

# Pack the backpack and let's go on trip

Since 2022, as restrictions are reduced and borders reopen, the APAC region has led to a clear increase in travel and recreational activities. To make up for the lack of exploration during the pandemic, we want to spend more time and money on it, including grab a new backpack.

## **Pack the backpack, and let's enjoy the long-lost "just go" trip!**

However, before a backpack finally slings over your shoulder, here is a more complex process than you think.



# Market Demand

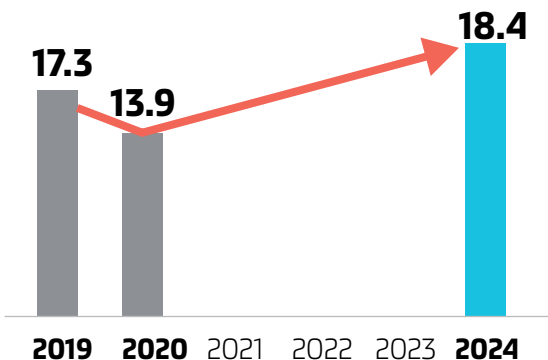
The global backpack market was estimated to be worth around

## 13.9 billion USD

in 2020 decreasing from 173 billion in the previous year, due to the pandemic.



Global Backpack Market (Billion USD)



Source: Statista.com

Owing to the strong pace of tourism recovery, the backpack market size is expected to recover and expand in a promising manner. The market value was forecast to reach

## 18.4 billion USD

by 2024.

**Backpack consumption is coming back!**

# Material

**A typical backpack involves a variety of materials, such as, 23 in total, including 8 different fabrics.**

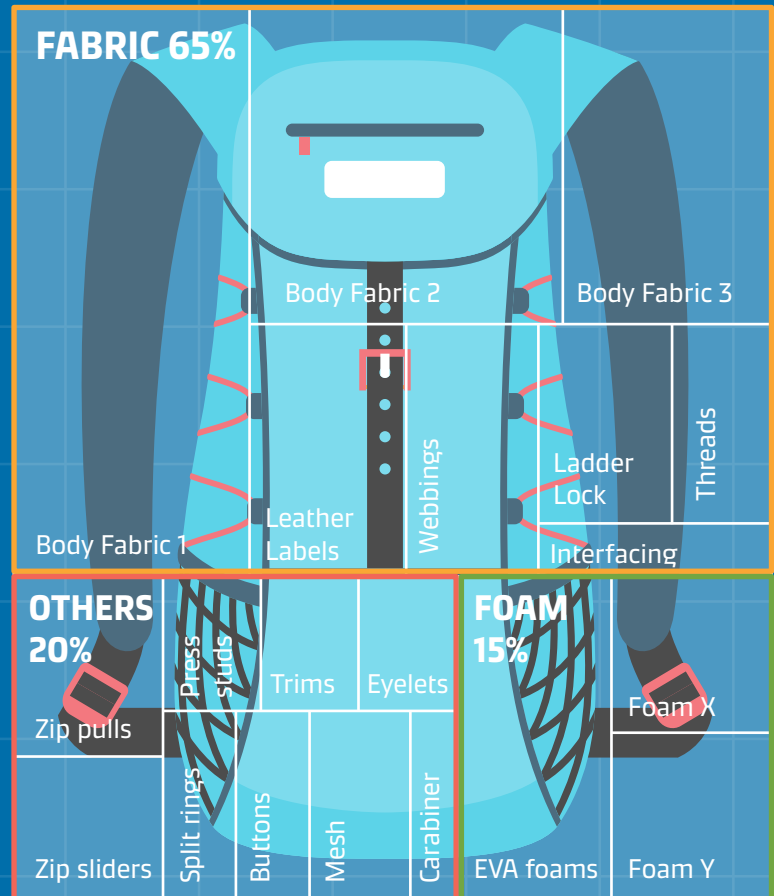
They are nylon, polyester, cotton, oxford, canvas, oil, several types of foams and multiple metals for various hardware.

*The proportion of various material costs for a typical backpack*



**Production and shipping for materials is a slow process, it may take 45~60 days, even months.**

For example, there may be about 10 separate steps involved in the supply chain for production of nylon fabrics, may require 90 suppliers.



# Eco Friendly Materials

Making these materials emits tons of GHG, as well as consume a lot of water resource, causing both water pollution and eutrophication.

Today, more and more of brands are using lower-impact materials, such as 100% recycled polyester without losing its strength and quality.



**Natural  
materials**



**Recycled  
materials**



**Repurposed  
materials**



Use recycled  
**13 bottles**  
to make a backpack!



1

**Collect used  
PET bottles**



2

**Wash & chop  
bottles into flakes**



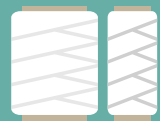
3

**Melt flakes  
to form a chip**



4

**Melt chips  
into fabrics**



5

**Make yarn into  
backpack body**



# Manufacturing

Once materials and components arrived at the manufacturer, it only takes a few days to complete.

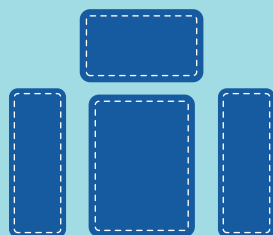


A typical backpack is  
comprised of  
**109 pieces**

Making the  
sides, top, bottom  
**37 pieces**



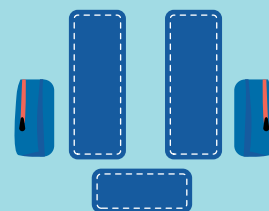
Fabric  
cutting



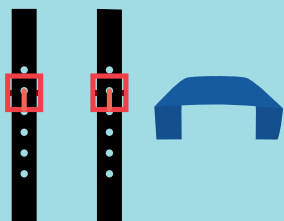
Making front panel  
**13 pieces**



Making the back panel  
and shoulder straps  
**48 pieces**



Making the  
handle  
**11 pieces**



Final  
assembly



**Quality  
control**



## Global Backpack Manufacturing Center in APAC

China is the world's largest exporter of backpack with tens of thousands of backpack companies around southern China, and many of the components are also made in China. However, Vietnam became the most popular emerging hub for backpack manufacturing because of product sourcing and lower labor cost.

In the past few years, many big brands have transferred some production capacity from China to Vietnam as the "China+1" strategy. The entire supply chain needs to be redesigned and adjusted during the transition.



# Transportation & Distribution

After the backpacks are stitched up, they are packed into cartons and loaded into containers and sailed around thousands nautical miles through cross-border logistics to reach target markets around the world.



And then, a domestic supply chain take the next responsibility to distribute these backpacks to regional distributors, local retailers, or brand self-operated stores.

## Sustainable ways for transportation



Choose a suitable logistics partner to bring upstream and downstream together to reduce the environmental impact and cost.



Eradicating empty transport miles by using the network scale and visibility to facilitate collaborative transport solutions.



Transport your goods by using biofuel to provide immediate carbon reductions.



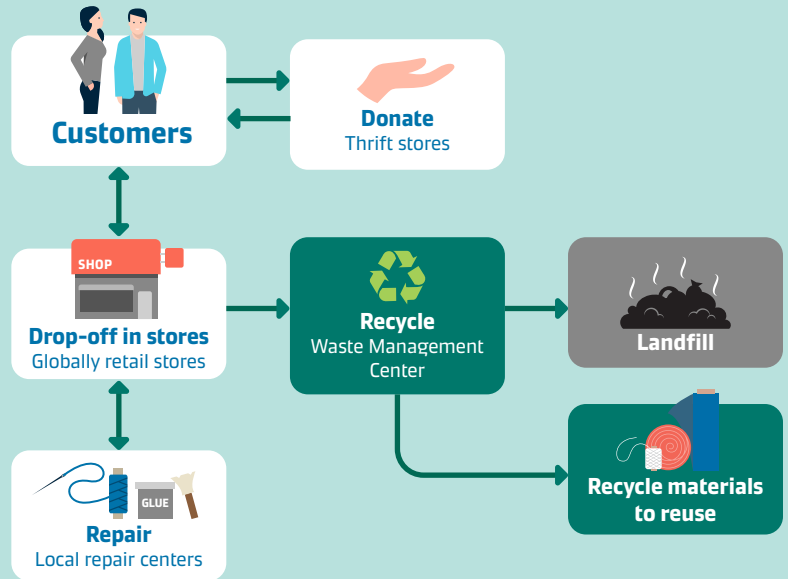


# Use Re-use Maintenance, Recycle, Waste management

## The increasingly important reverse supply chain.

More and more brands encourage people to drop off unwanted backpacks in stores globally to recycle.

Used backpacks may be send back to the company for repair or donated to thrift stores.



## About **85% of old backpacks**

goes to landfills and either biodegrade slowly or incinerated. Both of which release emissions into the air or soil. Backpacks can be recycled. If do well, most of materials can be recycled, a small percentage, such as 15%, send to landfill.



# One backpack doesn't fit all

Our end-to-end logistics services offer tailor-made supply chain solutions that can be customised as per the changing demands in the market to fit every aspect of your business in a reliable and sustainable way. Take a look and lace them up for hassle free logistics.

**Find your custom fit with our solutions across sea, land and air**



## **Supply Chain Management**

Control, visibility, efficiency – from start to finish



## **Customs House Brokerage**

Simplified global customs with local expertise.



## **Warehousing & Distribution**

Efficient storage and distribution solutions from the factory to the store.

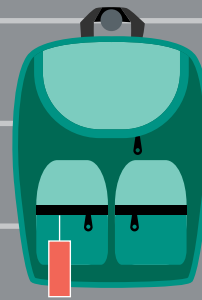
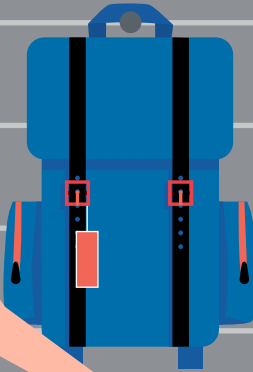


## **Ocean Transport**

Cost-efficient and sustainable transport across 300 ports around the world.



## ADVENTURE BACKPACKS



### Inland Services

Seamless transport of goods through trucks, rail, and barges.



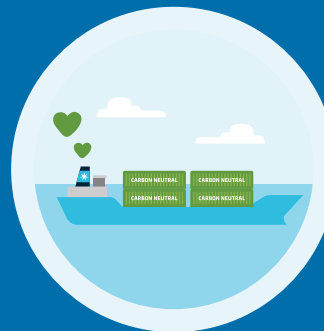
### Air Freight

Take your business to new heights with always-ready air freight solutions.



### 4PL Logistics

Your complete supply chain management solution.



### Eco Delivery

Your shipment becomes carbon-zero, and you lead the way in the fight against climate change. Blue is the new green.





As a truly integrated logistic solution provider, Maersk can connect and simplify supply chain end to end. We are able to manage the entire product journey and offer dedicated expertise and services that meet your needs – from development to delivery.

## **Logistics delivered in style.**

We are only a click away.

**Contact Us**

**Download our e-book to learn more**

