



Topic Presentation

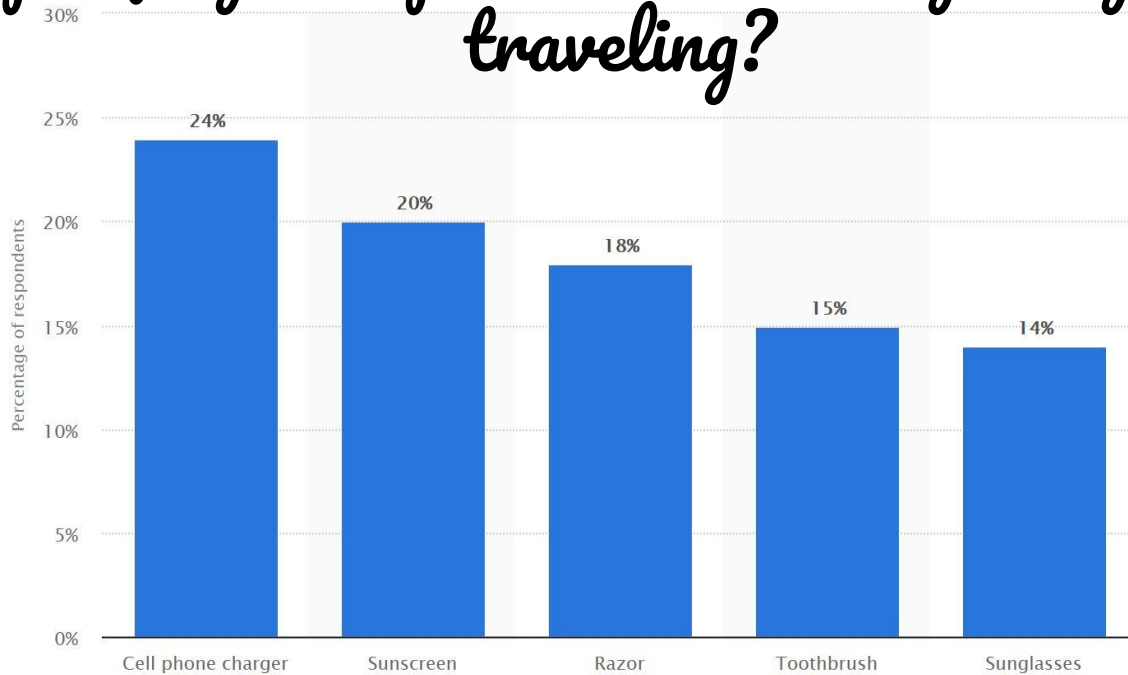
Sae Almeida

Problem Statement

People often forget to pack their belongings due to being in a rush or not having anything to remind them visually.

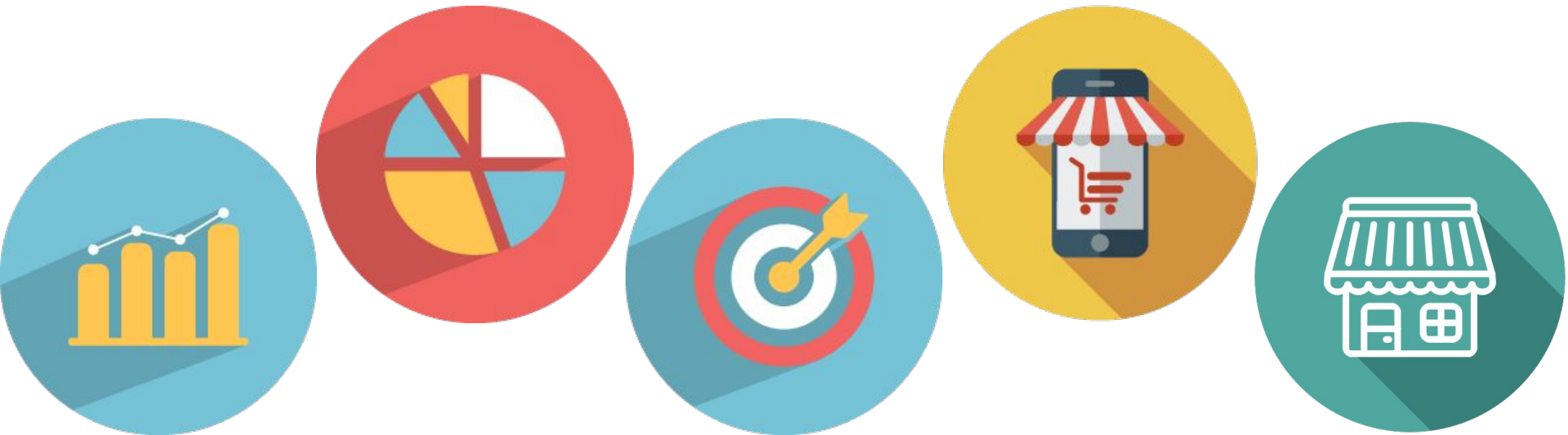


Do people forget to pack items when getting ready for traveling?



What items are you most likely to forget when packing for a vacation?

Market Analysis



Luggage Market

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%.

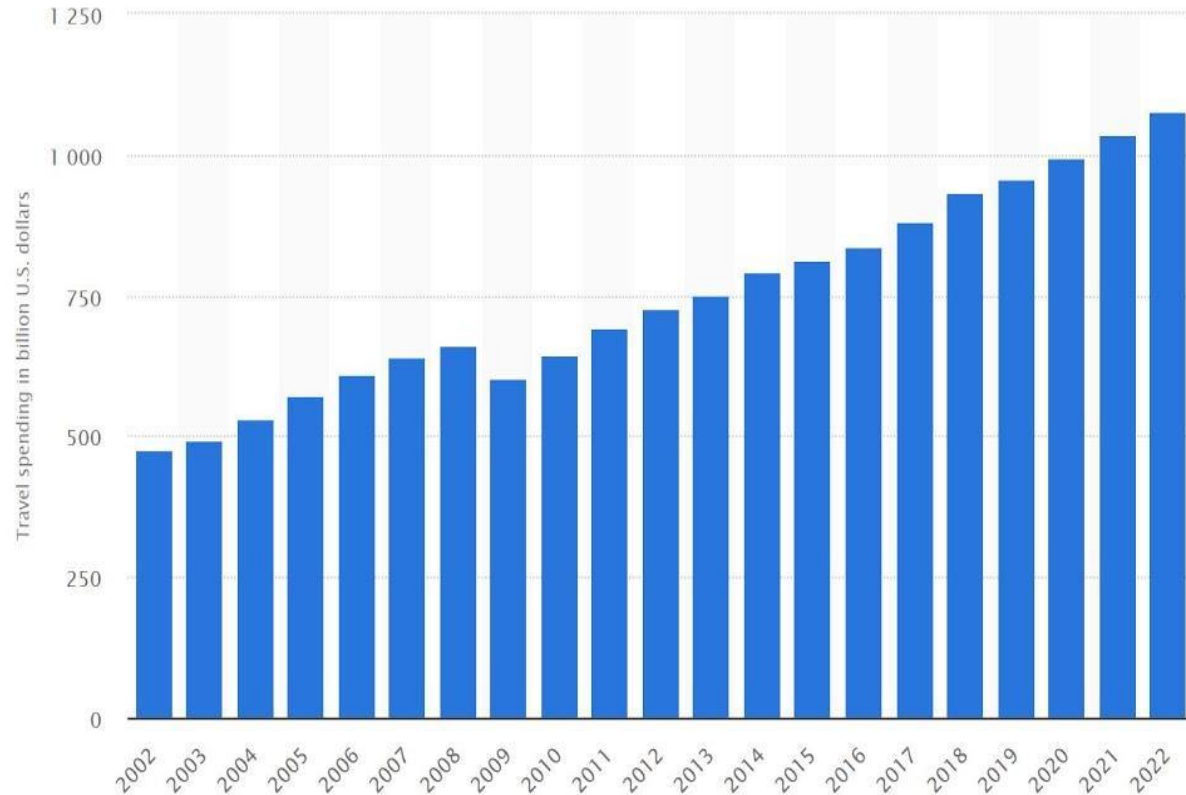
The growth in luggage industry have increased the demand for varieties of luggages:

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

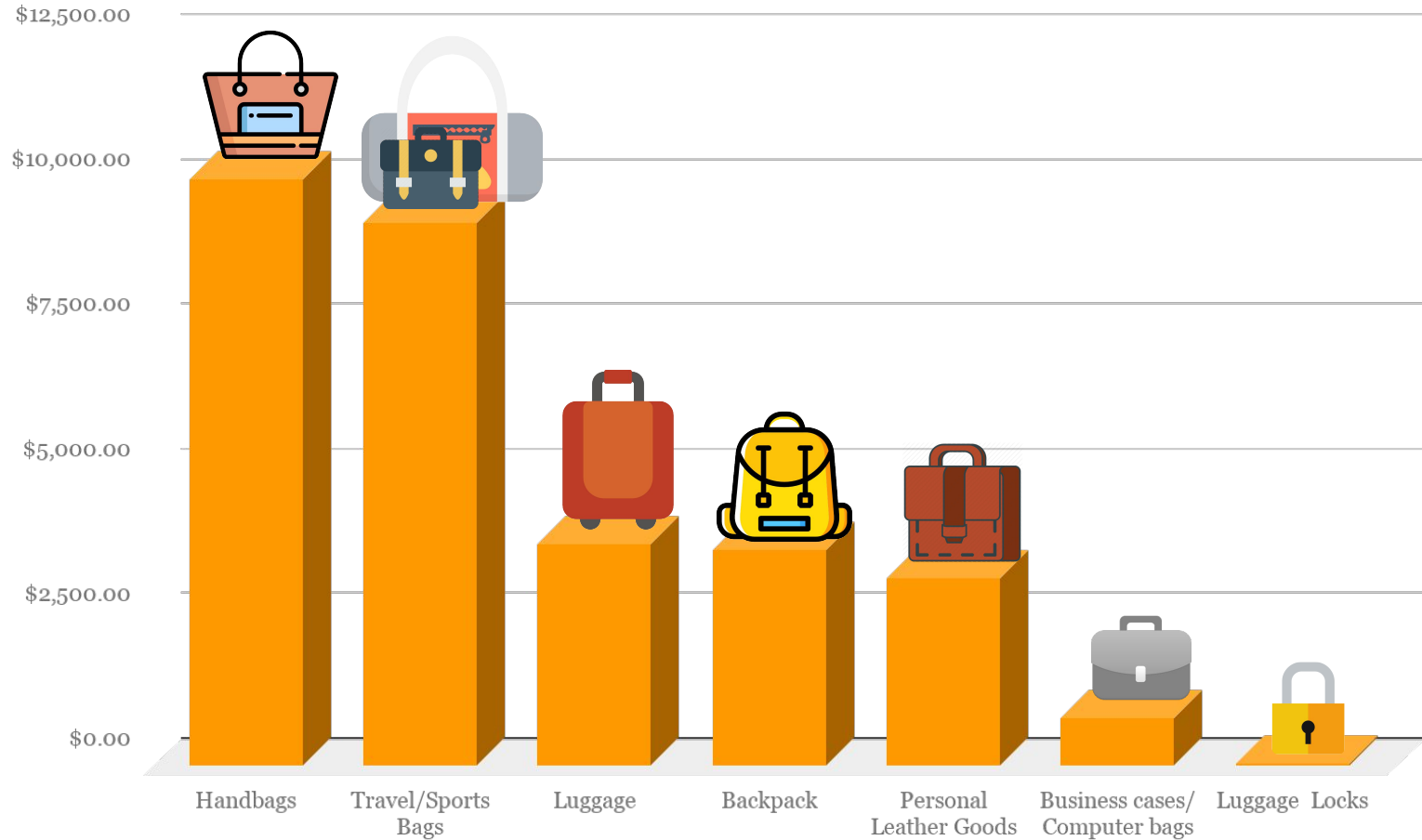


The domestic travel spending in the United States from 2002 to 2022 (in billion)

→ The growth of the luggage market is linked to the rise of the travel and tourism industry



Retail sales in the United States in 2018, by product category (in U.S. million dollars)



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

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





Business and Travel Luggage Market Analysis

Travel and Business Market

Travel Luggage:

- Values ≈\$15 million in 2016
- Projected to reach ≈\$24 million in 2023

↳ Growing CAGR of 7.1%

↳ Expected to grow CAGR of 13.58%

Segmented by Products:

- Duffle bag
- Suitcase
- Backpack

Business Luggage:

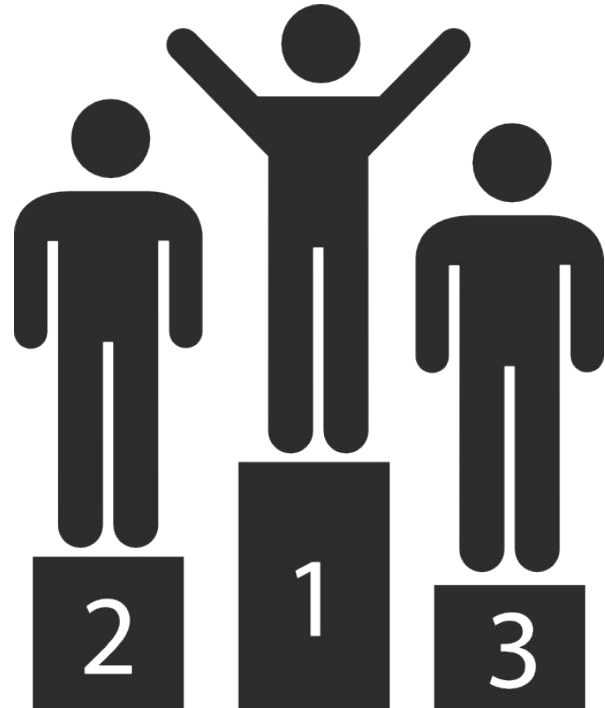
- Expected to grow at a rate CAGR of 7.81% by 2023

Segmented by Products:

- Carry-on
- laptop-bags

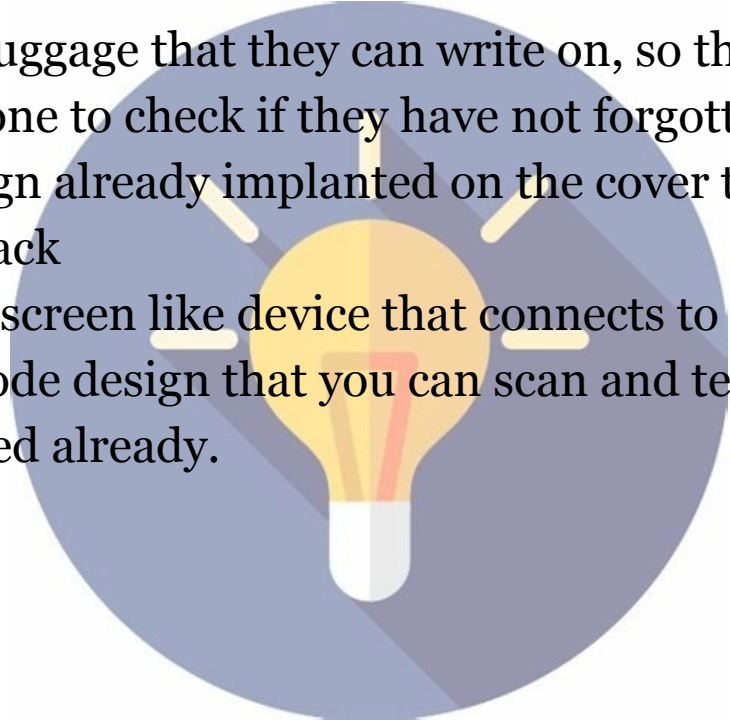
Key Vendors/ Competition

- Delsey
- Louis Vuitton
- Rimowa
- Samsonite International
- Travelpro International
- Tumi Holdings
- V.F. Corporation
- Victorinox
- Briggs & Riley Travelware



Ideas for Solution

- Cover for the luggage that they can write on, so that they can use it as checklists for one to check if they have not forgotten anything
- Or have a design already implanted on the cover that has list of things they need to pack
- Or implement screen like device that connects to your phone
- Having a barcode design that you can scan and tells you the items that you have packed already.



References

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