

Koncept Analytics: Handbags Market Report - 2009 Edition on reports-research.com

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Press release from: [dynamic technologies GmbH, Köln, Germany](#)



With handbags production being shifted to low-cost countries like India, China and the simultaneous emerging of new channels of distribution like online retailing, the handbags market has witnessed a sea change over the last few years, which has resulted in the entire shift in its value chain. Also, change in the consumer preferences like growing demand for eco-friendly handbags has forced the companies to change and adapt their strategies according to the changing consumer preferences.

EU handbags market consists of six major markets i.e. Italy, France, UK, Germany, Spain and Netherlands accounting for the majority share in sales and production of handbags. In EU, majority of handbags are sold through specialist chain and independent retailers.

The US handbags market has witnessed a decline in 2008 breaking the growth trend since 2003 as a result of recessionary conditions prevailing in the US as well as rest of the world which not only resulted in fall in demand domestically but also resulted in fall in export demand for the branded handbags.

The key trends witnessed both in the US and EU handbag market is the growing demand for branded handbags from China and India as per capita income is rising in these markets fueled by high economic growth rates. Another trend witnessed is the growing importance of eco-fashion, resulting in the shift in consumer preferences. This has resulted in a shift in manufacturing process, as some handbags now being made from old wrappers, cartons and other waste materials.

In this report Koncept Analytics predicts the future growth of the industry and employes various significant variables that have an impact on this industry and creates regression models with SPSS Base to determine the future direction of the industry. Before deploying the regression model, the relationship between several independent or predictor variables and the dependent variable was analyzed using standard SPSS output, including charts, tables and tests.

Koncept Analytics: Handbags Market Report - 2009 Edition:
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reports-research.com

c/o dynamic technologies GmbH
Siegburger Str. 233
50679 Köln
Germany

Manuel Bravo Sanchez (CEO)

info@reports-research.com

or

Tel ++49 (0)221 677 897 32

Fax ++49 (0)221 677 897 34

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