

# Women's Fashion Handbags: Favoring Functionality

The U.S. handbag market is changing fast. Consumer preferences, particularly among Millennials, are changing rapidly. To outsmart competitors, it's critical for you to understand what's happening, anticipate changes, and constantly refine your strategies.

Here's a look at our latest women's handbag insights.



Cross-body and backpack silhouettes continue to surge forward as consumers become accustomed to hands-free options. With this new liberation, consumers are beginning to shift some of their spend away from totes and satchels.

Duffle bags and fanny/waist packs both increased 100% vs. last year.

## TREND ANALYSIS: DENIM



Denim is a staple fabric in the bottoms category, but it's also emerging as a popular choice in both handbags and footwear.

The influence of 70s fashion can be seen in these categories, while the trend has received a modern update for 2016.



### NOTABLE INCREASES

6 MONTHS	YEAR OVER YEAR
Black	Black
Light Pink	Gold
Multi-color	Silver
<b>Denim</b>	Light Pink
Beige	Beige
	Navy
	<b>Denim</b>



### NOTABLE DECREASES

6 MONTHS	YEAR OVER YEAR
Tan	Dark Brown
White	Tan
Aqua	Brown
Dark Brown	Dark Blue
Brown	Light Brown
	Chestnut

Understand the handbag market like never before with the [Women's Fashion Bags Monthly Snapshot Report](#).

Source: The NPD Group/Retail Tracking Service, Feb '16 vs. LY/ClosetSpace closet tracker, operated by Stylitics

Learn more. Contact your NPD account representative, call us at 866-444-1411, or email [contactnpd@npd.com](mailto:contactnpd@npd.com).

