

# February Industry Sales

# Industry Sales Category

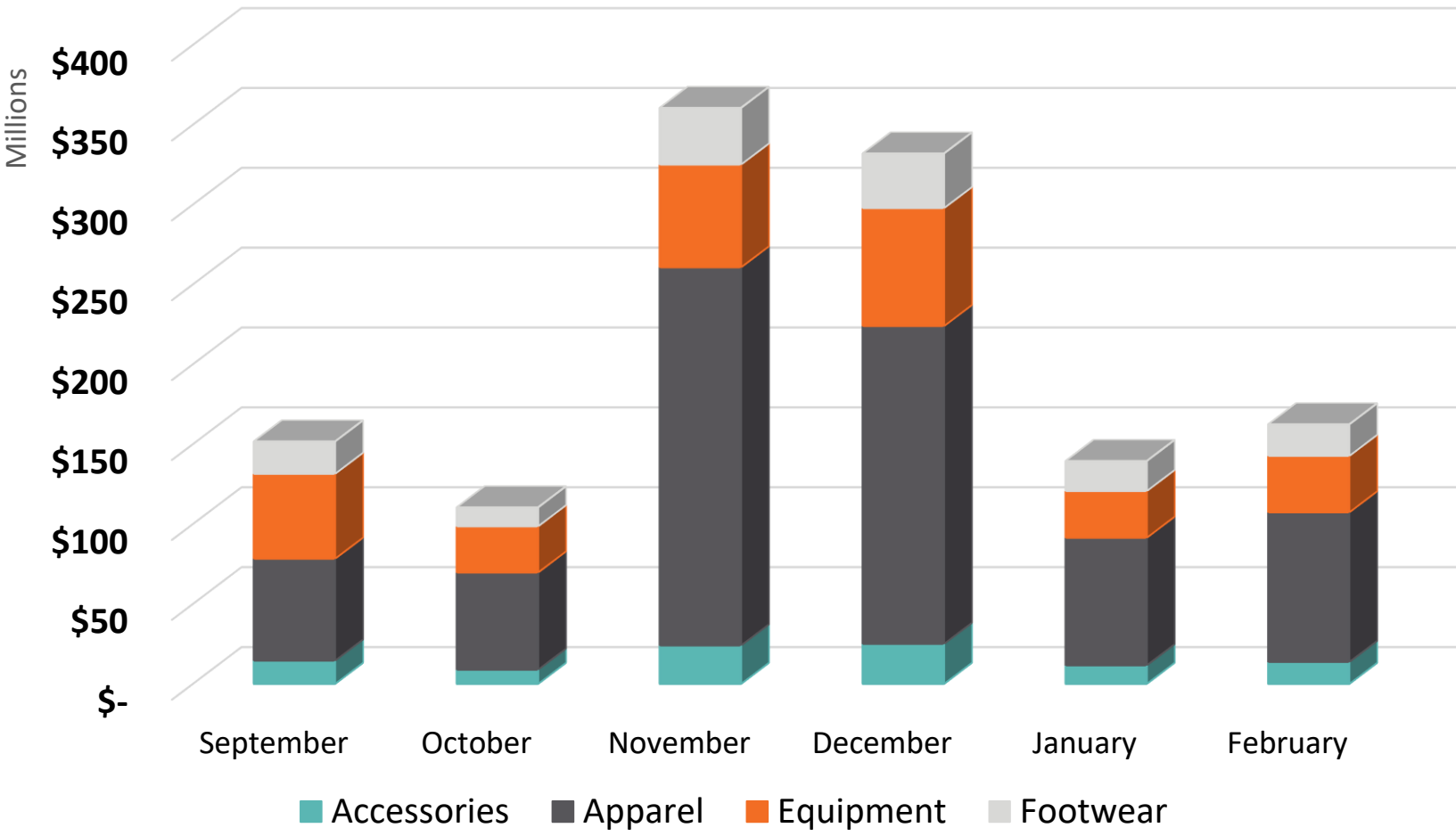
	Sport Specialty Ecommerce	Outdoor Specialty	Industry
January	\$139M	\$395M	\$1.34B
February	\$162M	\$375M	\$1.29B
% v LM	17%	-4.8%	-3.5%
% v SMLY	6.6%	-.3%	1.6%
Last 3 MTH	\$636M	\$1.5B	\$5.8B
3 MTH v SMLY	7.2%	-5.2%	-2.6%
R12	\$2.2B	\$3.9B	\$18.9B

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

## Sport Specialty Ecommerce

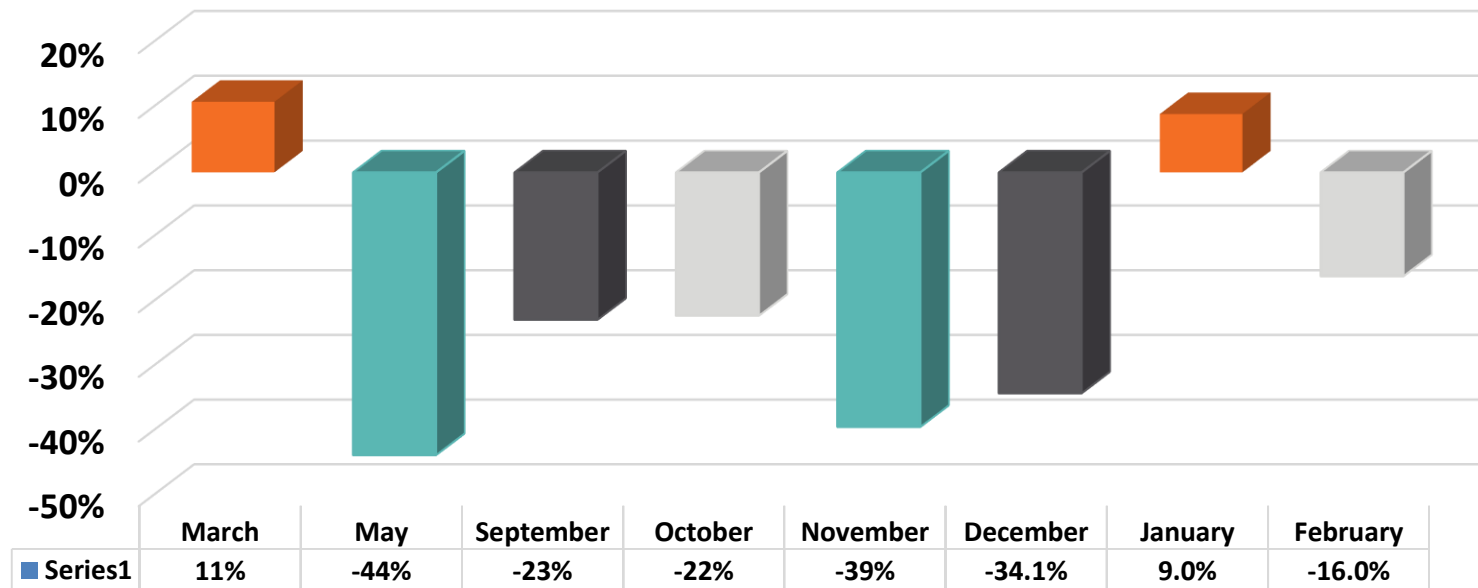


LM – Last Month | SMLY – Same Month Last Year | YTD – Year To Date | LY – Last Year | R12 – Rolling 12 Months  
\*Outdoor Industry data dashboard brings multiple datasets together that are provided by NPD to generate and complete an outdoor equipment industry overview. The POS data received from the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

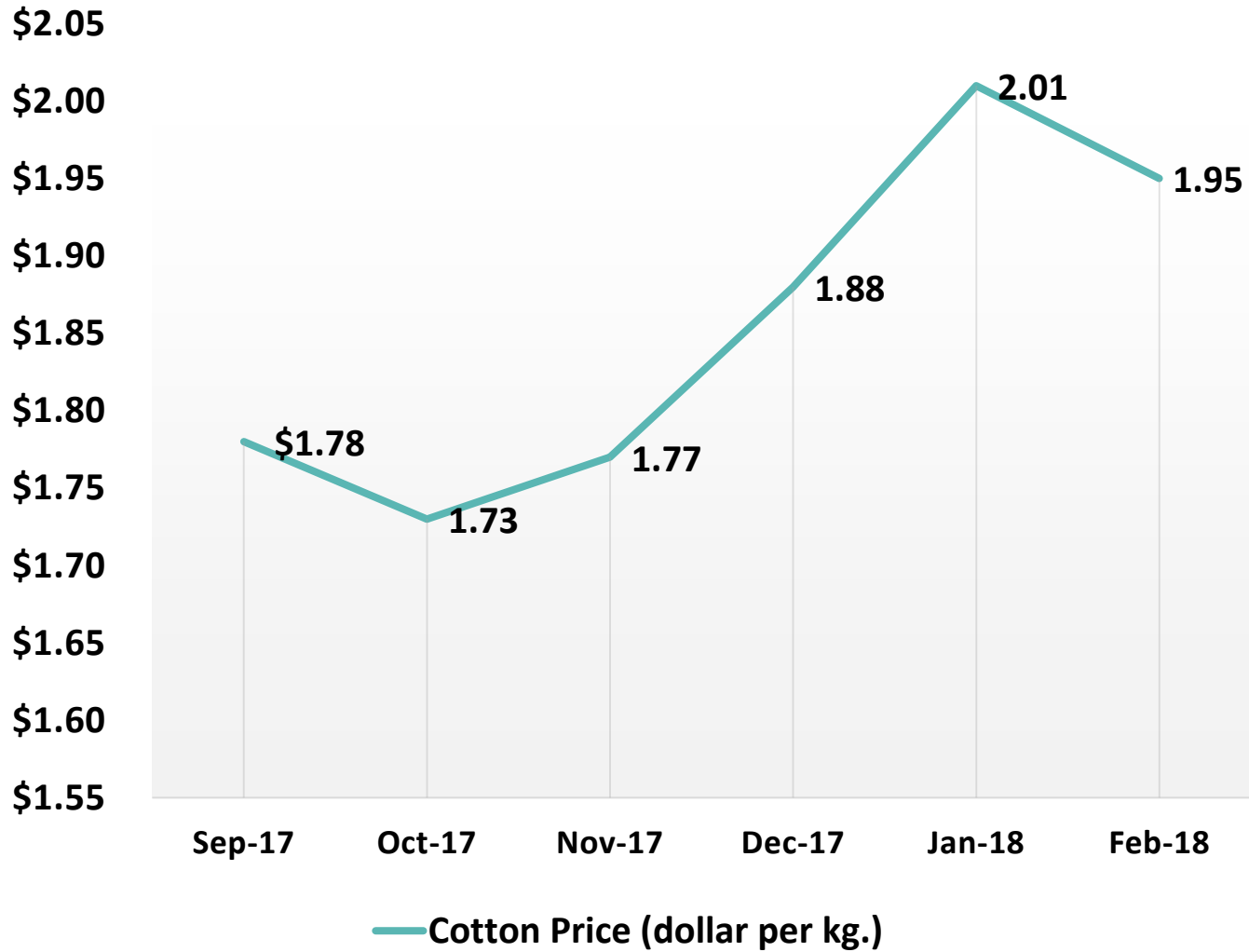
# OIA's Product Spotlight

Over the past few years we have continued to see the steady drop in stand alone GPS systems. Due to the increases in phone technology, smart watches, and do it all phone apps. Aps such as mountain bike project, all trails, trail run project and now even more powerful pay for aps like [OnX](#) and [GaiaGps](#). Sure there will always be a place for stand alone GPS's on multi-day backpacking/bikepacking adventures, remote hunting trips, and anywhere requiring better battery life. However, for most of the weekend warriors and after work trail crushers their phone is going to be the GPS of choice.

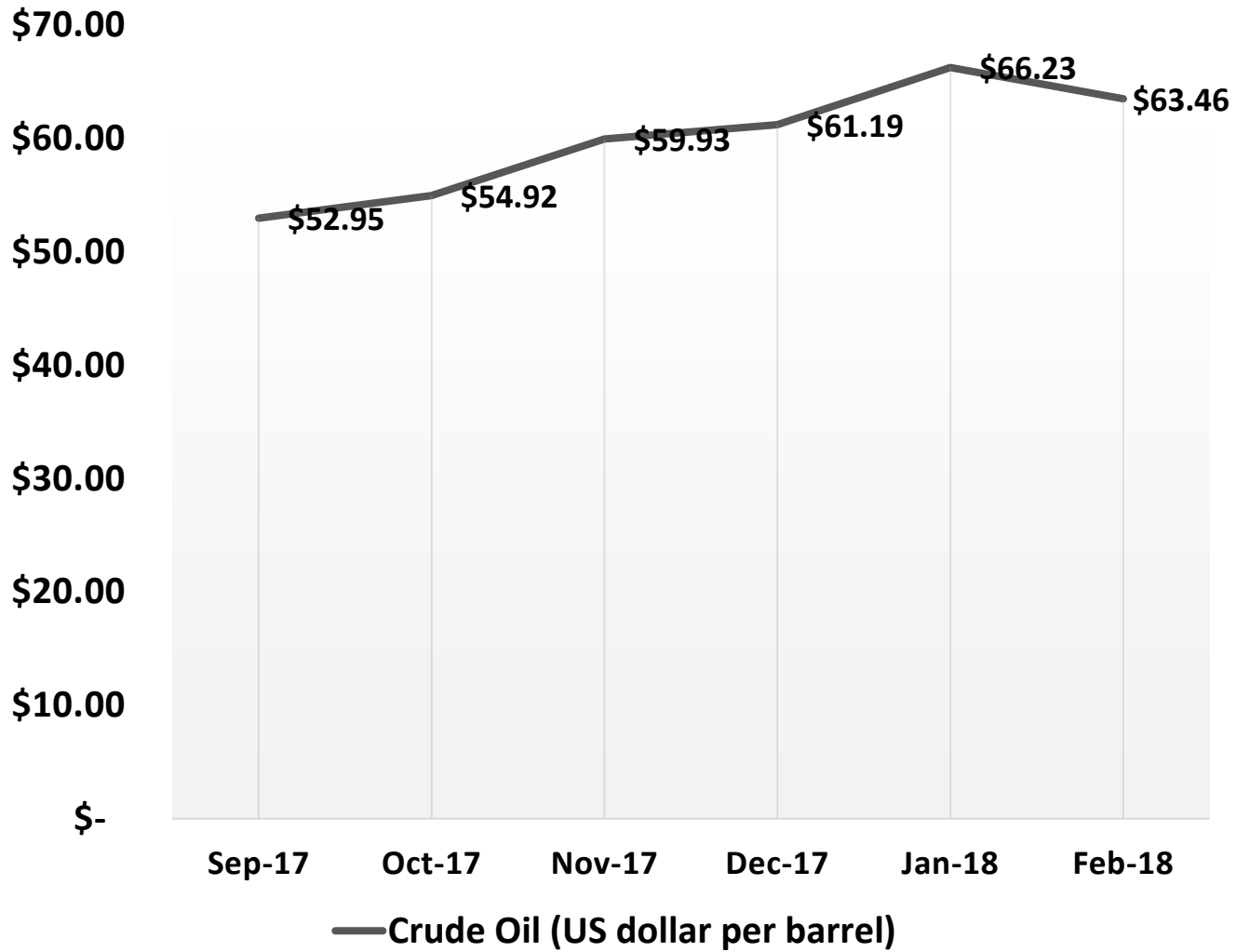
GPS System Sales v SMLY



## Cotton Price (dollar per kg.)



## Crude Oil (US dollar per barrel)



## Gasoline (US dollar per gallon)

