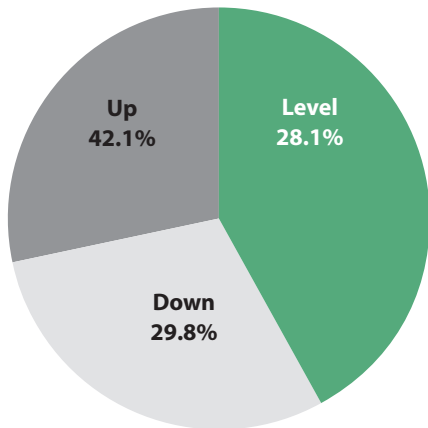


# 'More Guitar Sales Equals More Bag and Case Sales'

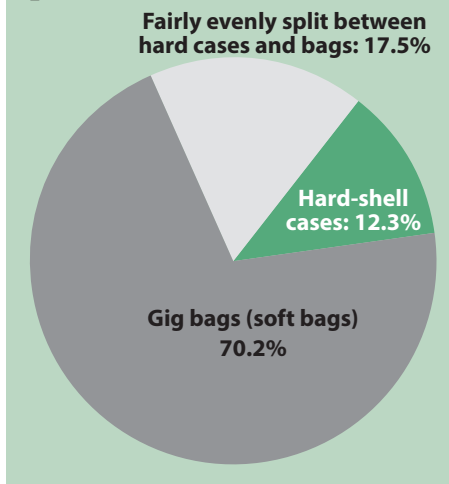
By Christian Wissmuller

Adding your guitar to lessons, practices, shows, or the studio requires a sturdy and reliable conveyance. While many of those activities listed have been limited or put on indefinite hold in the past year, sales of guitars have been through the roof for many dealers (not *all*, but many) and with those new purchases often comes the add-on of a case or bag. We checked in with over 350 retailers to learn about trends in this market segment, as well as what specific brands are driving profits in 2021.

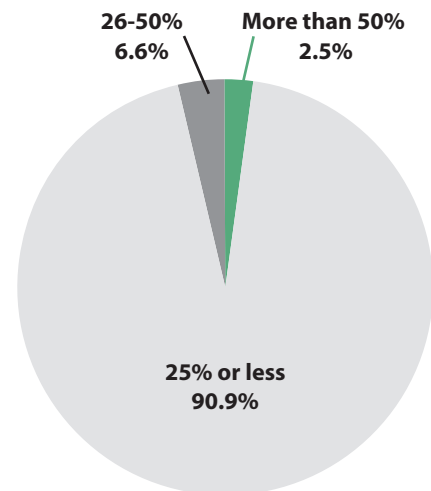
**Compared to this time last year, sales of guitar cases and bags for your store are...**



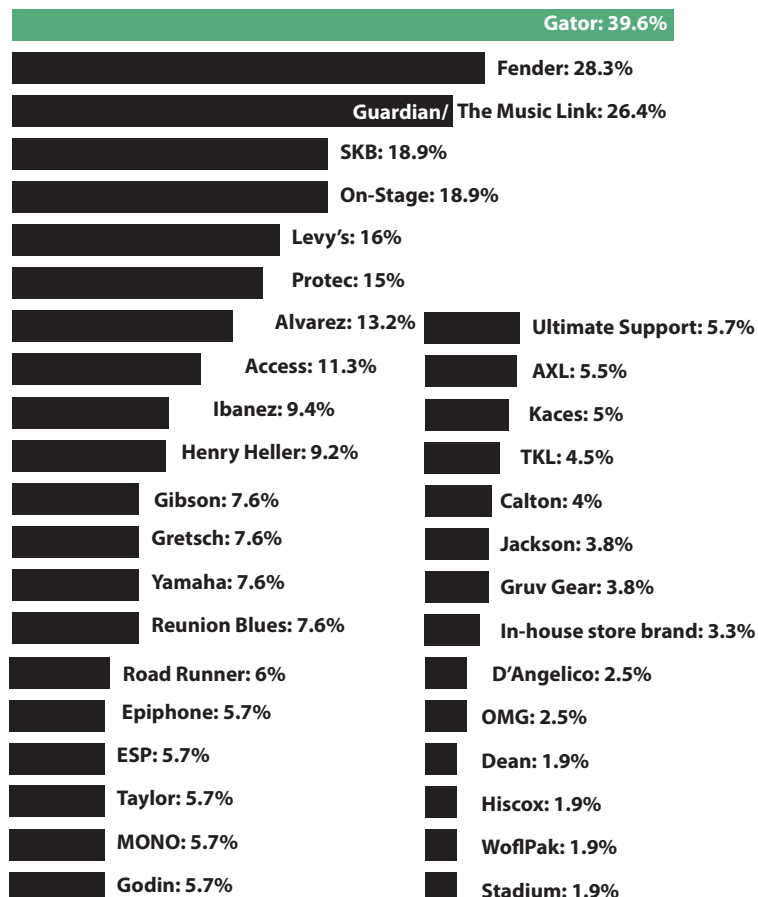
**For your operation, the bulk of sales for these types of products are...**



**Guitar cases and bags account for what percentage of overall sales for your business?**



**What brands of guitar cases and bags are generating the most profit for your store?**



**Have you been noticing any significant trends when it comes to guitar cases and bags – on either the supplier or consumer side?**

"We have always done well with our store branded product, by design. We push those items purposefully over the 'name brand' completion, knowing that the added exposure of our store's name and logo is priceless."

**Jerry Vesely**  
Vesely Music Co.  
Parowan, Utah

"Seems like the trend is spending a few extra bucks for a nicer bag or case."

**Dru Hubbard**  
Hubbard's Music-n-mo  
Las Cruces, New Mexico

"More guitar sales equals more bag and case sales. No real trends other than that."

**Colin Campbell**  
Riverton Music  
Sandy, Utah

"Overall quality has advanced significantly over the past five years. Gig bags are an exceptional value for the given price points compared to five years ago."

**David St. John**  
Music & Arts  
Glendora, California