

# Bags and Luggage in Sweden

January 2024

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## Bags and Luggage in Sweden - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Slowdown in growth for bags and luggage in 2023  
Revival of travel industry boosts sales of luggage, especially premium brands  
Premiumisation trend remains strong, as consumers invest in high-end items

#### PROSPECTS AND OPPORTUNITIES

Sustainable offerings will likely see higher demand  
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Consumers will continue to trade up to premium brands

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