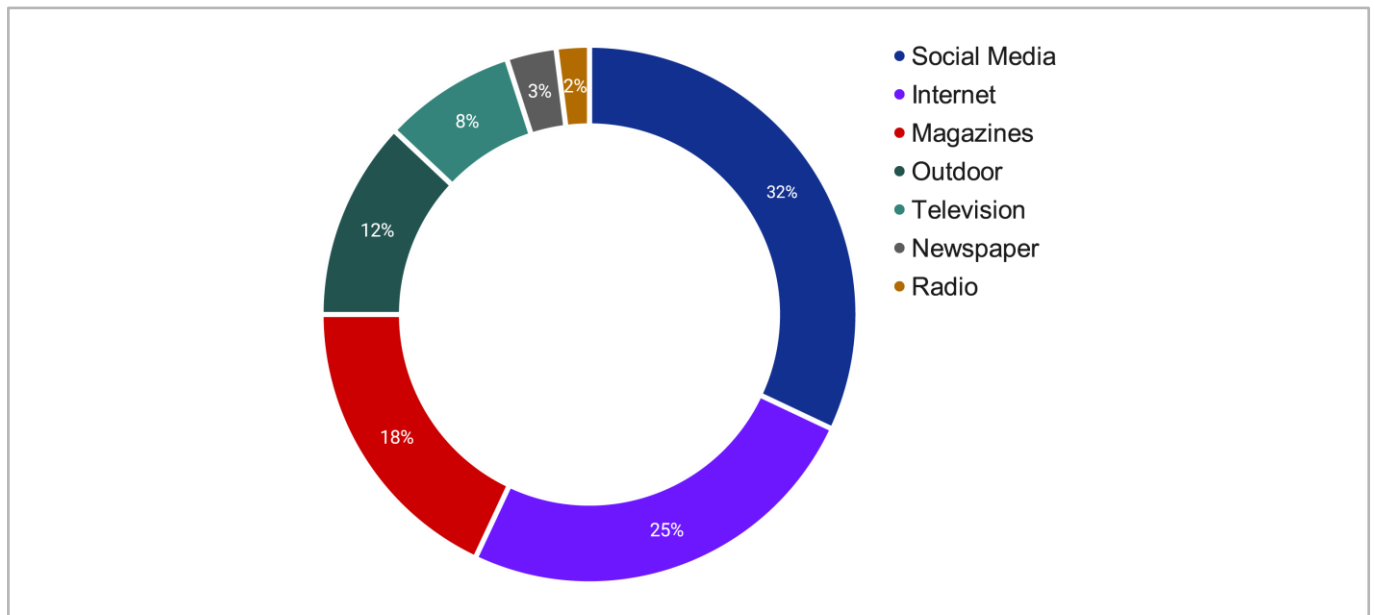


Bag Market Advertising Trends & Best Practices

Ad Spend by Channel

The graph below represents the ratio of ad spend by channel based on the North American bag industry's ad spend last year.



32%

of the North American bag industry's ad spend was used for **social media advertising**.

25%

of the North American bag industry's ad spend was used for **internet advertising**.

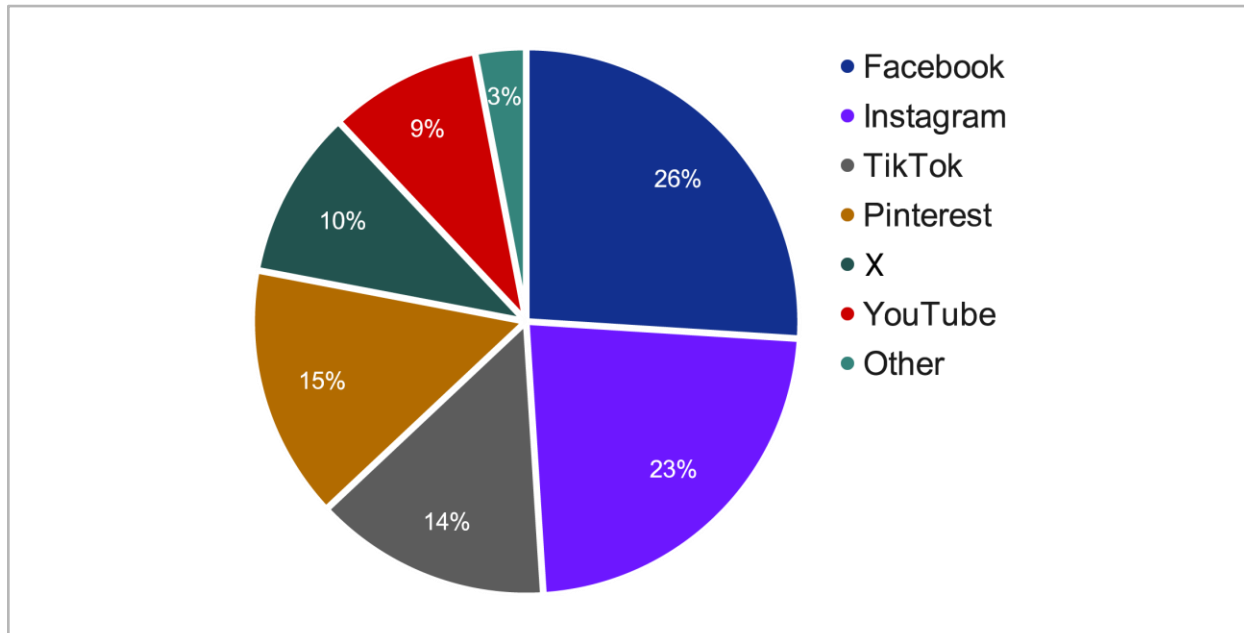
18%

of the North American bag industry's ad spend was used for **advertising in magazines**.

The majority of the North American bag industry's ad spend is used for **social media, internet, and magazine advertising**.

Top Revenue-generating Social Media Platforms for the North American Bag Industry

The social media platforms that generated the highest revenue based on tote sales in North America last year were:

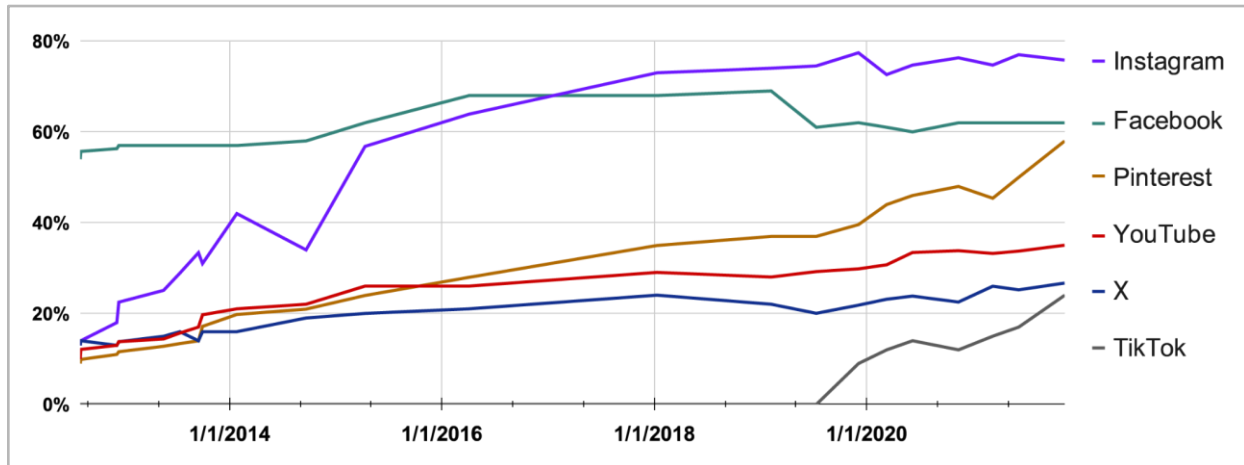


Fastest-Growing Social Media Platform

Over the last three years, sales from bag advertisements on Pinterest have increased by almost 20%, while sales from bag advertisements on Facebook and Instagram have plateaued. This is likely due to the growth or adoption trends among bag purchasing audiences in these platforms over the last decade. As a relative newcomer, TikTok has seen steady growth, though the bag industry hasn't quite adopted it as widely as many other industries have.

Budget Distribution per Social Media Channel

The graph below represents the ratio of ad spend by channel based on the North American bag industry's ad spend last year.



The above graph illustrates the distribution of advertising spend across channels in the social media marketing landscape. Social media platforms dominate e-commerce revenue, with visually engaging and discovery-driven platforms leading consumer engagement. Specific platforms have shown consistent growth over recent years, fueled by their ability to connect brands with targeted audiences through shoppable content and influencer campaigns.

Looking ahead, we anticipate social media platforms will continue to grow as key revenue contributors for businesses, particularly in industries focused on lifestyle and fashion products.

Market Competition

Social media marketing efforts by competitors have turned a handsome ROI, especially for Buhi’s top three competitors:

1.

Mikey's Bags

2.

Bags Unlimited

3.

Jones & Co

All three of these companies have seen high return on investment in response to their social media marketing efforts, due in part to the effectiveness of posting frequency across top-performing social media channels.

Average Posts per Week Among Buhi’s Top Competitors

