

Bags and Luggage in South Korea

January 2024

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Bags and Luggage in South Korea - Category analysis

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2023 DEVELOPMENTS

As consumer spending shifts to overseas travel, value growth in bags slows, while luggage soars

Open runs and the boom in the resale market wane

Novelty brands increasingly dominate sales of bags, marginalising older K-fashion brands

PROSPECTS AND OPPORTUNITIES

New brand imports by local distributors set to increase as more existing luxury brands switch to direct distribution

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