



# Bags and Luggage in Japan

February 2026

Table of Contents

## Bags and Luggage in Japan - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Market polarisation drives luxury and functional bags growth

Chart 1 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Polarisation drives sales growth of luxury brands and functional products

Tourism rebound drives luggage demand from shopping visitors

Younger shoppers and tourists drive Japan's premium resale boom

Chart 2 - MEGRÜS and the Rise of Department Store Resale

Chart 3 - ACE Launches Premium "Japan Luxury" Luggage Line Targeting Inbound Tourists

#### WHAT'S NEXT?

Inbound tourism will continue to drive growth

Affluent domestic consumers and younger generations set to shape market

Chart 4 - Analyst Insight

#### COMPETITIVE LANDSCAPE

Luxury brands maintain lead with strong brand equity and experiential marketing

UNIQLO stays on the affordable side

Chart 5 - UNIQLO is Establishing its Bag Market Presence Through Novelty Campaigns

#### CHANNELS

Brand storytelling and tactile engagement strengthen offline retail leadership

E-commerce sees growth, boosted by social media platforms

TikTok shop drives e-commerce growth among younger consumers

#### COUNTRY REPORTS DISCLAIMER

[Personal Accessories in Japan - Industry Overview](#)

#### EXECUTIVE SUMMARY

Tourism rebound and market polarisation fuel accessories growth

### KEY DATA FINDINGS

Chart 6 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Tourism-fuelled growth reshapes Japan's personal accessories market

Chart 7 - Emerging Tourist Destinations Attract Store Openings

Luxury demand strengthens owing to market polarisation

Chart 8 - Tiffany Unveils Asia's Largest Flagship in Ginza, Tokyo

Resale innovation elevates luxury engagement

Chart 9 - LALÛE Elevates Hermès Through Curated Resale Luxury

#### WHAT'S NEXT?

Value-added offerings will sustain brand relevance in a competitive market

Chart 10 - Analyst Insight

Character collaborations to drive cultural momentum

Demographic shifts demand strategic adaptation

#### COMPETITIVE LANDSCAPE

Leading luxury brands dominate with strong presence

Richemont stays ahead by deepening connection through elevated craft and storytelling

## CHANNELS

In-store experiences sustain offline dominance in luxury accessories

TikTok shop accelerates social commerce growth

## ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Japan 2025

## CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Japan 2025

Chart 14 - Consumer Landscape in Japan 2025

## COUNTRY REPORTS DISCLAIMER

## SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/bags-and-luggage-in-japan/report](http://www.euromonitor.com/bags-and-luggage-in-japan/report).