

Luxury Handbag Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> ****Industry:**** Luxury Goods, Jewelry & Watches (Consumer Goods & Services)
> ****Source:**** https://www.mordorintelligence.com/industry-reports/luxury-handbag-market(https://www.mordorintelligence.com/industry-reports/luxury-handbag-market)
> ****Scraped Date:**** 2026-09-17

Executive Market Summary

Market Metric	Details
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Base Market Size	USD 28.57 billion
Projected Forecast (2031)	USD 28.57 billion
Growth Rate (CAGR)	5.94 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

![Major players in Luxury Handbag industry](images/chart_2.png)

![Luxury Handbag Market Size](images/chart_3.png)

![Luxury Handbag Market Share by Product Type](images/chart_4.png)

![Luxury Handbag Market Share by Distribution Channel](images/chart_5.png)

![Luxury Handbag Market Growth Rate by Region](images/chart_6.png)

![Luxury Handbag Market Concentration](images/chart_7.png)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period

2021 - 2031

Market Size (2026)

USD 28.57 Billion

Market Size (2031)

USD 38.13 Billion

Growth Rate (2026 - 2031)

5.94 %

Fastest Growing Market

Asia-Pacific

Largest Market

Asia-Pacific

Market Concentration

Medium

Major Players

*Disclaimer: Major Players sorted in no particular order

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Market Overview

Luxury Handbag Market Analysis by Mordor Intelligence

The luxury handbag market size is expected to grow from USD 27.08 billion in 2025 to USD 28.57 billion in 2026 and is forecast to reach USD 38.13 billion by 2031 at a 5.94% CAGR over 2026-2031. The market is experiencing steady growth, driven by rising consumer demand for premium fashion accessories, increasing disposable incomes, and the growing influence of digital retail channels. Evolving fashion trends, product innovation, and the expansion of luxury brands into emerging markets are further supporting demand. Online platforms continue to improve accessibility and consumer engagement alongside established offline retail networks. Manufacturers are responding to increasing expectations for responsible sourcing, transparent supply chains, and innovative materials, while also addressing challenges related to counterfeit products, fluctuating raw material costs, and evolving environmental regulations. These factors are expected to shape product development and long-term market growth.

Key Report Takeaways

- * By product type, tote bags held 42.56% share of the luxury handbags market size in 2025, while bucket bags are projected to expand at 6.95% CAGR through 2031.
- * By end user, women accounted for 90.25% of the luxury handbags market share in 2025, whereas men recorded the highest projected CAGR at 7.15% through 2031.
- * By distribution channel, offline retail stores captured 63.80% share of the luxury handbags market size in 2025, while online retail stores are forecast to grow at 7.54% CAGR through 2031.
- * By geography, Asia-Pacific accounted for the largest share of the market at 44.13% in 2025 and is expected to advance at the fastest CAGR of 7.46% through 2031.

Key Market Trends

Global Luxury Handbag Market Trends and Insights

Drivers Impact Analysis*

Driver |

(~) % Impact on CAGR Forecast |

Geographic Relevance |

Impact Timeline |

Increasing demand for limited-edition, exclusive, and collectible luxury handbags

|

+1.5%
|

Global, concentrated in North America and Asia-Pacific
|

Medium term (2–4 years)

Rising influence of social media and digital fashion content on luxury handbag purchases

|

+1.2%

Global, especially strong in Asia-Pacific and North America

Short term (≤ 2 years)

Growing demand for premium craftsmanship, heritage, and timeless luxury products

|

+0.9%

|

Europe, North America, Japan

|

Long term (≥ 4 years)

Growing celebrity and influencer endorsements driving brand visibility and consumer aspirations

|

+0.8%
|

Global, with spill-over into Middle East and Africa and South America
|

Short term (≤ 2 years)
|

Growing demand for personalized and exclusive luxury offerings

|

+0.7%
|

North America, Europe, high-net-worth Asia-Pacific
|

Medium term (2-4 years)

Increasing focus on sustainable materials and responsible sourcing

|

+0.5%

Europe core, with spill-over to North America and Australia

Long term (≥ 4 years)

Source: Mordor Intelligence

Competitive Landscape

Competitive Landscape

The luxury handbags market is moderately consolidated, with a small group of global luxury houses accounting for a significant share of global revenue. Major players include Louis Vuitton, Hermès International S.A., Chanel Ltd., Guccio Gucci S.p.A., and Prada S.p.A.. These companies compete through strong brand heritage, craftsmanship, exclusive product portfolios, controlled distribution networks, and continuous investments in flagship stores and customer experience. Their global brand recognition, loyal customer base, and pricing power further reinforce their leadership in the luxury handbags market. Continuous investments in marketing, fashion shows, and celebrity collaborations also strengthen their competitive positioning.

Leading companies are strengthening their market positions through product innovation, retail expansion, digital initiatives, and portfolio optimization. Luxury brands continue to introduce new handbag collections, invest in omnichannel capabilities, enhance personalization services, and expand manufacturing capacity to support long-term demand while maintaining product exclusivity. Strategic acquisitions and partnerships are also being used to strengthen brand portfolios and expand global market presence. Companies are further investing in advanced customer relationship management, digital clienteling, and exclusive shopping experiences to improve customer engagement. Limited-edition launches and collaborations with designers and artists also help sustain brand desirability and consumer interest.

Emerging and independent luxury brands are gaining visibility by focusing on contemporary designs, sustainable materials, limited-edition collections, and direct-to-consumer business models. Many are leveraging digital channels, social media, and authenticated resale platforms to reach younger luxury consumers, while emphasizing transparency, responsible sourcing, and craftsmanship to differentiate themselves in an increasingly competitive market. These brands are also expanding through selective retail partnerships and pop-up stores to increase brand awareness. Their ability to respond quickly to evolving fashion trends and changing consumer preferences is helping them establish a stronger presence in the luxury handbags market.

Luxury Handbag Industry Leaders

*

Louis Vuitton Malletier SAS

*

Hermès International S.A.

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Chanel Ltd

*

Guccio Gucci S.p.A.

*

Prada S.p.A.

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*Disclaimer: Major Players sorted in no particular order

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Component Component 3 Scope Of The Report Bottom

Global Luxury Handbag Market Report Scope

Luxury handbags are premium fashion accessories crafted from high-quality materials and distinguished by superior craftsmanship, exclusive designs, and strong brand value. They are purchased for both functional use and fashion appeal across different consumer segments. The market is segmented by product type, end user, distribution channel, and geography. Based on product type, the market is segmented into satchels, bucket bags, clutches, tote bags, and other product types. By end user, the market is segmented into women and men. Based on distribution channel, the market is segmented into offline retail stores and online retail stores. Geographically, the market covers North America, Europe, Asia-Pacific, South America, and the Middle East and Africa. The market forecasts are provided in terms of value (USD).

By Product Type

Satchel
|

Bucket Bag
|

Clutch
|

Tote Bag
|

Other Product Types
|

Segmentation Accordion Item
By Geography

North America
|

United States
|

|

Canada
|

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Mexico

|

|

Rest of North America

|

Europe

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Germany

|

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United Kingdom

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Italy

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France

|

|

Spain

|

|

Netherlands

|

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Poland

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Belgium

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Sweden

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Rest of Europe

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Asia-Pacific

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China

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India
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Japan
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Australia
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Indonesia
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South Korea
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Thailand

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Singapore

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Rest of Asia-Pacific

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South America

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Brazil

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Argentina

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Colombia

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Chile

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Peru

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Rest of South America

|

Middle East and Africa
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South Africa
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Saudi Arabia
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United Arab Emirates
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Nigeria
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Egypt

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Morocco

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Turkey

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Rest of Middle East and Africa

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Frequently Asked Questions

What is the expected value of the luxury handbags market by 2031?

The luxury handbags market is forecast to reach USD 38.13 billion by 2031, rising from USD 28.57 billion in 2026 at a 5.94% CAGR over 2026-2031.

Which product category leads luxury handbags sales today?

Tote bags led in 2025 with 42.56% share, supported by daily usability, premium positioning, and strong relevance among women buyers.

Why is Asia-Pacific so important for luxury handbags?

Asia-Pacific held 44.13% share in 2025 and is also forecast to grow fastest at 7.46% CAGR, which makes it the most important region for both scale and expansion.

What are the main risks affecting luxury handbags companies?

The main pressures are stronger counterfeit activity, tighter leather traceability requirements, and rising scrutiny of animal-derived and exotic-skin materials.