

# August Industry Sales

# Industry Sales Category

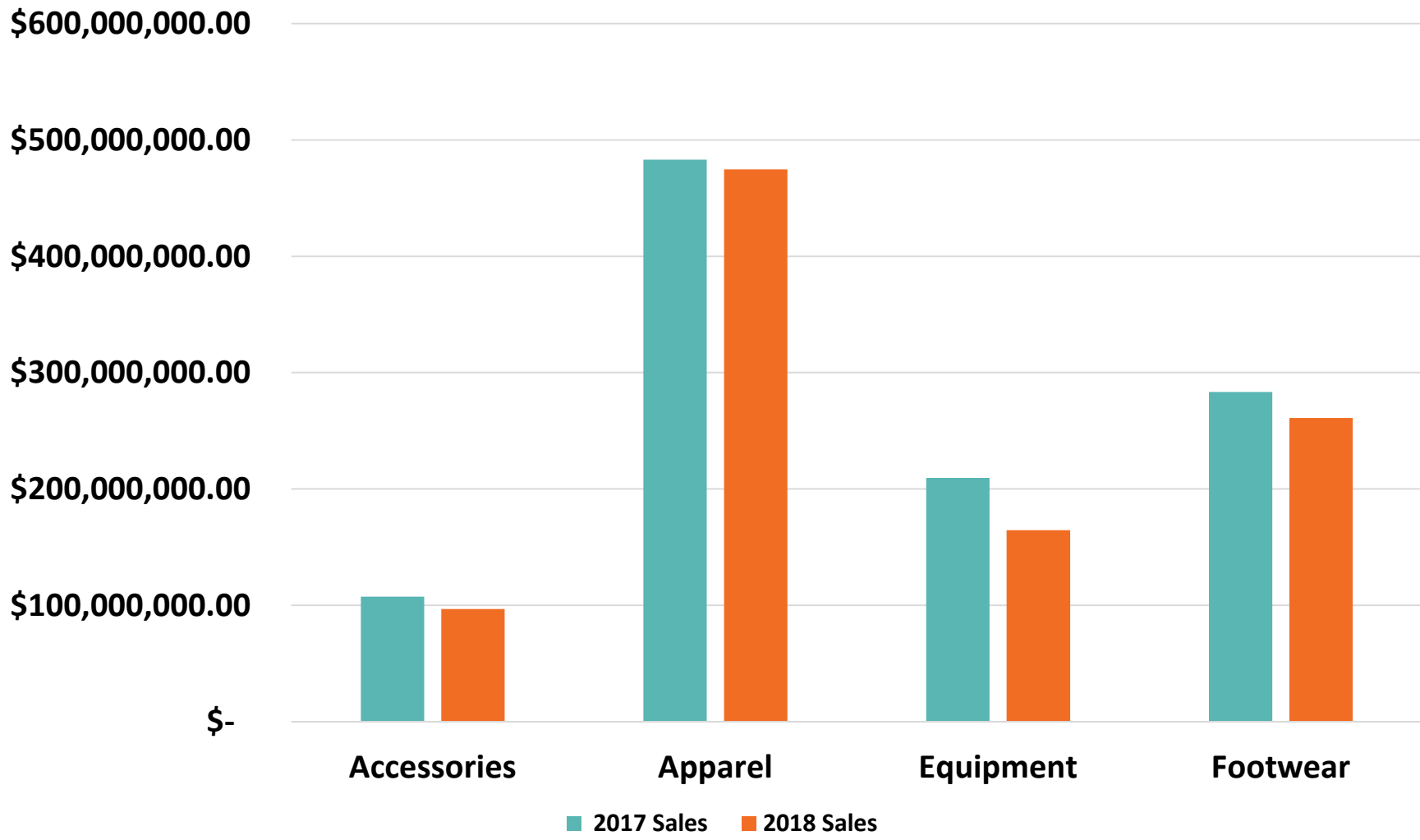
	Athletic Specialty / Sporting Goods	Outdoor Specialty	Industry
July	\$934M	\$267M	\$1.32B
August	\$997M	\$271M	\$1.45B
% v LM	7%	2%	9%
% v SMLY	-7.9%	-2.1%	-3.5%
Last 3 MTH	\$3.2B	\$782M	\$4.39B
3 MTH v SMLY	-7.5%	-3.9%	-6.1%
R12	\$12.5B	\$4B	\$18.8B

LM – Last Month | SMLY – Same Month(s) Last Year | MTH – Months | R12 – Rolling 12 Months

\*Outdoor Industry data dashboard brings multiple datasets together that are provided by NPD to generate and complete an outdoor equipment industry overview. The POS data received from the participating set of retailers are projected to represent a total outdoor industry universe.

# Monthly Sales by Channel/Category

## Athletic Specialty / Sporting Goods



LM – Last Month | SMLY – Same Month Last Year | YTD – Year To Date | LY – Last Year | R12 – Rolling 12 Months  
\*Outdoor Industry data dashboard brings multiple datasets together that are provided by NPD to generate and complete an outdoor equipment industry overview. The POS data received from the participating set of retailers are projected to represent a total outdoor industry universe.

# 2018 OUTDOOR RETAILER WINTER MARKET EDUCATION SESSIONS

7:00 am - 9:00 am

**Thursday**  
**11/8**

## **INDUSTRY TREND BREAKFAST: MARKET OVERVIEW AND Q&A WITH MATT POWEL**

Colorado Convention Center - Room 301

**PRESENTER:** Matt Powell, The NPD Group, Inc.

**DESCRIPTION:** Join NPD for a fast-paced, informative “outdoor trend” breakfast session. This is a must-attend event for those interested in understanding retail trends and sales in outdoor. In this session, The NPD Group’s ports Industry Advisor Matt Powell will provide an overview of what’s driving consumers and what they’re spending money on. Following this overview, Matt will be taking questions from the audience. Come experience this interactive session which is critical to

2:00 pm - 3:00 pm

**Thursday**  
**11/8**

## **UNDERSTANDING AMAZON AND ITS IMPACT ON YOUR BUSINESS**

Colorado Convention Center - Room 303

**PRESENTER:** Keri Rhodes, Etailz, Inc.

**DESCRIPTION:** Learn from the industry leader in marketplace sales and expertise with over \$500 million in revenue and 10 years of experience on Amazon.com. This session is geared toward outdoor specialty retailers and manufacturers attending OR Winter Market. We will cover the following: how Amazon.com works, different principles and terminology to use when discussing Amazon.com, common frustrations and solutions regarding Amazon specific to the outdoor industry and, lastly, what you can do to protect and insulate your business from the challenges that come with Amazon.

2:00 pm - 3:00 pm

**Friday**  
**11/9**

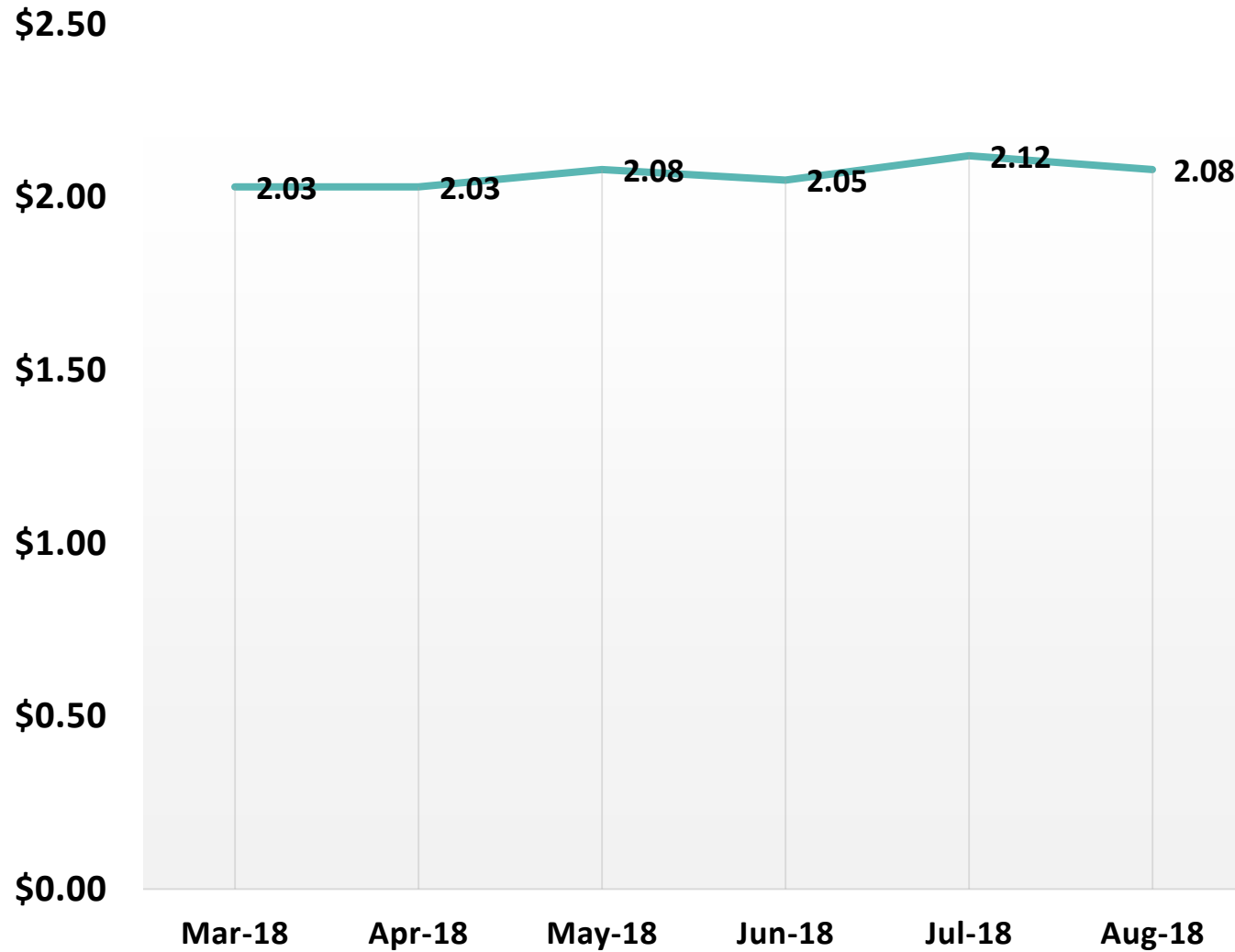
## **INNOVATION TREND: ONLINE PRODUCT CUSTOMIZATION**

Colorado Convention Center - Room 301

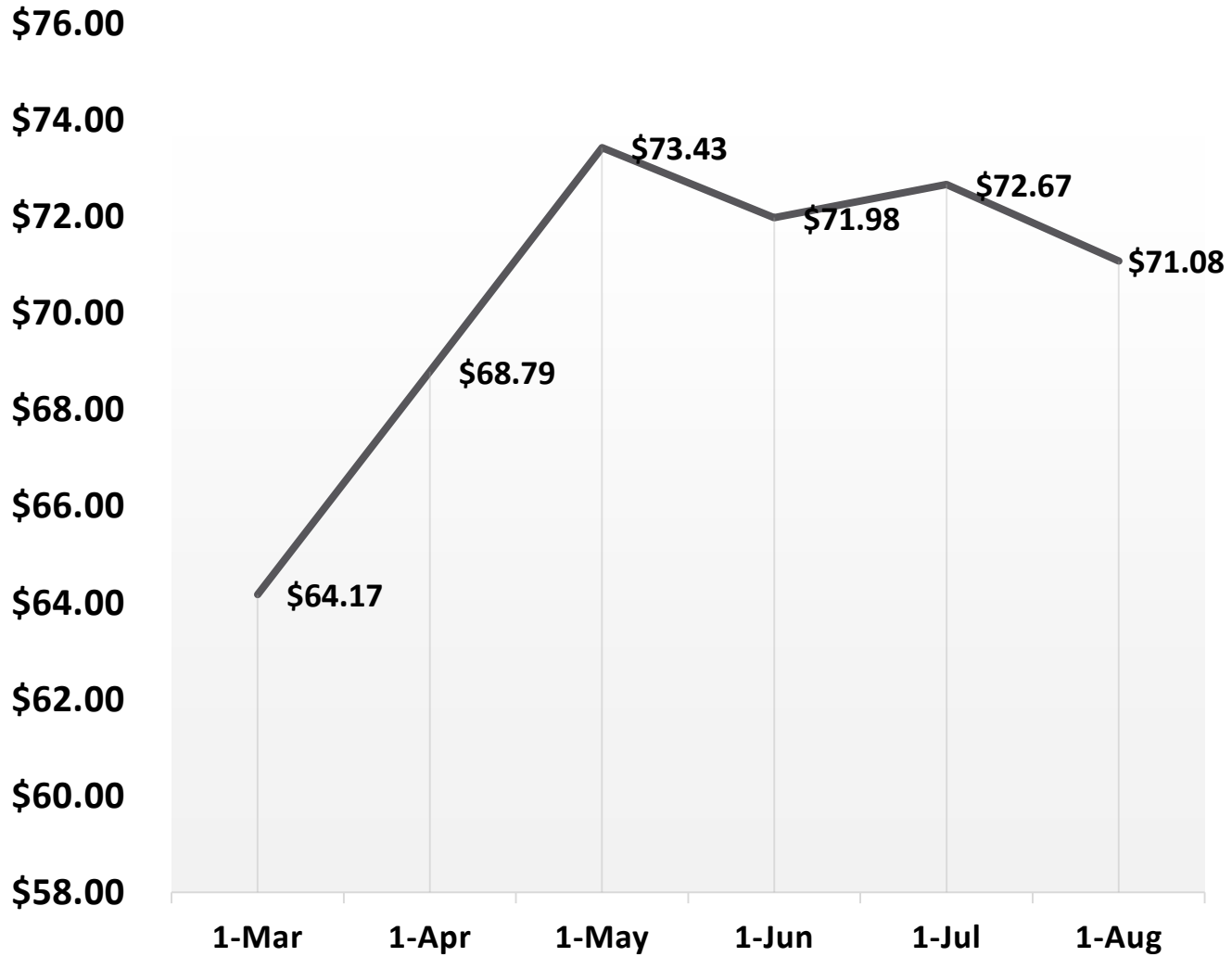
**PRESENTER:** Tom Flierl, Amla Commerce

**DESCRIPTION:** 41% of consumers claim to want a unique product that they have customized, yet many outdoor brands are not prepared for mass customization in the digital world. Join Tom Flierl of Amla Commerce to explore the hot trend of e-commerce product customization to better understand consumer desires, operational considerations and technology options to power product customization.

## Cotton Price (dollar per kg.)



## Crude Oil (US dollar per barrel)



## Gasoline (US dollar per gallon)

