

Men's Accessory Market Gaining Momentum in America

Contributed by The NPD Group
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Overall sales for men's accessories grew 9 per cent to reach \$13.6 billion in the 12 months ending May 2014 (June 2013 to May 2014), according to The NPD Group, a leading global information company. Of the six categories tracked by NPD for men's accessories, all experienced dollar sales increases over this time period.

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This growth over the past year builds upon the 4 per cent overall growth men's accessories experienced the year before, bringing the total two-year increase to 13 per cent.

“Today, more men are looking to stand out in a crowd, and accessories are a way to make a bold statement without having to overhaul their wardrobes,” said Marshal Cohen, chief industry analyst at The NPD Group.

“Instead of buying accessories by piecemeal, men are now making purchases across multiple categories and seasons. This increase in accessories also correlates with the growth we are seeing in men's apparel and footwear. Overall, men are becoming more interested in fashion, and retailers are building upon this trend by catering to them specifically.”

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