

A Comprehensive Look at the Consumers Driving Hip-pack Sales in the United States

Report Overview

This report provides a look into consumer characteristics in the U.S. hip-pack market, including a deep dive into behaviors and psychographics of those who purchase hip packs.

Background

Previously, middle-age, male travelers were the primary consumers of hip packs in the United States. However, as new travel-bag options entered the market, the quantity of hip-pack purchases made by those consumers plummeted.

In the last year, hip-pack sales have skyrocketed, with young-adult females making the majority of purchases.

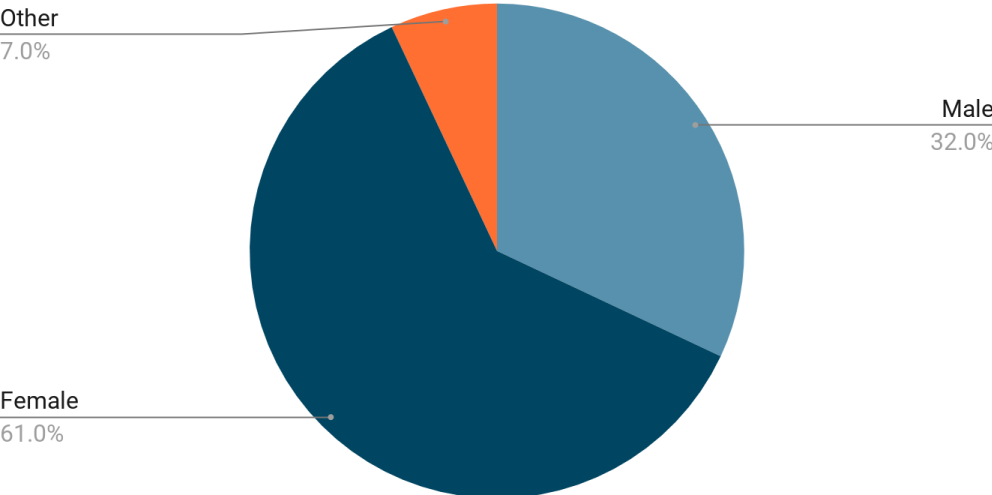
Hip-pack Consumption Breakdown

The following section provides a breakdown of hip-pack consumption based on consumer characteristics. The following data are based on hip-pack sales in the United States over the last year.

Gender

In the last year, females made **61%** of hip-pack purchases in the United States.

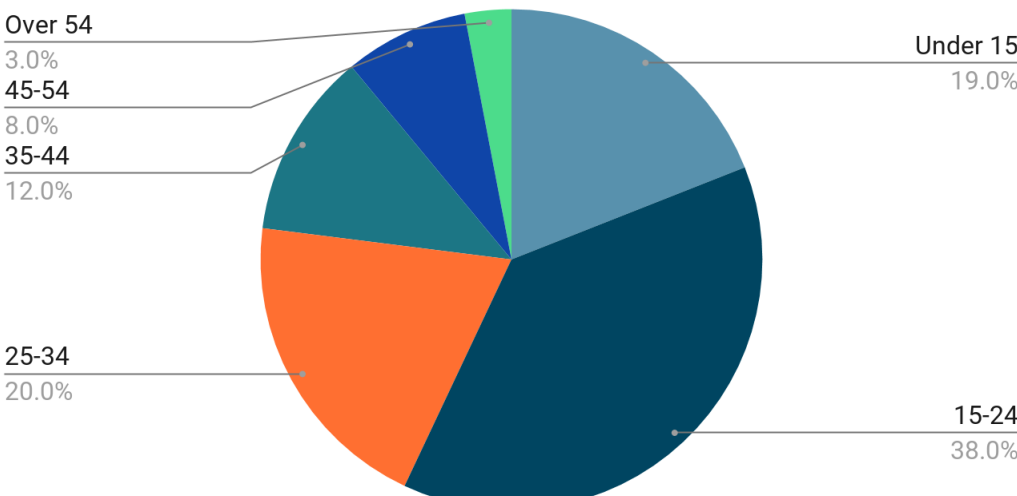
Hip-pack Sales Completed in the United States over the Last Year by Consumer Gender



Age

In the last year, 15- to 24-year-olds made **38%** of hip-pack purchases in the United States.

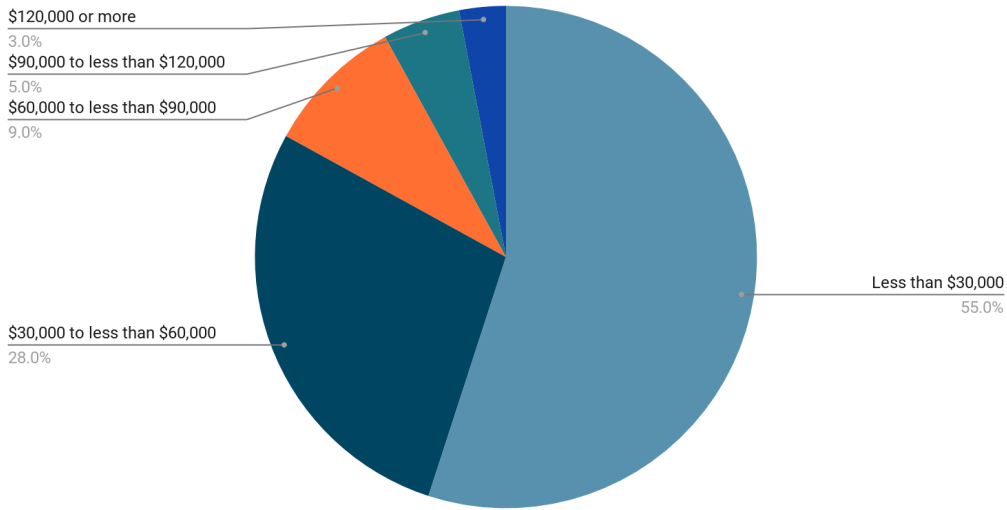
Hip-pack Sales Completed in the United States over the Last Year by Consumer Age



Yearly Income

In the last year, consumers who made less than \$30,000 made **55%** of hip-pack purchases in the United States.

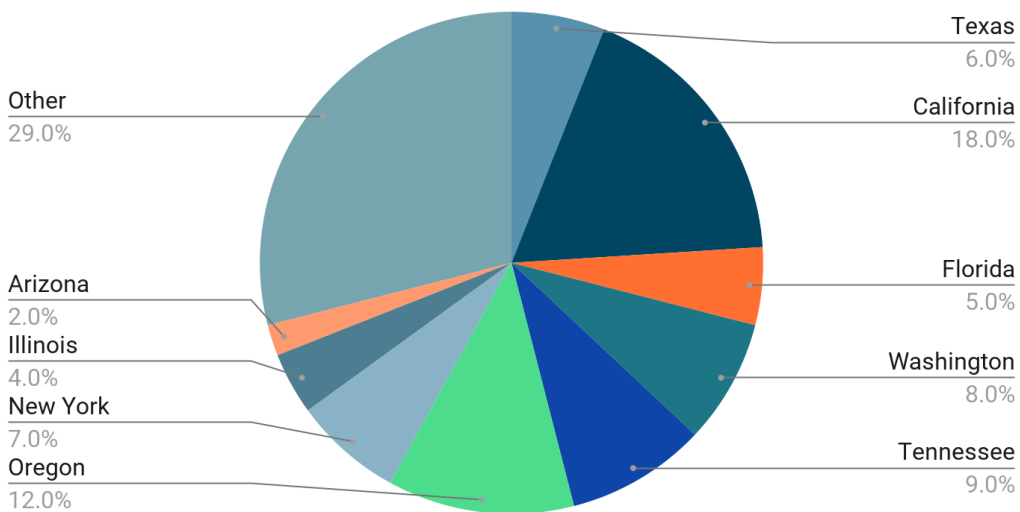
Hip-pack Sales Completed in the United States over the Last Year by Consumer Yearly Income



Location

In the last year, consumers in California made **18%** of hip-pack purchases completed in the United States.

Hip-pack Sales Completed in the United States over the Last Year by Consumer Location

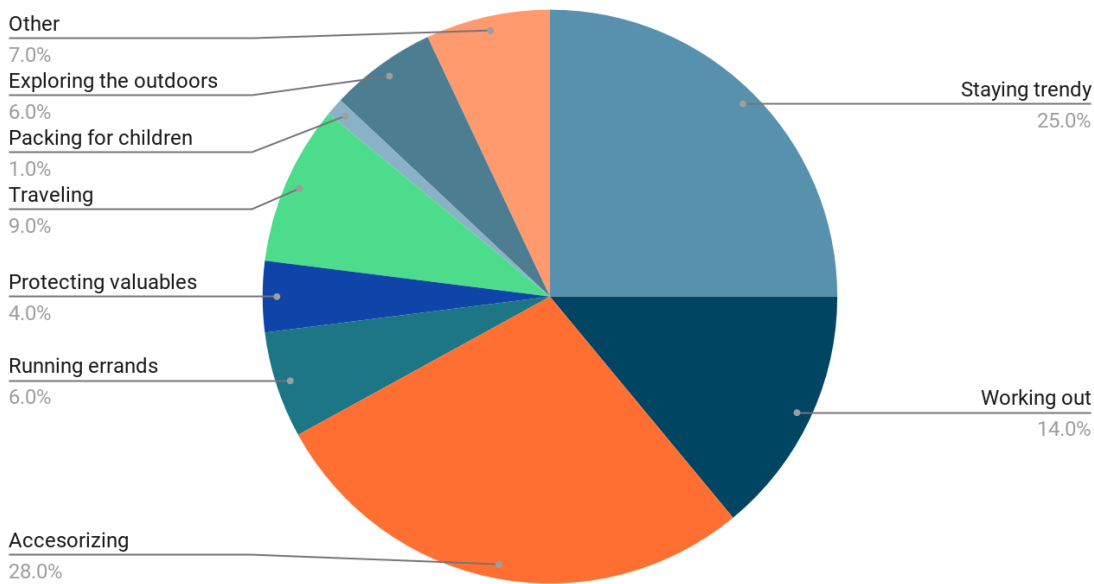


The following data is based on hip-pack sales over the last year as well as results from surveys completed by hip-pack owners in the United States.

Consumer Interests and Product Usage

Overall, the majority of consumers use their hip packs to **stay trendy**, **accessorize**, and **work out**.

How Hip-pack Consumers in the United States Use Their Hip-packs



The majority of female respondents reported that their top interests are spending time with friends and looking fashionable. It is important for them to present themselves well and to stay up to date with current trends and styles. Purchasing a new hip pack makes the majority of them feel trendy, excited, and put together.

“The ideal hip pack makes me feel trendy and stylish. It complements my style and adds excitement to every outfit I pair it with.”

— Ayshia S.

The majority of male respondents reported spending their free time outdoors and traveling. It is important for them to have organized and secure lifestyles. Purchasing a new hip pack makes them feel prepared.

“I prefer hip packs to other bags because they’re hands-free and perfect for trips and outdoor activities. They’re just the right size for packing all of my trail-running and fishing essentials.”

— Dustin R.

Purchasing Behaviors

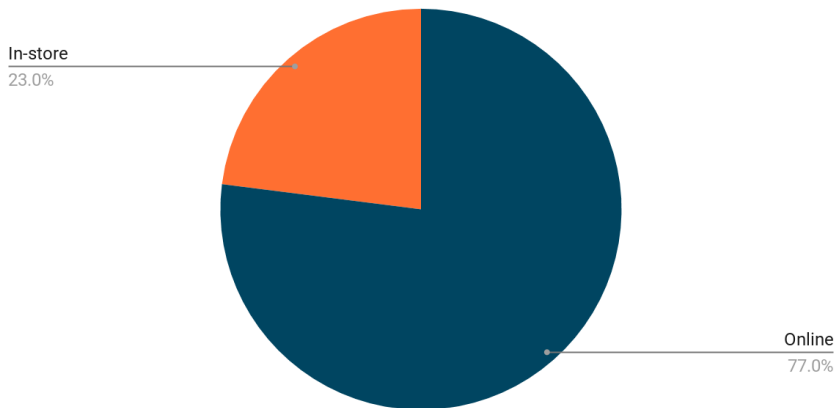
Based on sales made in the United States over the last year, hip-pack consumers:

- Owned an average of **three** hip packs
- Purchased an average of **two** hip packs per year

Shopping Preferences

Based on sales made in the United States over the last year, hip-pack consumers are more likely to shop online than in a store.

Shopping Preferences Based on Hip-pack Sales in the United States over the Last Year



Online Purchases by Customer Age

Based on sales made in the United States over the last year, hip-pack customers 34 years old or younger are more likely to purchase hip packs online than older customers.

Online Hip-pack Purchases Made in the United States in the Last Year by Customer Age

