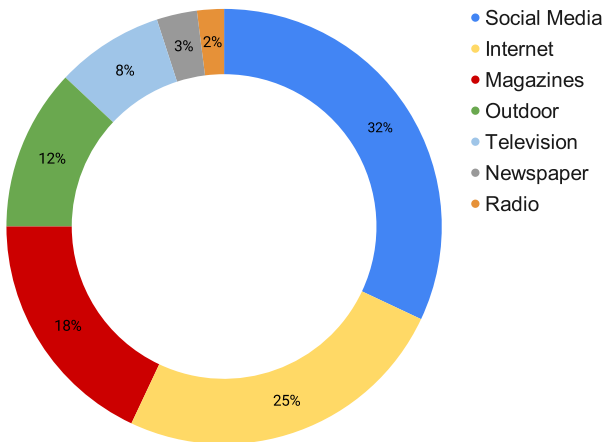




Bag Market Advertising Trends & Best Practices

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**.

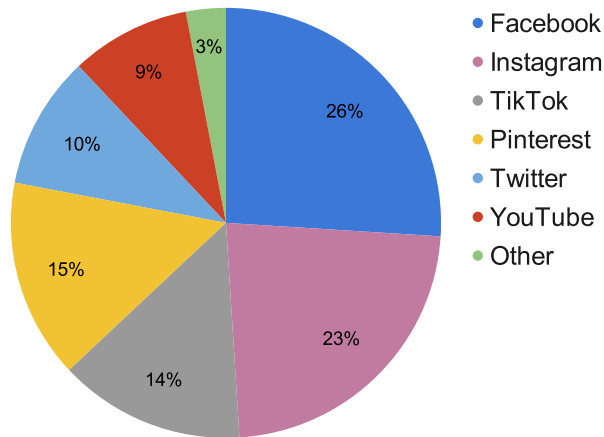
25% of the North American bag industry's ad spend was used for **internet advertising**.

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

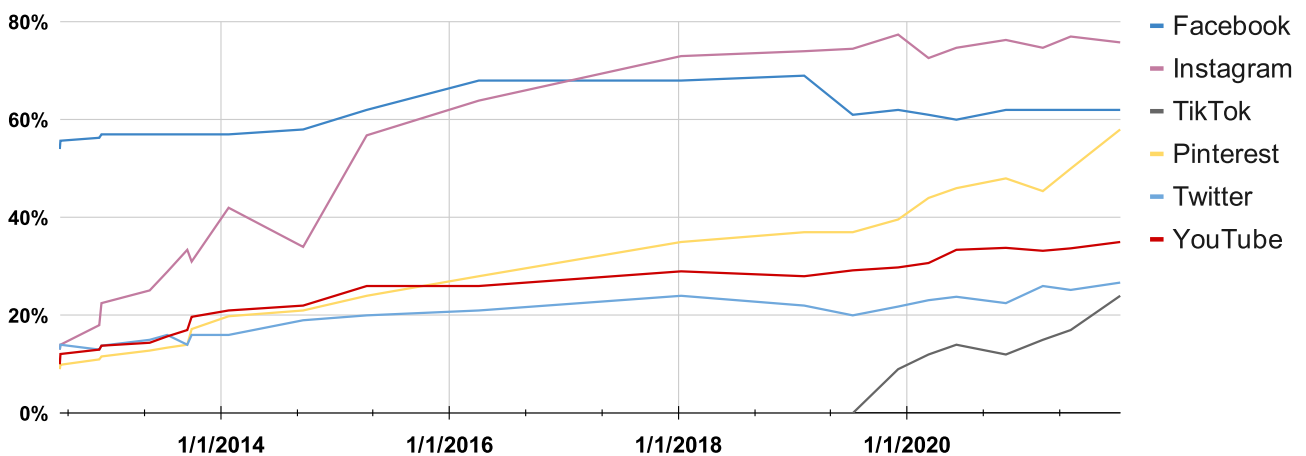
The social media platforms that generated the highest revenue based on tote sales in North America last year were:



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



It should be noted that Pinterest has been on the rise for the last five years. We forecast that **Pinterest and TikTok will continue to rise as a revenue contributor for e-commerce companies, especially in the North American bag industry**.

Our data indicates that this trend might already be affecting the e-commerce bag industry.



Bag Market Advertising Trends & Best Practices

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 Day Among Buhi's Top Competitors

