

Safari sells more luggage on Amazon India than every other brand put together.

LUGGAGE · AMAZON INDIA · READ 2026-10-03

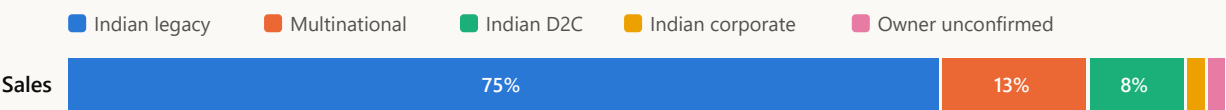
We read every suitcase, cabin bag and luggage set Amazon India shows for five searches. That is 592 listings. We opened the product page of every one that shows sales, and recorded its brand, price, size and colour. This report shows who takes the money, how that compares with what each company reports, and which colours sell.

Read this first. Every money figure is a floor: what buyers paid on Amazon India for the listings we read, not a company’s revenue. We read this on 2026-10-03, in the week **before** Amazon’s festive sale, which starts on 8 October. So these figures describe a normal month. Every colour and size of a suitcase is its own listing on Amazon, and most listings show no sales figure. So this floor sits lower under the real number than our beauty shelves do.

1 · THE SHORT VERSION

- Luggage on Amazon India sells at least **₹202.0 crore a year**, about 60,700 pieces a month.
- **Safari takes 51.7%** (₹104.5 crore). Every other brand together takes 48.3%.
- Indian legacy brands (Safari, and VIP’s Aristocrat and Skybags) take 75.3%. Multinationals take 12.7%. Indian D2C brands take 8.4%.
- Blue is the colour that sells most: 28% of pieces. Green outsells black. Black is offered on 58% of listings and sells 11% of pieces.
- Cabin size is 41% of pieces sold.

2 · WHO TAKES THE MONEY



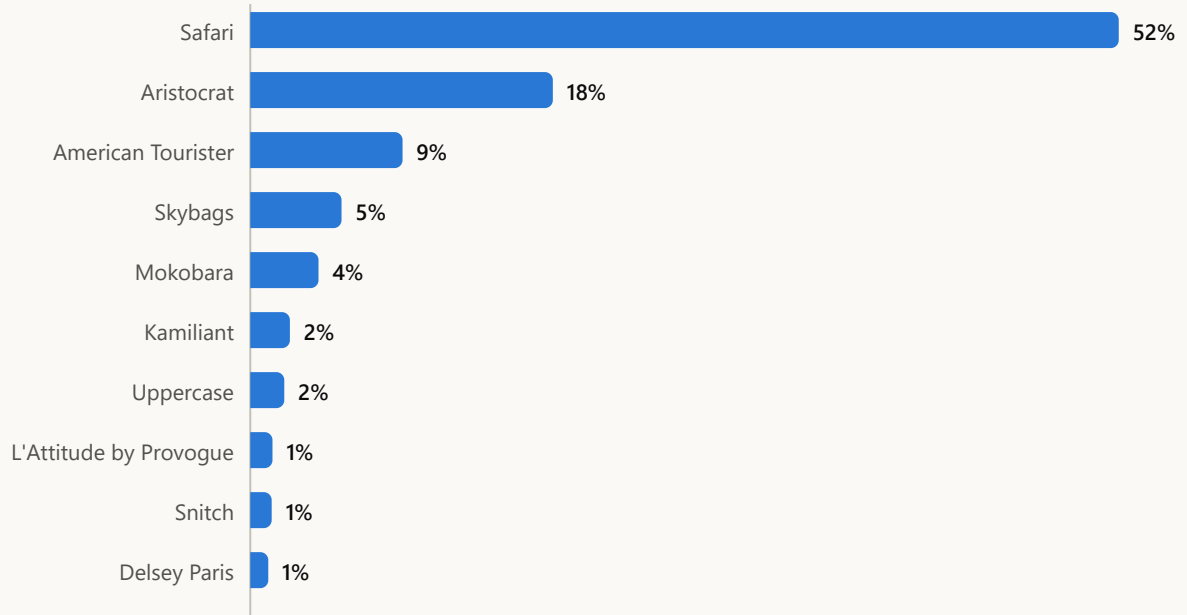
OWNER GROUP

SHARE OF SALES

SHARE OF PIECES

MEDIAN PRICE

Indian legacy	75.3%	79.0%	₹2,299
Multinational	12.7%	11.4%	₹3,074
Indian D2C	8.4%	5.5%	₹4,424
Indian corporate	1.9%	2.7%	₹2,099
Owner unconfirmed	1.7%	1.3%	₹3,924



BRAND	OWNER	SHARE OF SALES	SALES A YEAR, AT LEAST	LISTINGS
Safari	Indian legacy	51.7%	₹104.5 crore	70
Aristocrat	Indian legacy	18.0%	₹36.4 crore	43
American Tourister	Multinational	9.1%	₹18.3 crore	34
Skybags	Indian legacy	5.4%	₹11.0 crore	20
Mokobara	Indian D2C	4.1%	₹8.2 crore	9
Kamiliant	Multinational	2.4%	₹4.8 crore	14
Uppercase	Indian D2C	2.0%	₹4.1 crore	9
L'Attitude by Provogue	Indian corporate	1.3%	₹2.7 crore	8
Snitch	Indian D2C	1.3%	₹2.6 crore	7
Delsey Paris	Multinational	1.1%	₹2.2 crore	6
VLITE	Owner unconfirmed	0.7%	₹1.3 crore	3
Swiss Military	Owner unconfirmed	0.6%	₹1.2 crore	3

The largest Indian D2C brand is Mokobara, at 4.1%. Indian D2C luggage sells at a median of ₹4,424, 1.9 times the legacy brands' ₹2,299. Snitch and Rare Rabbit are fashion brands born online that now sell luggage too; we count them as Indian D2C.

3 · WHAT SHARE OF EACH COMPANY'S SALES THIS IS

Our figure covers Amazon India only. To check it, we set it beside what each company reports for its whole business.

COMPANY	REPORTED REVENUE	ONLINE	OUR AMAZON FLOOR	FLOOR AS A SHARE OF REVENUE
Safari Industries (FY26)	₹2,047 crore	about half online (secondary source)	₹104.5 crore	5.1% (10% of online)
VIP Industries (FY26)	₹1,858 crore	about 22% online	₹47.6 crore	2.6% (12% of online)
Samsonite India (CY2025)	₹1,906 crore	online share not disclosed	₹23.5 crore	1.2%
Mokobara (FY25)	₹230 crore	own site and stores first	₹8.2 crore	3.6%

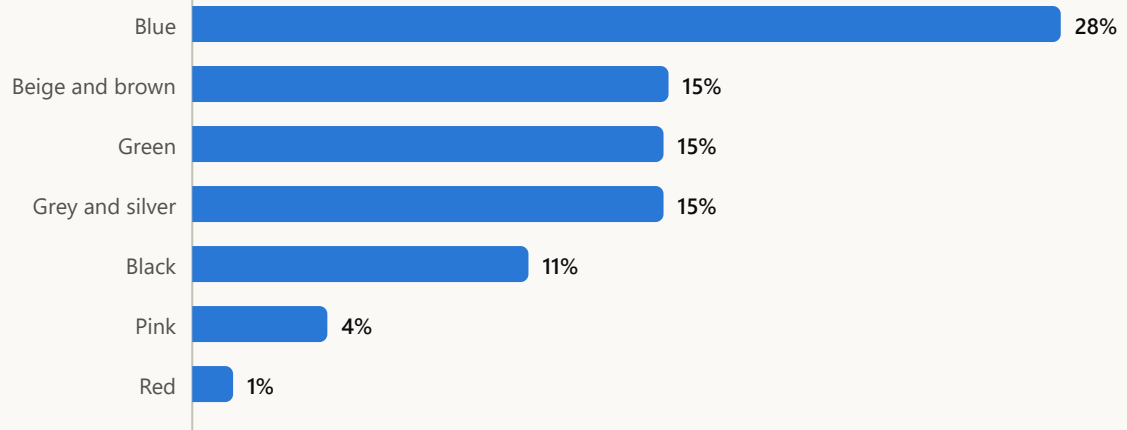
The two Indian incumbents agree with each other. Our floor is about 10% of Safari's online sales and about 12% of VIP's. When two companies read at the same rate, the shelf is being read evenly. A floor near a tenth of online sales is what we expect: three pages per search, the low end of each sales badge, and no figure at all for listings without one.

Samsonite is not small in India. Its India sales are about the same as Safari's. On Amazon search it is a fraction of Safari. Most likely it sells mainly away from Amazon, in its own stores, at airports and in department stores, or our general searches show it less. We cannot tell which. Either way, this shelf is Safari's channel. It is not the whole luggage market.

The same is true of D2C. Mokobara's revenue is 11% of Safari's. On Amazon it is 8% of Safari. Mokobara sells first through its own site and stores, so D2C's share of the whole market is likely higher than its 8.4% on Amazon.

Company figures are for a full year and all channels. Ours is one month on one platform, times twelve. Read the ratio as a check on our method, not as a market share.

4 · WHICH COLOURS SELL



COLOUR	PIECES SOLD	LISTINGS THAT OFFER IT	SELLS AGAINST ITS SHARE OF LISTINGS
Blue	28.1%	78%	1.26×
Beige and brown	15.4%	31%	1.97×
Green	15.2%	60%	0.90×
Grey and silver	15.2%	49%	0.97×
Black	10.9%	58%	0.75×
Pink	4.4%	16%	1.18×
Red	1.3%	19%	0.40×
Purple	0.5%	4%	0.60×
Yellow	0.5%	5%	0.60×
Multicolour	0.3%	1%	0.27×
White	0.2%	5%	0.20×
Orange	0.2%	5%	0.20×
Colour not named	7.7%	—	0.70×

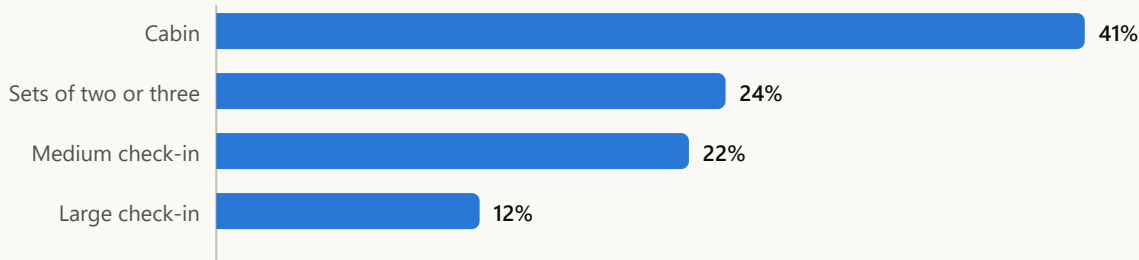
Blue sells most, and across many brands: Safari, Aristocrat and Skybags all sell it well, and no single listing carries more than an eighth of it.

Green outsells black. Green is 15% of pieces sold, black 11%. Black is offered on 58% of listings and sells 25% below its share of the shelf. Red, white and orange are offered and barely sell.

Beige sells twice its share of listings, but that is one product. Safari is 75% of beige pieces sold, and its Pentagon Pro range in “Luxury Beige” alone is 53%. That shows one successful product, not a national taste for beige.

8% of pieces carry a design name with no colour in it ("Cool Beans", "Money Moves") or no colour at all. We show them as not named and never guess. Amazon shows a sales figure per colour, not per product: in 21 of the 23 styles where we read two or more colours, the colours carry different figures.

5 · WHICH SIZES SELL



Cabin bags are 41% of pieces sold. Sets are 24%, and each set holds two or three bags.

6 · WHAT WE EXPECTED, AND WHAT WE GOT WRONG

We wrote down four predictions before we read the shelf.

WE SAID	WE FOUND	
Indian legacy brands beat the multinationals	75.3% against 12.7%	Right
Indian D2C brands take 10 to 20%	8.4% (at most 10.1%)	Wrong
Dark, safe colours lead: black, blue and grey are the top three by units	blue 28%, beige and brown 15%, green 15%	Wrong
Cabin size outsells every other size	cabin 41%	Right

Luggage is a purchase people research, and we expected that to help the D2C brands. It did not, on Amazon. Buyers chose the names they know. Tea and baby skincare showed the same thing.

7 · HOW WE READ IT

Amazon India, five searches, three pages each: trolley bag, suitcase, cabin luggage, check in luggage, and luggage set of 3. We counted only Amazon’s own search results, not the carousels of related products. Each colour swatch on a result links to a different listing, so counting every link would copy one product’s sales onto all its colours. We opened the product page of every listing that shows a sales figure.

A listing counts as luggage when Amazon files it under Suitcases & Trolley Bags or Luggage Sets. Duffels, backpacks and covers are left out.

Sales are Amazon's "bought in past month" figure at its lowest value, times the price on the product page, times twelve. We look up who owns each brand. If we cannot confirm an owner, we say so and never guess.

8 · WHAT THIS REPORT CANNOT TELL YOU

- **The size of the Indian luggage market.** We read Amazon India. Most luggage sells in shops, at airports, on other sites and on brands' own sites.
- **A festive month.** We read the month before the sale. October and November will run higher.
- **Revenue.** Our figures are what buyers paid, before returns and fees.
- **Why.** We show what sells. We do not know why.

We read shelves like this one by category, by platform and by country, and read them again to show what moved. If you make or sell luggage, **book a discovery call at www.impuls8.com/enterprise.**

impuls8 · read 2026-10-03 · Amazon India · 592 listings, 243 with sales · every figure is generated from the read and checked by a second script.