



## 2020 State of the U.S. Travel Goods Market - In U.S. Dollars

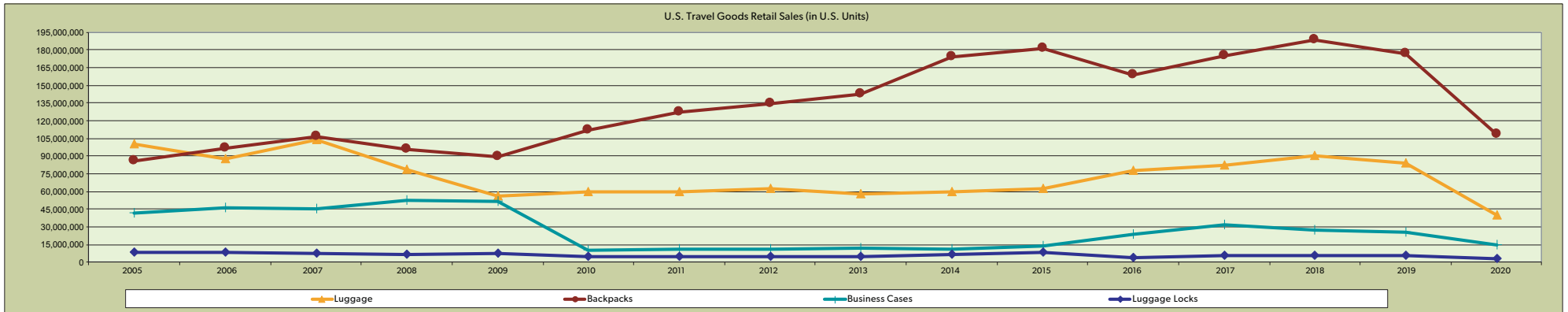


	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	%Changed '05-'20	%Changed '19-'20
Luggage	\$2,218,737,630	\$2,105,115,311	\$2,308,014,911	\$1,788,988,257	\$1,377,843,730	\$1,683,350,677	\$1,965,812,407	\$2,222,868,878	\$2,823,158,436	\$3,195,247,506	\$2,994,933,567	\$3,016,955,839	\$3,246,611,112	\$3,750,696,228	\$3,869,435,580	\$1,558,832,417	-29.7%	-59.7%
Business Cases/ Computer Bags	\$815,116,676	\$1,025,225,747	\$976,472,104	\$879,680,455	\$682,602,419	\$798,579,513	\$965,638,016	\$1,049,726,138	\$1,060,921,254	\$1,161,493,567	\$1,187,836,445	\$1,006,691,248	\$885,883,982	\$841,437,551	\$770,141,854	\$401,331,766	-50.8%	-47.9%
Travel/Sports Bags	\$5,524,431,875	\$6,272,425,374	\$6,701,192,160	\$6,687,627,521	\$5,760,047,941	\$6,396,215,236	\$7,530,449,639	\$9,756,579,946	\$11,243,888,355	\$11,953,890,876	\$11,566,199,824	\$10,011,661,384	\$9,638,488,742	\$9,368,244,564	\$9,539,137,902	\$6,081,689,325	10.1%	-36.2%
Handbags	\$7,762,062,327	\$8,038,461,677	\$8,971,739,494	\$7,915,172,693	\$6,581,294,969	\$6,248,002,086	\$6,597,666,628	\$7,754,181,655	\$8,928,174,021	\$9,903,507,065	\$10,579,114,455	\$10,034,672,554	\$9,908,737,559	\$10,123,765,145	\$10,931,950,871	\$6,754,536,836	-13.0%	-38.2%
Personal Leather Goods	\$2,194,559,417	\$2,149,178,496	\$2,244,284,178	\$1,954,616,394	\$1,716,859,128	\$1,935,256,072	\$2,188,885,126	\$2,615,374,359	\$3,050,474,449	\$3,214,481,397	\$3,546,969,592	\$3,420,820,535	\$3,435,243,864	\$3,240,334,290	\$3,231,363,171	\$1,869,767,679	-14.8%	-42.1%
Backpacks	\$1,180,428,393	\$1,363,557,832	\$1,435,749,328	\$1,246,343,607	\$1,234,976,364	\$1,419,542,559	\$1,749,820,049	\$1,915,525,290	\$2,239,715,893	\$2,923,399,863	\$3,496,037,940	\$3,398,538,417	\$3,727,143,450	\$3,846,881,885	\$4,077,514,166	\$2,395,057,636	102.9%	-41.3%
Luggage Locks (Base Metal)	\$22,139,473	\$29,522,145	\$28,108,031	\$23,090,982	\$18,123,447	\$16,702,661	\$14,505,939	\$15,518,061	\$18,656,455	\$29,406,927	\$25,706,630	\$20,044,321	\$24,204,567	\$29,853,528	\$25,768,946	\$9,613,136	-56.6%	-62.7%

\* All numbers are TGA estimates.



## 2020 State of the U.S. Travel Goods Market - In U.S. Units



	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	%Changed '05-'20	%Changed '19-'20
Luggage	100,085,961	87,975,169	104,065,302	78,593,480	56,096,826	50,864,634	62,911,703	61,928,273	61,698,331	59,058,091	59,753,919	75,933,590	82,424,191	88,418,351	86,100,207	39,524,116	-60.5%	-52.7%
Business Cases/ Computer Bags	41,860,254	46,158,068	45,510,662	52,266,522	51,494,523	45,686,298	52,235,550	56,278,792	54,000,510	52,582,534	46,119,617	38,116,387	33,631,749	26,976,144	27,241,553	14,566,642	-65.2%	-43.9%
Travel/Sports Bags	955,339,159	978,996,272	1,055,103,863	1,160,656,196	1,053,009,864	1,075,728,296	1,204,118,196	1,281,575,064	1,384,210,775	1,350,972,332	1,422,239,047	1,307,089,622	1,296,001,697	1,259,771,482	1,264,758,396	817,752,231	-14.4%	-33.5%
Handbags	402,438,103	356,898,919	373,600,280	331,867,990	252,006,233	237,176,900	253,031,558	241,822,261	254,563,634	251,362,093	237,351,844	250,743,314	265,349,456	265,575,425	301,401,452	173,714,530	-56.8%	-41.6%
Personal Leather Goods	593,328,736	568,138,704	544,070,958	458,496,513	385,862,206	352,292,286	431,259,152	471,826,366	480,524,455	459,013,947	439,873,692	444,689,343	441,382,172	439,522,881	449,057,524	264,962,144	-55.3%	-39.8%
Backpacks	85,562,998	97,007,601	106,251,746	95,691,717	89,184,853	76,778,584	119,960,501	131,827,414	131,625,824	144,029,458	175,642,100	158,197,743	174,273,073	180,780,465	184,347,505	108,568,364	26.9%	-38.5%
Luggage Locks (Base Metal)	8,023,880	8,103,735	7,766,792	6,339,390	7,133,915	8,193,527	4,680,776	5,196,061	5,292,606	5,155,382	6,760,630	3,950,024	5,878,776	6,387,341	5,822,521	2,768,805	-65.5%	-53.2%

\* All numbers are TGA estimates.



## 2020 State of the U.S. Travel Goods Market

### Notes, Definitions & Sources

**Notes:** The retail sales numbers are TGA estimates based on certain assumptions regarding the U.S. travel goods market. Those assumptions are:

- Most of the travel goods sold in the United States are imported. The percentage of the U.S. travel goods market supplied by imports varies depending on the type of product.
- Based on the data available for 2020, TGA estimates that imports currently account for 99% of the U.S. luggage market, 99% of the U.S. business case/computer bag market, 99% of the travel & sports bag market, 99% of the U.S. handbags market, 95% of the U.S. personal leather goods market, 99% of the U.S. backpack market and 99% of the luggage lock market.
- Travel goods are typically imported one of three ways:
  - 1) by a wholesaler, who then sells the product, at a mark-up, to a retailer, who then sells the product, at a mark-up, to the U.S. consumer;
  - 2) directly by a retailer, who then sells the product, at a mark-up, to the U.S. consumer; or
  - 3) by a wholesaler who sells the product, at a mark-up, to a customer who then provides the product for free or at low cost to its customers/clients for promotional purposes.
- In order to reflect the mix of different selling patterns and the estimated mark-up at each step in the process, TGA utilizes multipliers for 2019 of 2.7 for luggage, 2.9 for business cases/computer bags, 2.1 for travel/sports bags, 2.7 for handbags, 2.4 for personal leather goods, 3.2 for backpacks and 2.9 for luggage locks to estimate the retail value of U.S. travel goods sales.
- TGA then applies a similar type of formula to estimate the retail value of U.S. production.

- *Please note that the average unit price for luggage is based on the unit price for each individual piece of luggage, NOT the unit price for a set.*
- *The data for 2010-2017 has been updated as of July 2, 2018 based on the latest official revisions from the U.S. Census Bureau.*
- *2019 & 2020 sales numbers were negatively impacted by punitive tariffs on U.S. travel goods imports from China. The U.S. government imposed 10% punitive tariffs on U.S. imports of travel goods from China on September 24, 2018. Those punitive tariffs were increased to 25% on May 10, 2019, and remain in place as of the date of this publication.*
- *In 2020, 56.0% of U.S. travel goods imports were from China. For comparison, in 2016, before the U.S./China trade war, 84.3% of U.S. travel goods imports were from China.*
- *These punitive tariffs are in addition to the normal import tariffs of travel goods that average 17.6% - 20%.*
- *Further, in 2020, the pandemic not only sent the U.S. economy into a deep recession but brought travel, the key driver in our industry, to a standstill. The U.S. travel goods market did not start to improve until March/April 2021.*
- *As a result, in 2020, TGA estimates that 20% of imported product was not sold but was instead held as excess inventory.*
- *NOTE: U.S. companies pay the tariffs, which are then baked into the retail price of travel goods as a hidden tax on American consumers.*

#### Definitions:

- **Luggage** – Includes all types of luggage, including luggage sets.

- **Business Cases/Computer Bags** – Includes all types of brief and attaché cases and computer bags as well as school satchels and occupational luggage.
- **Travel/Sports Bags** – Includes all types of duffel bags, totes, garment bags, and all other types of travel and sports bags. Does NOT include golf bags, insulated food and beverage bags, or musical instrument cases.
- **Handbags** – Includes all types of women's purses and handbags, except for large tote bags.
- **Personal Leather Goods** – Sometimes described as flat goods or goods ordinarily carried in the pocket or in the handbag. Includes all types of wallets, PDA Cases, cell phone cases, glass cases, business card holders, portfolios, calendar books, CD/DVD cases, cosmetics cases, MP3 player cases, etc., regardless of the material on the outer surface (leather, plastic, textile).
- **Backpacks** – Includes all types of backpacks (except leather backpacks and computer case backpacks) regardless of end use (i.e., school, travel, hiking, etc.).
- **Luggage Locks (Base Metal)** – Includes all metal-based locks specifically designed for use with luggage and other travel goods.

#### Sources:

- U.S. Production Estimates: Based on *Investigation 332-480: Certain Textile Articles: Travel Goods of Textile Materials*, U.S. International Trade Commission, Published October 31, 2007, historical trends, and other anecdotal information.
- U.S. Landed/Duty-Paid Imports, U.S. International Trade Commission's Trade Dataweb from U.S. Customs Service and U.S. Census Bureau data, <http://dataweb.usitc.gov>.