



Euromonitor
International

Bags and Luggage in Argentina

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Luxury bags record positive retail volume growth, while all other areas post a decline
Stronger presence for international brands, while Longchamp enters and Louis Vuitton leaves
Prune leads handbags and crossbody bags, while Samsonite leads luggage in 2024

PROSPECTS AND OPPORTUNITIES

A stronger supply of imported products and new brands will shape the competitive landscape
Brands set to expand their product offerings to capture a wider audience and increase spend
Retail e-commerce is expected to grow as consumers are drawn to online sales

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Personal Accessories in Argentina - Industry Overview

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DISCLAIMER

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