

People hate heavy **Luggage**.
They'd love a feather bag to carry weight



Shining Perspective

- Luggage is increasingly becoming a fashion accessory. Travelers are increasingly matching luggage with the clothes they wear
- As a result, luggage manufacturers need to constantly align value proposition to meet evolving lifestyles and trends for sustainability
- So, the prime factor is technological innovation, which will drive the success of future Oil and energy Industry

Luggage is increasingly becoming a fashion accessory with ergonomic designs, trendy color combinations, textures and clean contoured lines. Asia Pacific is projected to be the fastest growing luggage market. Sports bags, backpacks & daypacks is projected to be the fastest growing segment.

Another transformation which is taking place is from generic stores to branded outlets.

The demand for luggage courier services will increase due to new baggage policies and security procedures introduced by the airlines.

Design modification and innovative materials will continue to help in production of lighter products.

Emerging markets continue to be the hot spot for economic production and luxury sales.

As more and more Indians become globally mobile and get exposed to international accessories, there will be a surge in demand for luxury luggage products with differentiation built around comfort of carrying and storage.

Industry Growth Drivers

- Increasing population
- Economic growth
- Growing income
- Changing spending habits
- Changing preferences of consumers
- Changing travel trends
- Travel and tourism industry greatly influences the luggage Market
- Increasing cross-border and internal migrations

- Travelers are increasingly matching luggage with the clothes they wear
- Fashion-oriented luggage such as backpacks, sports bags, and computer cases, which suit their requirements and give a stylish look are therefore preferred
- Product Innovations
- Demand for lifestyle luggage products is growing. It is primarily driven by highly fashion-conscious consumers
- Emerging markets
- China, India, Russia and Brazil

Industry Competitive Scenario

- The market is highly fragmented and most manufacturers are not branded players
- Intensifying competition among global, national and regional or local players
- Stiffer competition, particularly in the non-luxury, high-volume, low-price segment
- Shift towards more branded and fashion shops
- Maturing market with generic stores giving way to branded outlets and specialist fashion shops
- Luggage producers are focusing more on R&D
- To design and manufacture luggage with high quality materials and advanced features
- The luggage industry is employing state-of-art technology and scientific research
- To develop sophisticated products with innovative designs that effectively reduce

the neck pain, back stress and shoulder distress in the travelers

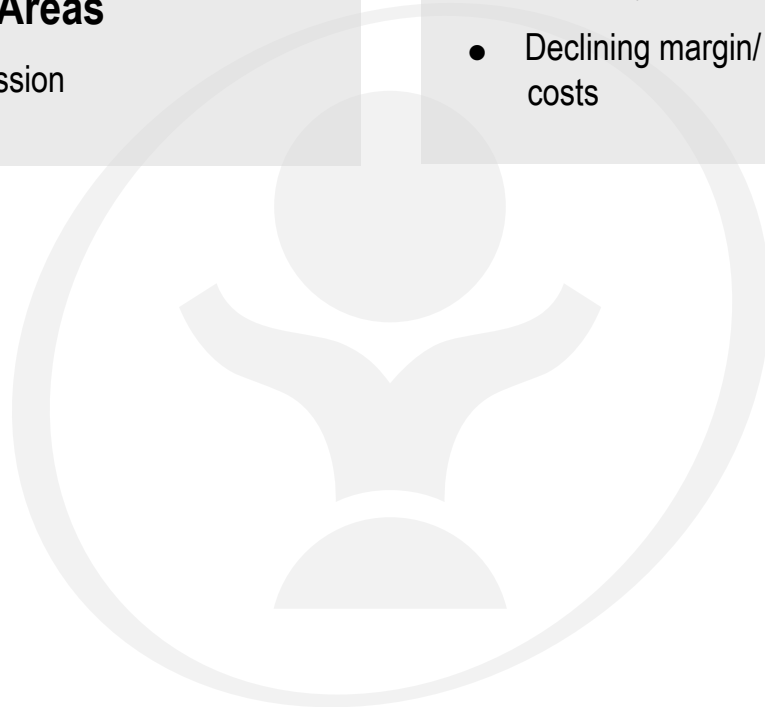
Industry Complexity

- Stringent environmental norms
- Environmental protection, product safety
- More stringent chemical testing to improve product safety standards
- Trade barriers
- IPR (Intellectual Property Rights) laws

Industry Pain Areas

- Economic recession

- Cyclical fall in travel & tourism industry
- Dumping from low cost countries like China
- Weak IPR laws in developing countries like India, China
- Volatility in raw material price
- By the impact of rising oil prices, the main raw material such as polyester fabric and PVC, PU film etc. prices rose sharply
- Currency fluctuation
- Declining margin/ Increasing production costs



Delivering extra benefit

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