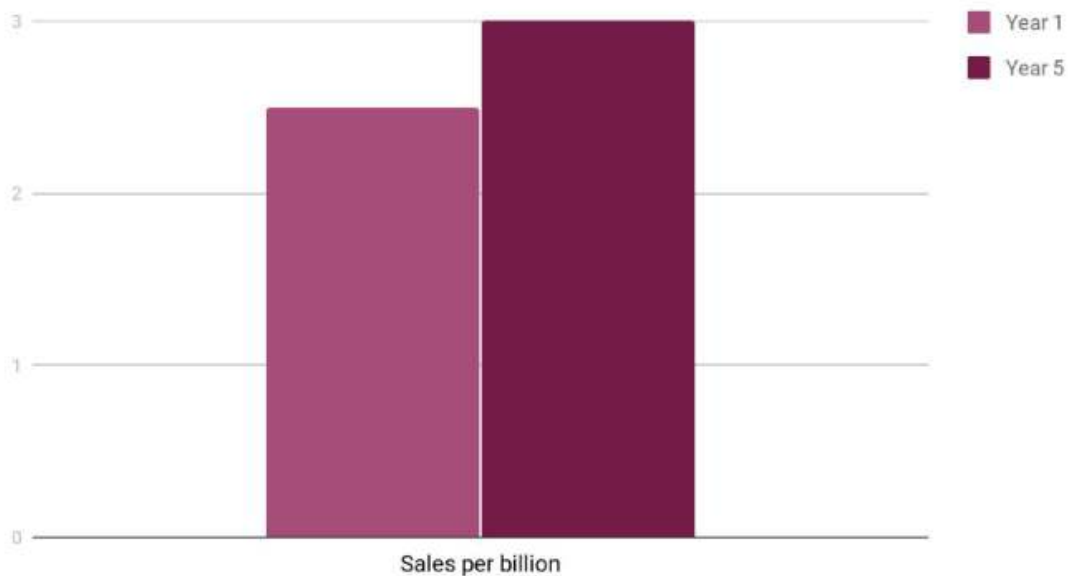


Market Overview

Over the past five years the market for high-end handbags has grown by over 20% to surpass \$3 billion in annual sales. High-end handbags represent the fastest growing market segment in the personal bags and luggage category.

High-end Handbag Sales



Fastest growing handbag style: Tote bags

Over the last five years, tote bags have more than doubled in sales, going from \$200 million in sales to \$575 million. They are projected to continue to grow by at least 15% each year for the next three years. It is anticipated they will overtake messenger bags as the top-selling bag within three years.

Top 6 High-end Handbag Brands

Brand	Kate Shade	Mike Corz	Buggy	Blueberry	Pucci	Fenci
Average Price Range	\$250 to \$500	\$300 to \$600	\$300 to \$650	\$1,000 to \$3,500	\$1,500 to \$4,500	\$2,500 to \$3,500
Annual Sales	\$500 million	\$400 million	\$300 million	\$200 million	\$175 million	\$150 million

Projected 5-Year Growth

High-end handbags are projected to grow in sales by an average of 15% to 25% annually over the next five years.

5 Most Popular High-end Handbag Styles

The five high-end handbag styles with highest sales year over year are:

1. Shoulder bags
2. Hobo bags
3. Tote bags
4. Messenger bags
5. Crossbody bags

Materials Used

