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2013

India Luggage Industry Outlook to FY'2018

- Surging Demand for Backpacks and Handbags to Drive Future Growth

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THE INDIAN LUGGAGE INDUSTRY MARKET SIZE, FY'2008-FY'2013

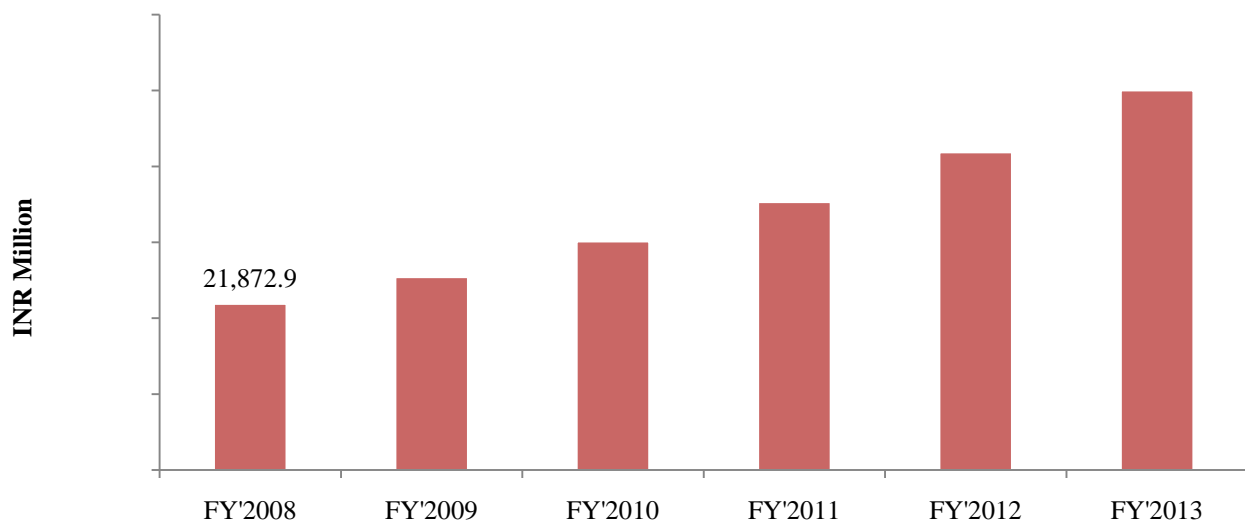
...the overall luggage industry in India has showcased a noteworthy increase in terms of its revenue since FY'2008, by registering an upward growth over the period FY'2008-FY'2013. It was observed that in FY'2008, the market was valued at INR 21,872.9 million and it further soared to INR ~ million in subsequent years...

The demand for luggage bags in the country was positive in the first half of FY'2012, aided by...

“ In FY'2013, the revenue of the market further stimulated by 19.5% reaching INR ~ million as compared to INR ~ million in FY'2012. ”

.... development of Indian railways had also contributed to the progress of this industry over the years. The revenue of the railway industry in India has intensified...

Figure: Indian Luggage Market Size on the Basis of Revenue in INR Million, FY'2008-FY'2013



THE INDIAN LUGGAGE MARKET SEGMENTATION

BY ORGANIZATIONAL STRUCTURE, FY'2008-FY'2013

BY UNORGANIZED AND ORGANIZED SEGMENT, FY'2008-FY'2013

The Indian luggage industry has been largely dominated by the unorganized segment with a maximum contribution in terms of revenue for the past. Over the years, the unorganized segment has witnessed an increase from INR 15,307.4 million in FY'2008 to INR ~ million in FY'2010...

In FY'2013, the revenue of the organized luggage market has seen an upward growth of ~% to reach INR ~ million as compared to INR ~ million in FY'2012. The pace of development has enhanced in the organized luggage market largely due to...

Table: Indian Luggage Market Segmentation by Unorganized and Organized Segment on the Basis of Revenue in INR Million FY'2008- FY'2013

Particulars	FY'2008	FY'2009	FY'2010	FY'2011	FY'2012	FY'2013
Unorganized Segment	15,307.4					
Organized Segment						
Total						

BY PRICE, FY'2008-FY'2013

THE VALUE SEGMENT, FY'2008-FY'2013

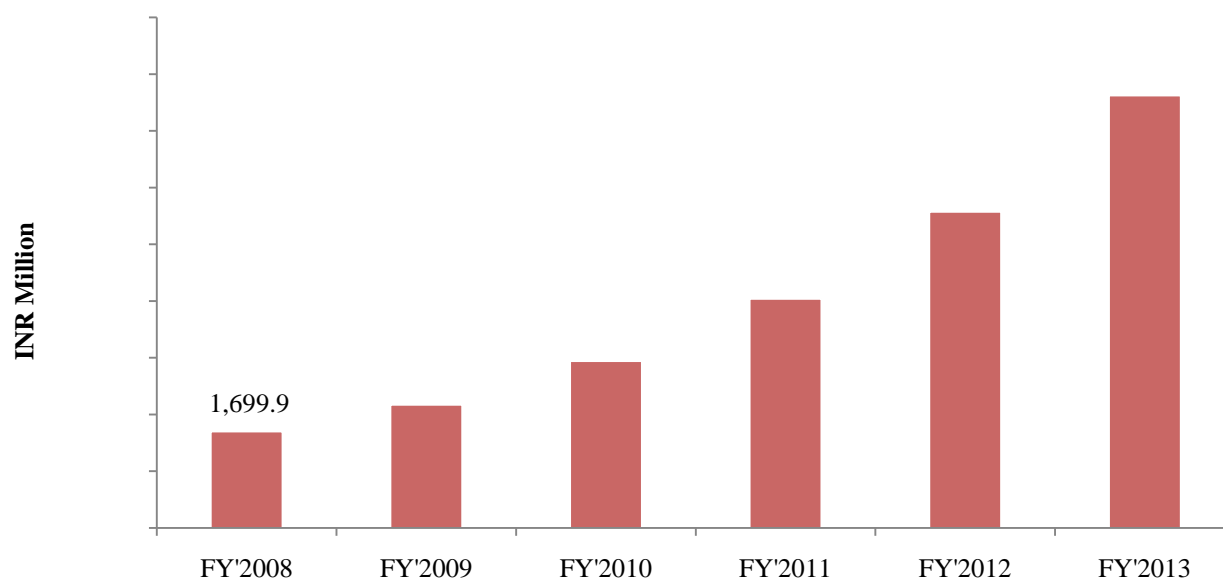
The contribution of the value segment in the Indian luggage market was ~% in FY'2008, which has showcased a declining trend year on year. The revenue generated by the value segment in the overall luggage market was INR~ million in FY'2008 which increased to INR ~ million in FY'2010, marking a growth of ~during the period.

In FY'2013, the revenue of the value segment expanded to INR ~ million as compared to INR ~ million in FY'2011. It has been observed that...

THE POPULAR SEGMENT, FY'2008-FY'2013

The segment showcased phenomenal growth over the years as the contribution of popular segment was recorded as ~% in FY'2008 which has expanded to ~% in FY'2013. The revenue generated by luggage bags in the price range of INR 2,000-5,000 was INR 1,699.9 million in FY'2008 which increased to INR ~ million in FY'2013, thereby registering a growth.....

Figure: Indian Luggage Market Segmentation by Popular Segment on the Basis of Revenue in INR million, FY'2008-FY'2013

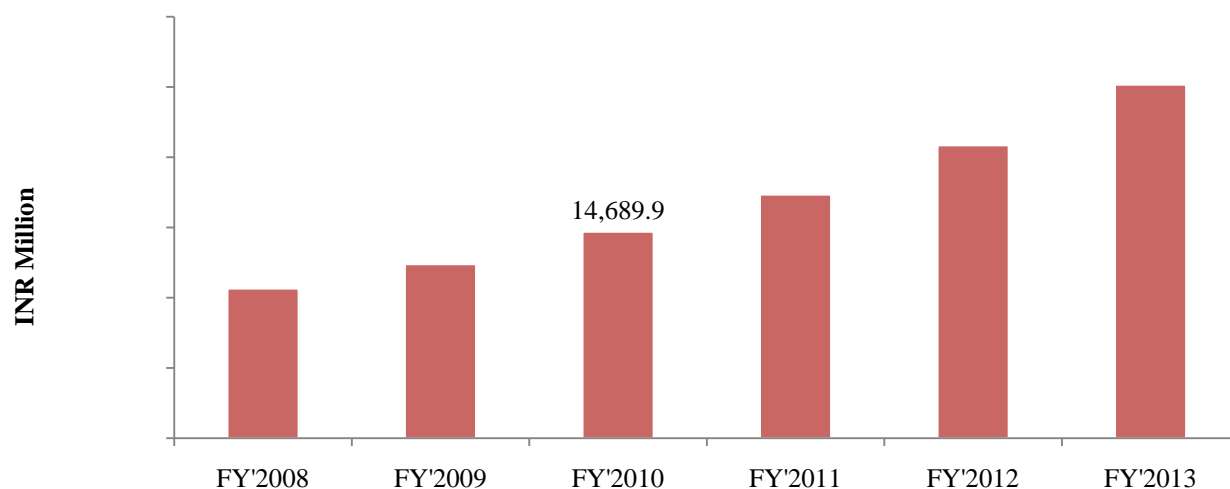


BY UTILITY, FY'2008-FY'2013

TRAVEL BAGS, FY'2008-FY'2013

The revenue recorded for travel bags in FY'2010 was INR 14,689.9 million, showcasing a growth of ~% over the previous year. The travel bags segment has seen a development trend year on year as the revenue expanded...

Figure: Indian Luggage Market Segmentation by Travel Bags on the basis of Revenue in INR Million, FY'2008-FY'2013



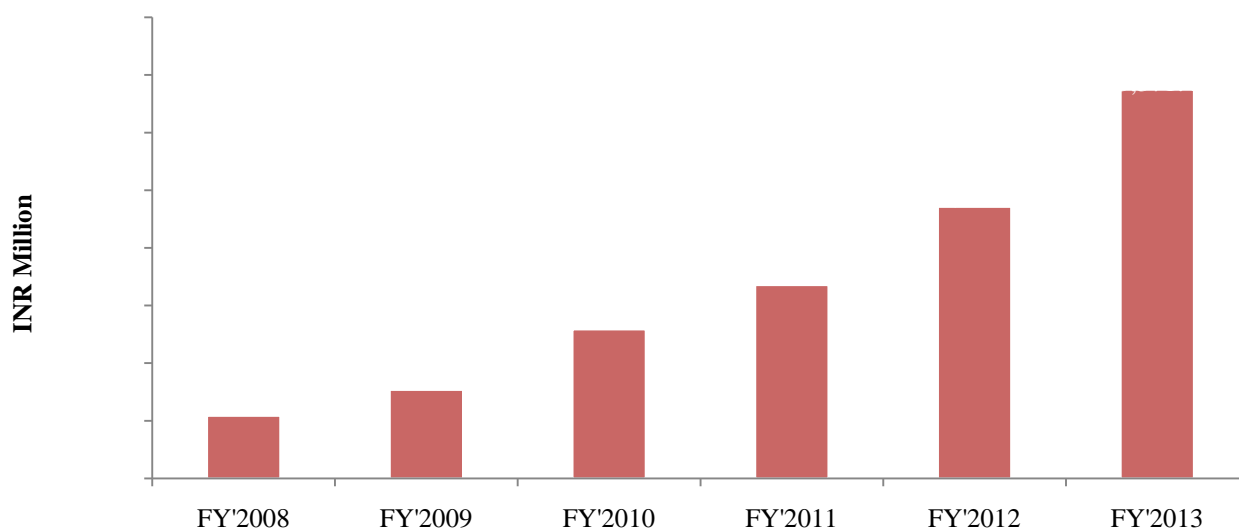
BY STROLLEY BAGS, FY'2008-FY'2013

Over the years, the contribution of strolleys in travel bag market in India has been higher as compared to other travel bags such as duffels and rolling totes and suitcases. The market for strolleys in India has grown at a massive CAGR of 28.8% from FY'2008-FY'-2013. The revenue recorded for strolley bags was INR ~ million in FY'2013. It has been observed...

BY DUFFEL BAGS AND ROLLING TOTES, FY'2008-2013

Duffel bags and rolling totes are generally lighter than strolley bags and are easy to maneuver around and has the maximum dimension of itself, in a direction parallel to the ground when held in hand. The contribution of these travel bag market in India has been lower as compared to other bags over the years. Duffel and rolling totes together contributed 5.1% of the market in FY'2008 which inclined to ~% in FY'2013. The market for these products has intensified..... While duffel bags are without wheels, rolling totes are with wheels. Hence, there a growing preference of rolling totes in the country...

Figure: Indian Travel Bag Market Segmentation by Duffel Bags and Rolling Totes on the Basis of Revenue in INR Million FY'2008- FY'2013



CASUAL BAGS, FY'2008-FY'2013

BY BACKPACKS, MESSENGER BAGS AND SMALL HAND BAGS, FY'2008-FY'2013

... the contribution of backpacks in casual bags has been higher as compared to messenger and small hand bags and contributed ~% in casual bags market in FY'2008 which expanded to ~% in FY'2013. An increase in the preferences...

In FY'2011, small handbags contributed ~% to the casual bag market which increased to ~% in FY'2013, thus depicting an inclination in the demand for such bags among the people. This was due to the introduction of...

Table: Indian Casual Bags Market Segmentation by Backpacks, Messenger and Small Hand Bags on the Basis of Revenue in INR Million FY'2008- FY'2013

Particulars	FY'2008	FY'2009	FY'2010	FY'2011	FY'2012	FY'2013
Backpacks	2,819.5					
Messenger Bags						
Small Hand Bags						
Total						

BY REGIONS, FY'2008-FY'2013

The luggage industry has been further structured on the basis of the contribution of various regions including North, East, West and South India... The organized market for luggage bags has been led by the Northern region contributing the largest share of ~% in the luggage industry revenue in FY'2013. The contribution of the northern region has been higher in the overall luggage market followed by the Eastern, Western and Southern region over the years.

In FY'2008, North India contributed 25.4% of the overall revenue of the Organized Indian luggage market which increased to ~% in FY'2013. The revenue generated by the Northern region was INR 1,667.6 million in FY'2008 which expanded to INR ~ million in FY'2013.....

Table: Indian Luggage Market Segmentation by North, East, West and South Region on the basis of Revenue in Percentage (%), FY'2008-FY'2013

Particulars	FY'2008	FY'2009	FY'2010	FY'2011	FY'2012	FY'2013
North						
East						
West						
South						
Total						

INDIAN ONLINE LUGGAGE MARKET SIZE AND INTRODUCTION, FY'2013

The online luggage market in India has been growing at a rapid pace from past two years. The online shopping network has recognized its footprints in India and is spreading all over the country at a very greater pace...

...in addition to this, the leading players in the Indian luggage industry such as VIP, Samsonite and safari have also started their e-commerce portal recently in order to make their online sales grow rapidly...

Online luggage sales have showcased an increasing trend by growing at a CAGR of 80.2% from FY'2011-FY'2013. It was observed that in FY'2011, the market was valued at INR ~ million and it further soared to INR ~ million in subsequent year. It has been observed that Indian Online luggage market has contributed ~% to the organized Indian luggage market in FY'2011 which inclined to ~% in FY'2013.

INDIAN ONLINE LUGGAGE MARKET SEGMENTATION, FY'2013

BY TRAVEL BAGS AND BACKPACKS

In FY'2013, travel bags had the maximum share in the online Indian luggage market with a contribution of ~%, followed by Backpacks which contributed ~% to the online luggage market. In FY'2013, the revenue generated by travel bags in the online luggage market was INR ~ million and that of backpack was INR ~ million.

Table: Indian Online Luggage Market Segmentation by Travel bag and Backpacks on the Basis of Revenue in INR Million, FY'2013

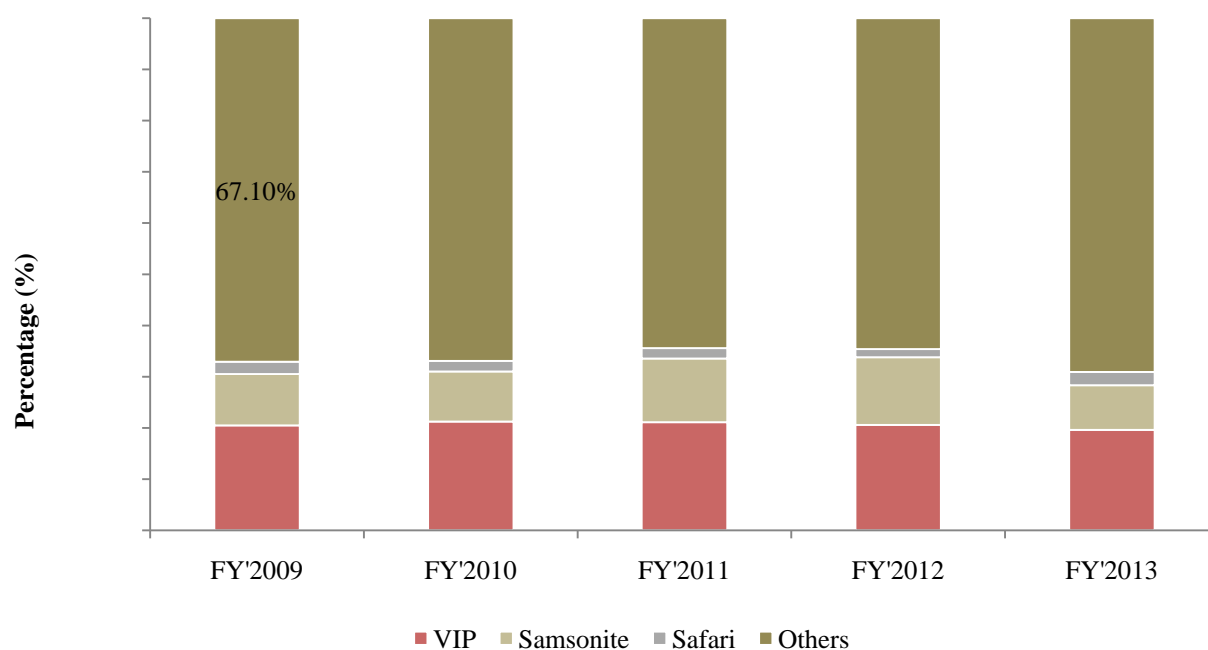
Segment	Revenue (INR Million)
Travel Bags	
Backpacks	336.3
Total	

MARKET SHARE OF MAJOR PLAYERS IN LUGGAGE INDUSTRY OF INDIA, FY'2009-FY'2013

VIP industries generally promote their brands with name of...the company recently launched a brand named 'Skybags' which contributed ~% of its total revenue in FY'2013. The introduction of the brand 'Alfa' by VIP has been successful to penetrate the...

The revenue of samsonite was INR ~ million in FY'2009 which rose to INR ~ million in FY'2013. On the other hand nearly ~% of the market share is accounted by several small scale manufacturers.

Figure: Indian luggage Industry Market Share by VIP, Samsonite, Safari and other Players by Contribution in Percentage (%), FY'2009-FY'2013



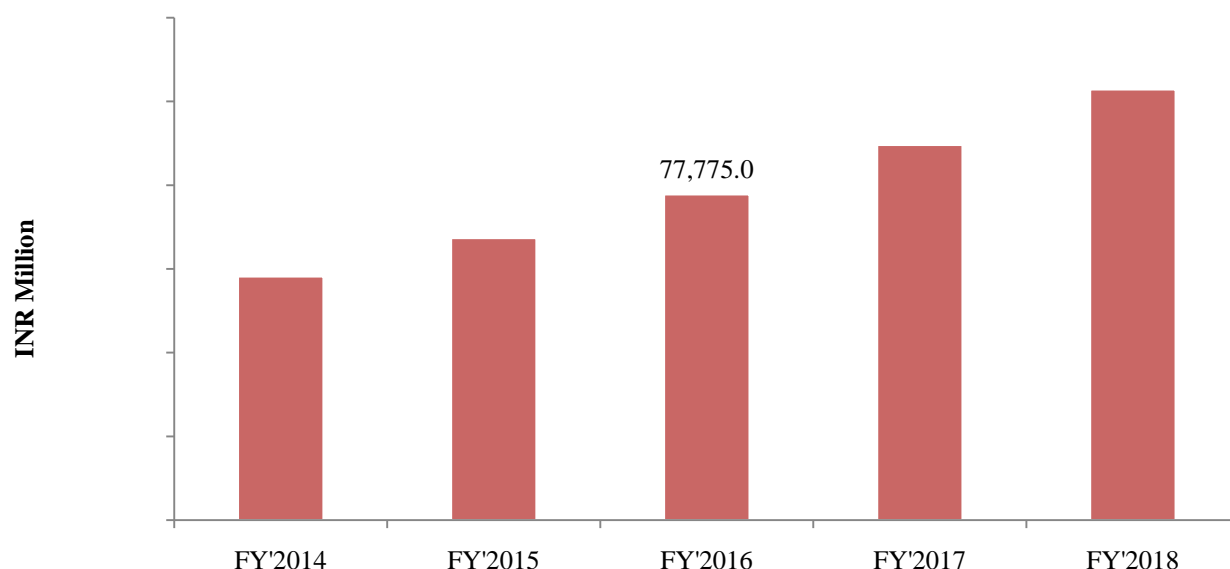
Source: Ken Research

THE INDIAN LUGGAGE INDUSTRY FUTURE OUTLOOK AND PROJECTIONS, FY'2014-FY'2018

The industry revenue is expected to reach INR ~ million in FY'2018, thus growing at a CAGR of ~% over the period FY'2014-FY'2018. It has been observed that luggage industry in this country has been dominated by unorganized segment with a contribution of 66.1% in the overall luggage market, however, it has showcased a slight...In order to maintain the position in the market, leading players have been emphasizing on....

While in the case of Samsonite, the company's recent launch of a new brand...

Figure: Indian Luggage Market Future Projections by Revenue in INR Million, FY'2014-FY'2018



BY PRICE, FY'2014-FY'2018

..value segment including luggages in the price range of below INR 2,000, has contributed 39.5% in the organized luggage market in the country. The revenue for this segment is expected to reach INR ~ million in FY'2018, thus growing at a CAGR of 11.8% from FY'2014-FY'2018. Value segment of the market is expected to decline in the future as... the change in the preferences of the customers towards popular and premium segment will be primarily driven by the rising...

...popular segment, on the other hand, is expected to rise in terms of its contribution from ~% in FY'2013 to ~% in FY'2018. The market for this segment has grown at a CAGR of 35.0% over the period FY'2008-FY'2013...

The robust CAGR growth can be attributed to the rising personal disposable income of the consumers. Moreover, the decision to purchase a luggage bag is not taken frequently. Thus,...

Figure: Indian Luggage Market Future Projections by Value, Popular and Premium Segment on the Basis of Contribution in Percentage (%), FY'2014-FY'2017

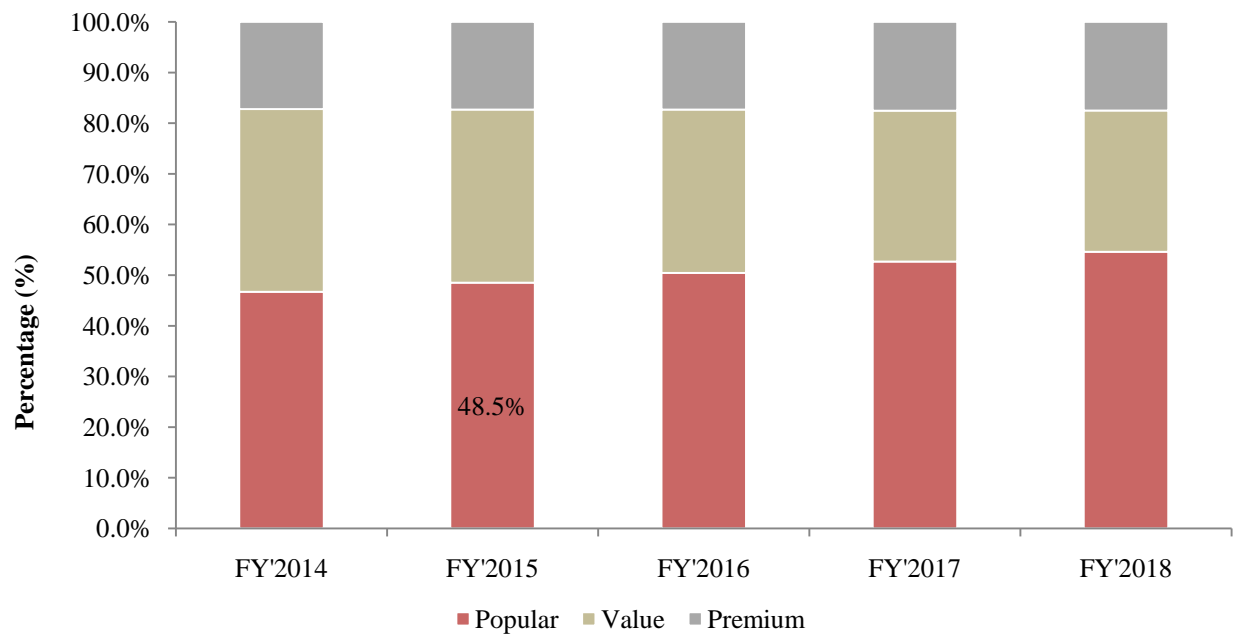


Table: Indian Luggage Market Future Projections by Value, Popular and Premium Segments on the basis of Revenue in INR million, FY'2014-FY'2017

Particulars	FY'2014	FY'2015	FY'2016	FY'2017	FY'2018
Popular Segment					
Value Segment					
Premium Segment					
Total					

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