

Example of report on market analysis of luxury handbags

[Business](#), [Marketing](#)



The global market of the luxury handbags is a sector that has seen an upward trend on a consistent basis. The primary reason for the luxury handbags ever increasing consumer base is the fact that the demand for the luxury handbags has been immense from the emerging markets and predominantly cater to a woman consumer base.

The increase in the disposable income is one of the primary reasons for the growth of the luxury handbag market, with an ever expanding middle class focused on style and status and to dominate peers in terms of lifestyle and a preference for branded products, luxury handbag sector have been flourishing extensively.

The major players of the luxury handbags operate primarily from a global perspective, however, there are regional players who operate and target specific niche in terms of fashion, design variety and also the most important price feature.

In a research report global luxury mart trends for handbags, it was reported that approximately 95% of women in developed countries own a handbag irrespective of their age, profession and marital status.

The most dominant social factors in this technological based business environment also includes, the online shopping & sales trends, the steady rise of High Net Worth individuals also referred to as HNI and the with the advent of social media the connectivity and the communication in terms of attracting new audience towards the segment has increased manifold.

This aforementioned also gives credence to the fact that the luxury handbag is the fastest growing sector since and with the developing world still a new market the growth is accepted for years to come.

The major players in the luxury handbags market are Louis Vuitton, Gucci, Chanel, Prada, Burberry, Michael Kors, Hermes and Céline to name a few. As a brand Celine is well recognized a global level and compete with other major brands in both the developed and developing markets.

2This can be gauged from the fact that Celine has made a niche name for itself as a brand in China one of the largest and fast growing market for luxury handbags globally.

As reported the Celine luggage model is the favourite handbag of Chinese women and considering the major players in the region ranging from Armani, Versace and the players mentioned above, it is quite a big achievement for Celine.

The success of Celine can be gauged from the fact that it is the most copied brand globally, with its path breaking design of the bag widening towards the top to form a vaguely trapezoidal, winged shape.

3The numbers also gives credence to the fact that Celine is now the part of the pack that leads in terms of designs and brand recognition in the minds of the consumers.

With a focus on design and excellence Celine reported revenues of surpassing 400 Million for 2012 and has been in ascendancy as a brand in terms of numbers and brand presence ever since.