few years.

Problem with Smart Luggage

Smart Luggage is now trending in the global luggage market because of its ability to input USB charging port to motorized wheels. However, recently America, Alaska and Delta Airlines announced to ban the use of smart luggage with batteries embedded. The reason being that it is made out of lithium ions and it can cause problems to the airplane, such as chances of exploding in the middle of the ride.

According to Research and Markets, the smart luggage market in 2016 was valued \approx \$613 million and was spread across fewer than 20 companies, which caused the drop in the luggage category bucket. However, smart luggage is known to be “one of the fastest-growing segments”. On one of the reports, it is said that: “Global Market Insights predicted that the smart luggage segment could explode to a \$2billion value by 2024.”

Geographic Segmentation

- APAC
- Europe
- North America
- ROW

- Analysts have predicted that will account for the maximum shares of the markets until 2021
- Smart Locks will also drive the market’s growth in this region

Anti-Theft Luggage Market

Demographics & Segmentation

Segments by Product:

- Backpack
- Gear Bag
- Duffel Bag
- Wheeled Bag

⇒

By Gender:

Unisex (Both Men and Women)

By Distribution Channel:

- Online stores
- Retail Stores

Based on Geography:

- North America → U.S & Canada
- Latin America → Brazil, Mexico & Argentina
- Europe → U.K., Germany, France, Italy, Hungary, Spain, Poland, Sweden & RoE
- Asia-Pacific → China, Japan, Singapore, South Korea, New Zealand, Australia

Trend, Drivers and Challenge

According to our global market study:

“The increasing trend is the use of latest technology like GPS tracker, invisible zips, lockable zips, slash proof construction, RFID protection”

↳ These developments led the anti-theft luggage to capture a sizable market share of the total luggage market

Major driving factors for expansion of global anti-theft luggage market is:

- Technological advancement
- Increasing disposable income of the people
- Growing tourism

Challenges that this industry is facing is the manufacturing cost of the product:

- Due to technology inclusion and innovations
- Which is hampering the growth of the market

Global Anti-Theft Market Analysis

- Based on geography
 - North America dominates the anti-theft market with almost 44.2% market shares in 2016.
 - Because high disposable income
 - Higher the percentage of travellers
 - Meanwhile Asia-Pacific region is fastest growing region at a CAGR of 17.9%

Competition/ Key-player

- Targus
- Torg
- Swissgear
- AsusTek Computer Inc.
- Case Logic
- Thule Group
- Fabrique Ltd.
- Lenovo

Other high-flying vendors:

- North Face
- Outpac Design Ltd.
- Travelon Inc.
- Canada Luggage Depot
- Incase Design Corp.
- Eagle Creek
- Kopack

CNN News: Total Property Loss Claims Filed with TSA form 2010-2014

It is reported that Miami International Airport’s baggage handlers were going on a “shopping spree” with passengers’ bags, which was recorded on a hidden camera.

John F. Kennedy International Airports in New York topped with other lists of airports with the most claims of theft from luggage, followed by Los Angeles International Airports, Orlando International Airport and Miami International Airports.



Items Reported Missing



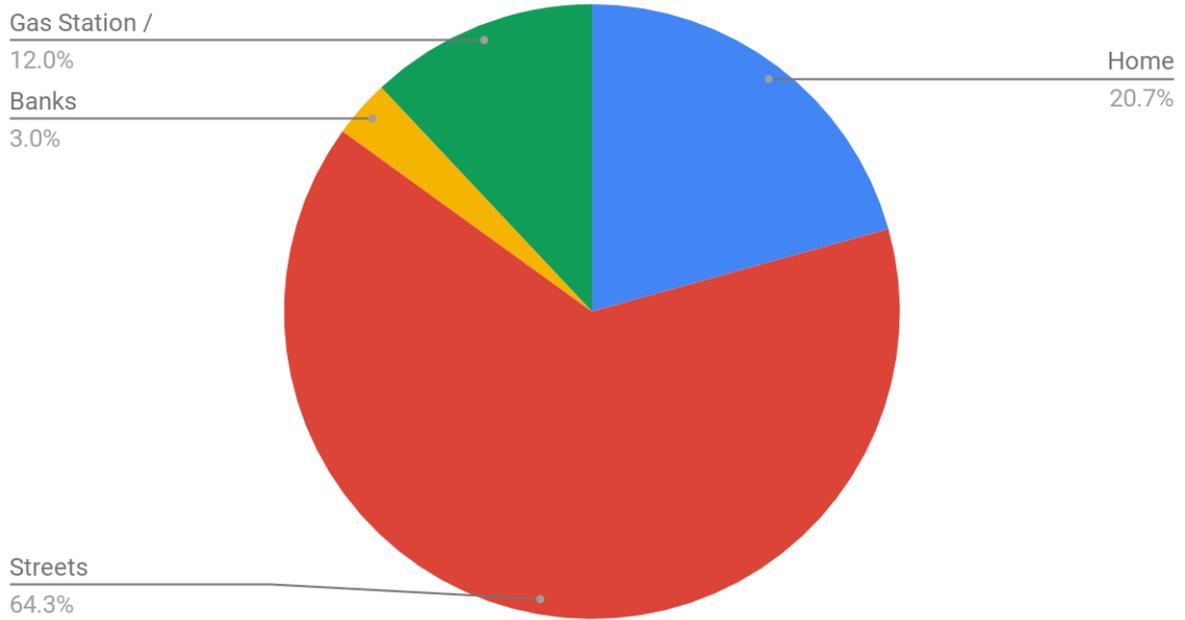
2 of 3

Total Property Loss Claims Filed with TSA from 2010-2014



Where is the common place Theft takes place?

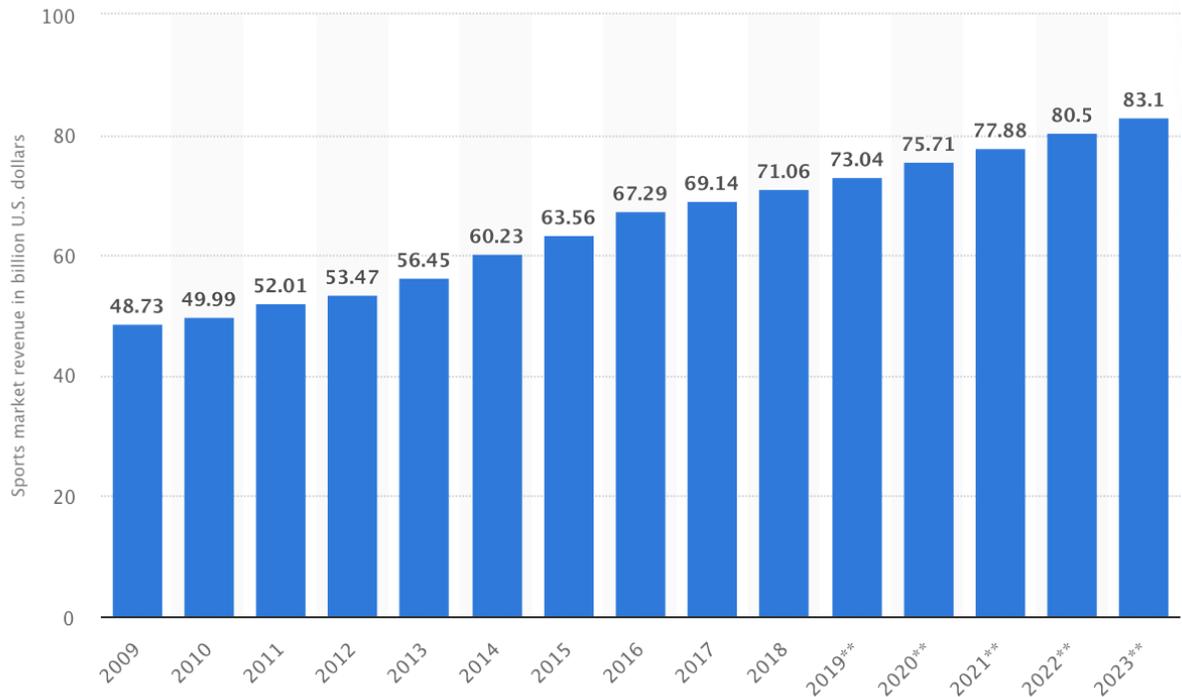
Chances of robbery



It is said that there is one burglary every 13 seconds.

Sports Industry

Global sports market reached a value of nearly 488.5 billion in 2018. The rapidness of the growth occurred because of the emerging market growth and rapid urbanization. This can be shown through the growth that's been happening since 2014. In 2014, the CAGR of the market was 4.3%, however they are expecting the industry to increase about 5.9% (CAGR) to nearly \$614.1 billion.



North America sports market size from 2009 to 2023 (in billion U.S. dollars)

- Factors that negatively affected were unfavorable climate changes and shortages of sports.
- Factors that kept the industry going were:
 - Growing popularity in e-sports
 - Sports sponsorship
 - Economic growth
 - Increase in the number of the Internet accessible devices
 - Emergence of multiple sports channels to capture viewership will drive the growth.

Segmentation

It is divided into participatory and spectator sports

- Participatory sports market accounted for the largest share of the sports market in 2018 at 56.4%
- Spectator sports market is said to be “most expected growth and be the fastest industry going forward at a rate of 5.9% (CAGR)

Spectator Sports Market Segmentation:

- Sports team and clubs
- Racing and individual sports
 - ❑ Largest market share in 2018 at 72.5%
 - ❑ Expected to grow CAGR of 6.8%

Participatory Sports Market Segmentation:

- Fitness and recreational sports center
- Golf course and country club
- Other marines, bowling centers and skiing facilities
 - ❑ Fitness and recreational sports center was the largest market share in 2018 at 39.8%
 - ❑ The other participatory sports market is expected to grow at a rate of CAGR of 8.4%

Geographic Segmentation

1. North America
 - ↳ Largest market for the sports market accounting for 30.5% of the global market
2. Western Europe
 - ↳ Fastest growing region with the rate of 9.04% CAGR
3. Asia-Pacific
 - ↳ Fastest growing region with the rate of 6.2% CAGR

Although there are other regions with the sports industry growing, these three were mentioned because they were the regions where it is said to have the fastest growing market.

Competition

- Sports market is highly fragmented with a large number of small players
- Top ten competitors in the market made up 1.66% of the total in 2018
 - Life Time Fitness, Inc.
 - Maruhan
 - Dallas Cowboys
 - Futbol Club Barcelona
 - Manchester United Football Club

American Sports Spending on Sports Industry

SPORTS-RELATED SPENDING: TAKE ME OUT TO THE ATM!

Category of spending	Percentage of American adults who spend on it	Total U.S. annual spend (\$billions)	Average annual spend per participant
Sporting events*	36%	\$55.9	\$710
Athletic equipment**	29%	\$33.4	\$487
Gym membership fees	23%	\$19.2	\$354
Sports-themed video games	12%	\$8.0	\$273
Race entry fees***	8%	\$4.8	\$254
Fantasy sports leagues	4%	\$2.3	\$251

* Including tickets, transportation, food and beverages
** Including spending for the whole family
*** For events such as a 5-K, "fun run," bike race or obstacle course

Also on CreditCard.com organization, they mentioned that:

- Americans spend more than \$100 billion
 - ↳ \$56 billion at sporting events
 - ↳ \$33 billion on athletic equipment
 - ↳ \$19 billion in gym membership

American's sports spending broke down:

- 34% sports events, tickets, transportation and food and beverages
- 29% athletic equipment
- 23% gym membership

- 12% sports-themed video games
- 8% participate in 5K, fun, run, bicycle race and event
- 4% fantasy sports leagues

Demographics:

They say millennials are the one paying for the gym membership: 36% of those 18-36 say they paid for a gym membership in the past 12 months

They also said that 46% respondents with children younger than 18 spent money on athletic equipment



More than **\$100 billion**

on sporting events, athletic equipment and gym memberships in the last 12 months.



\$56 billion
in sporting events



\$33 billion
in athletic equipment



\$19 billion
in gym memberships

Big sport spenders: those with higher income or education



EDUCATION



INCOME



Youth sports' high costs:
parents pay for athletic gear



PARENTS



Filling the seats: families, younger
crowd attend more sporting events



FAMILIES



AGE



Gym rats: millennials twice as likely to pay for gym membership



AGE

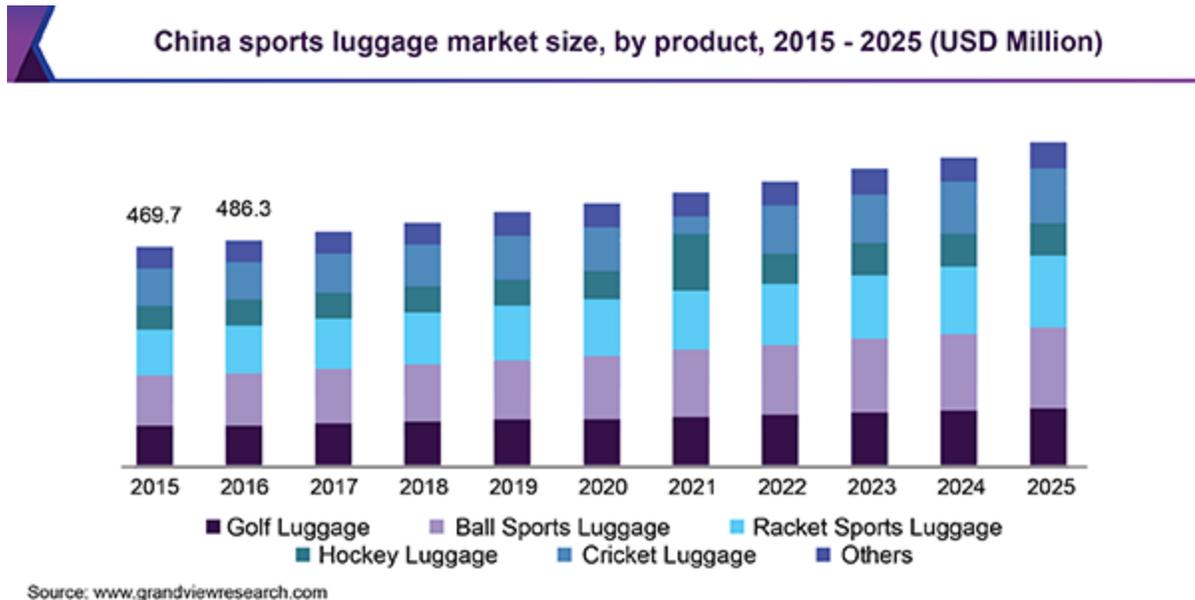


Source: **CreditCards.com**

Survey of 1,003 adults, conducted Aug 17-20, 2017. Full results at

<http://www.creditcards.com/credit-card-news/sporting-event-spending.php>

Sports Luggage Market



Demographics and Segmentation:

- Rising participation in professional sports is expected to encourage product demand in the market in the forthcoming years
- Growing sports tourism
 - Increasing popularity of sports along with increasing chances of getting broadcasted in many media
- Increased interest in sports among children aged 5-12 years, which will propel the growth of the market

Segmented by Region:

- North America
- Europe
- China
- Japan

Segmented by Application:

- Professional users
- Recreational users

Segmented by type:

- Golf

- Ball sports
- Racket
- Hockey
- Ricket

Product Insight

- Ball sports:
 - Football → 27.4%
 - Basketball → 18% ⇒ Anticipated to drive the product demand in near future
 - Cricket → 17.4%
 - Tennis → 11.5%

*Golf luggage is coming to second in the market and about a rate of CAGR of 3.3%

From here I want to look into more of the gym bags and duffel bags and backpack industry since they are commonly seen in sport luggage industry.

Gym Bag Industry

“ The growth of the global gym bags market is expected to be driven by an increasing inclination of a large population base towards health and fitness. Increasing disposable income of the middle class population in key economies is further expected to spur the demand of the gym bags market. Gym enthusiasts all over the globe spend a good amount on their gym accessories which further propels the demand of the global gym bags market.

There is strong competition among the manufacturers for maintaining their presence in the market due to the presence of a large number of local players. So, in order to stay competitive, the manufacturers are also focusing on technological advancements to gain consumer traction.

One such example of technological advancement is the advent of an anti-theft bag which is gaining enormous popularity among the younger generation all over the globe.

Personalization of gym bags according to the needs of the consumers is a key trend prevailing in the global gym bags market. Incorporation of various features such as a different ventilated section for used garments and products is also expected to bring in new market avenues of growth for the global gym bags market.”

Segmentation by type:

The global gym bags market is segmented on the basis of bag type, material type, and geography

- Duffle bags
- Drawstring
- Backpack

Geography segmentation:

- North America
- Asia Pacific
- Middle East
- Africa
- Europe
- Latin America

“ The North America gym bags market is expected to lead the global market due to a more health conscious population compared to other regions.”

“ Asia Pacific is expected to expand with the highest CAGR due to increasing disposable income and an increased spending by consumers on their lifestyle. “

India and China are the major economies driving the growth of the Asia Pacific gym bags market.

“Middle East & Africa along with Latin America are expected to hold a small market share in the global gym bags market due to a comparatively small population base as well as low penetration of the health and wellness related products in the regions.”

Competition

1. Everlast Worldwide, Inc.
2. JensenLee
3. Chateau Manufacturing,
4. ToteBagFactory
5. Harissons
6. Herschel Supply Co. USA
7. Nike, Inc.
8. Adidas AG.

Popular Products in Competition:

1. Contender Hybrid Duffel Pack



Ideal for gym, multisport or travel, this spacious and versatile sports bag features an adjustable shoulder/crossbody strap, removable backpack straps and reinforced grip handles for 3 comfortable carry options. Each compartment contains a built-in mesh lining allowing air to circulate throughout the bag for breathability and odor prevention. Store shoes, wet clothing and other belongings in the two end compartments. Side glove storage pockets can be unzipped & clipped back to convert pockets into full mesh side panels providing 360-degree bag ventilation. Spacious U-shaped main compartment with dual zipper and handle for easy opening and accessibility. Main compartment can be expanded by unzipping ventilated mesh side pockets for additional storage. Padded bottom panel adds comfort during backpack carry and protects bag contents from damage. Hidden bottom panel compartment allows backpack straps to be removed and stored.

- Hybrid bag, converts from duffle to backpack
- Backpack form features adjustable backpack straps that can be unclipped and stored in bottom compartment, removable shoulder strap & padded back panel
- Full mesh lining provides 360-degree ventilation
- Spacious and expandable U-shaped main compartment stores large equipment
- Dual zipper and handle for easy opening and accessibility
- Separate shoe storage compartment
- 2 side glove storage pockets
- Synthetic Leather Detailing
- Dimensions: 30"L x 13"W x 12"D



This durable and spacious canvas backpack was designed to carry all of your training and everyday necessities. Half zip main compartment expands to hold large equipment and includes a padded laptop sleeve and separate pocket for water bottle storage. Vinyl lined front compartment holds additional items and includes multiple external pockets made specifically to hold gloves or shoes. An open mesh section holds sweaty post workout gear and two small side zip pockets offer storage to organize smaller belongings (i.e. phone, keys, earphones, etc.). Backpack features also include an adjustable side release buckle to fit and secure items in external pockets. Adjustable shoulder straps

and a full padded mesh back panel for maximum carrying comfort. Adjustable chest strap with side release button for additional support when carrying heavy items.

https://www.amazon.com/Everlast-New-Contender-Sport-Backpack/dp/B07CCYS71Z/ref=sr_1_1?dc_hild=1&keywords=everlast%2BContender%2Bsport%2Bbackpack&qid=1583099469&sr=8-1&th=1

https://www.amazon.com/product-reviews/B005OIQ1BK/ref=acr_dp_hist_1?ie=UTF8&filterByStar=one_star&reviewerType=all_reviews#reviews-filter-bar

<https://www.amazon.com/Everlast-P00001578-Contender-Duffel-Black/dp/B07NTXJWQN>

Commonly used travel bag

<https://upgradedpoints.com/best-carry-on-luggage-bags/>

<https://www.moneycrashers.com/types-luggage-bags-traveling-flights/>