January Industry Sales

Industry Sales Category

	Apparel	Footwear	Industry
December	$2.1B	$502M	$3.2B
January	$844M	$267M	$1.3B
% v LM	-60%	-47%	-58%
% v SMLY	9.7%	9.3%	8.4%
Last 3 MTH	$4.2B	$1.1B	$6.3B
3 MTH v SMLY	.1%	-5%	-1.6%
R12	$10.2B	$3.9B	$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 Retail Channel
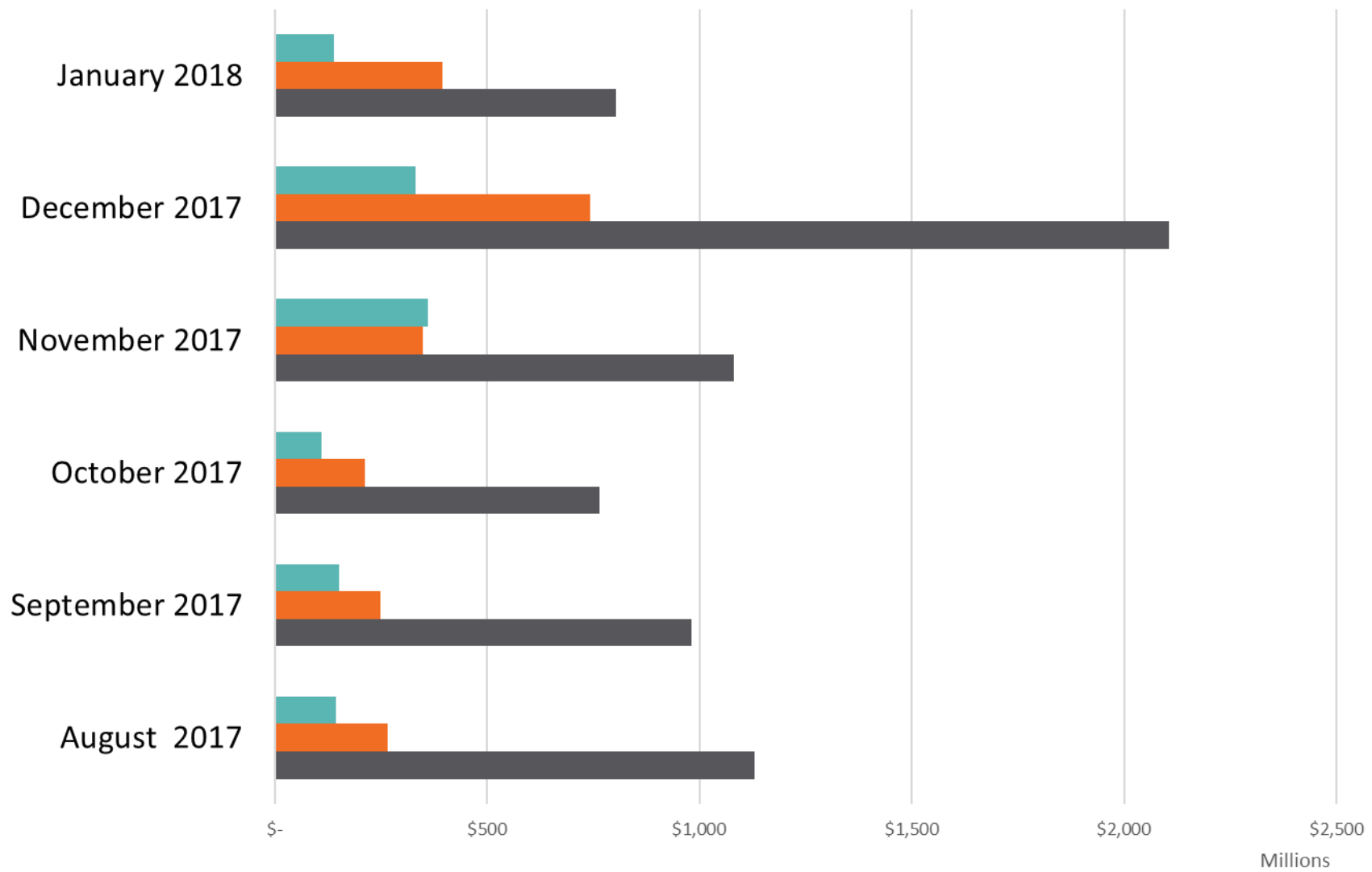
■ Sport Specialty Ecommerce ■ Outdoor Specialty ■ Athletic Specialty / Sporting Goods

LM – Last Month | SMLY – Same Month Last Year | YTD – Year To Date | LY – Last Year | R12 – Rolling 12 Months
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OIA's Product Spotlight

With spring knocking at the door, everyone has begun looking forward to concerts, planning camping trips, and relaxing days in the park. If there is one thing customers with springtime on the brain should have, it's a camp chair. They are versatile, easy to keep in a car, and lets be honest, nobody wants to be that person who's always asking if anyone as an extra. Camp chairs continue to post positive sales month over month, even through winter. For the 3 months ending in January, sales were up 13%. Below are a few examples that appeal to a wide range of consumers and might change the way you look at your camp chair inventory.
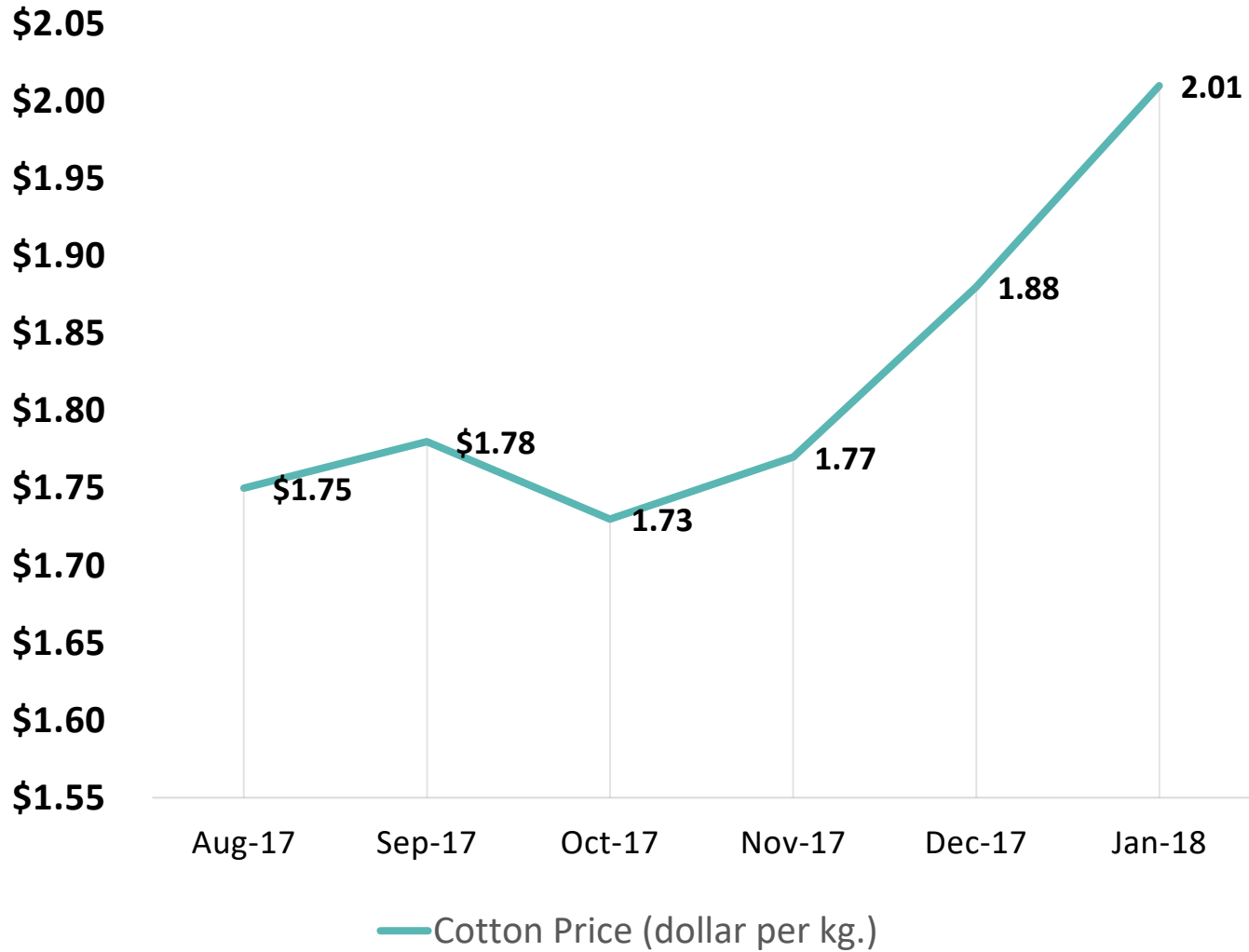
REI Flexlight Chair   Kelty Loveseat   The Outer Banks Chair
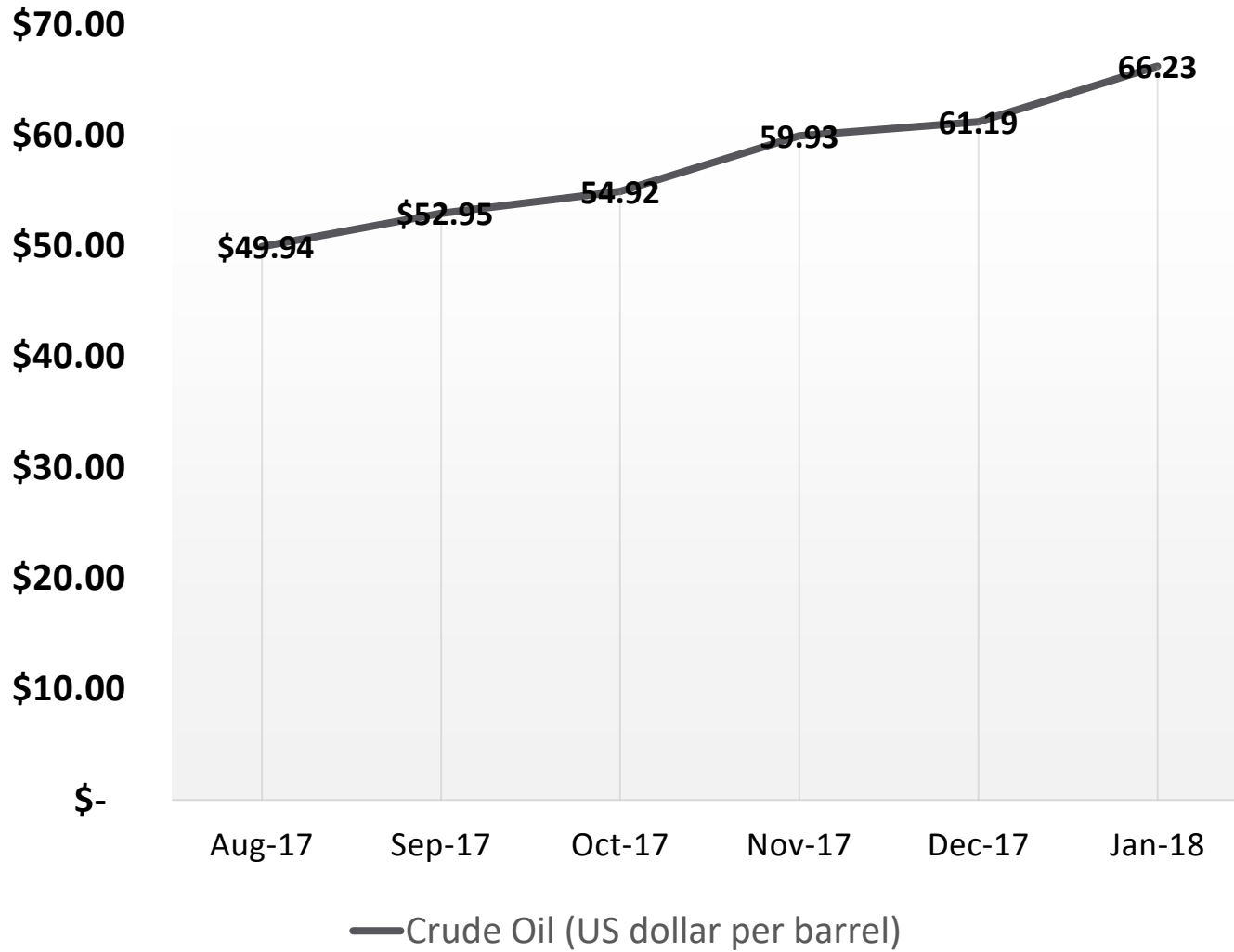
Cotton Price (dollar per kg.)
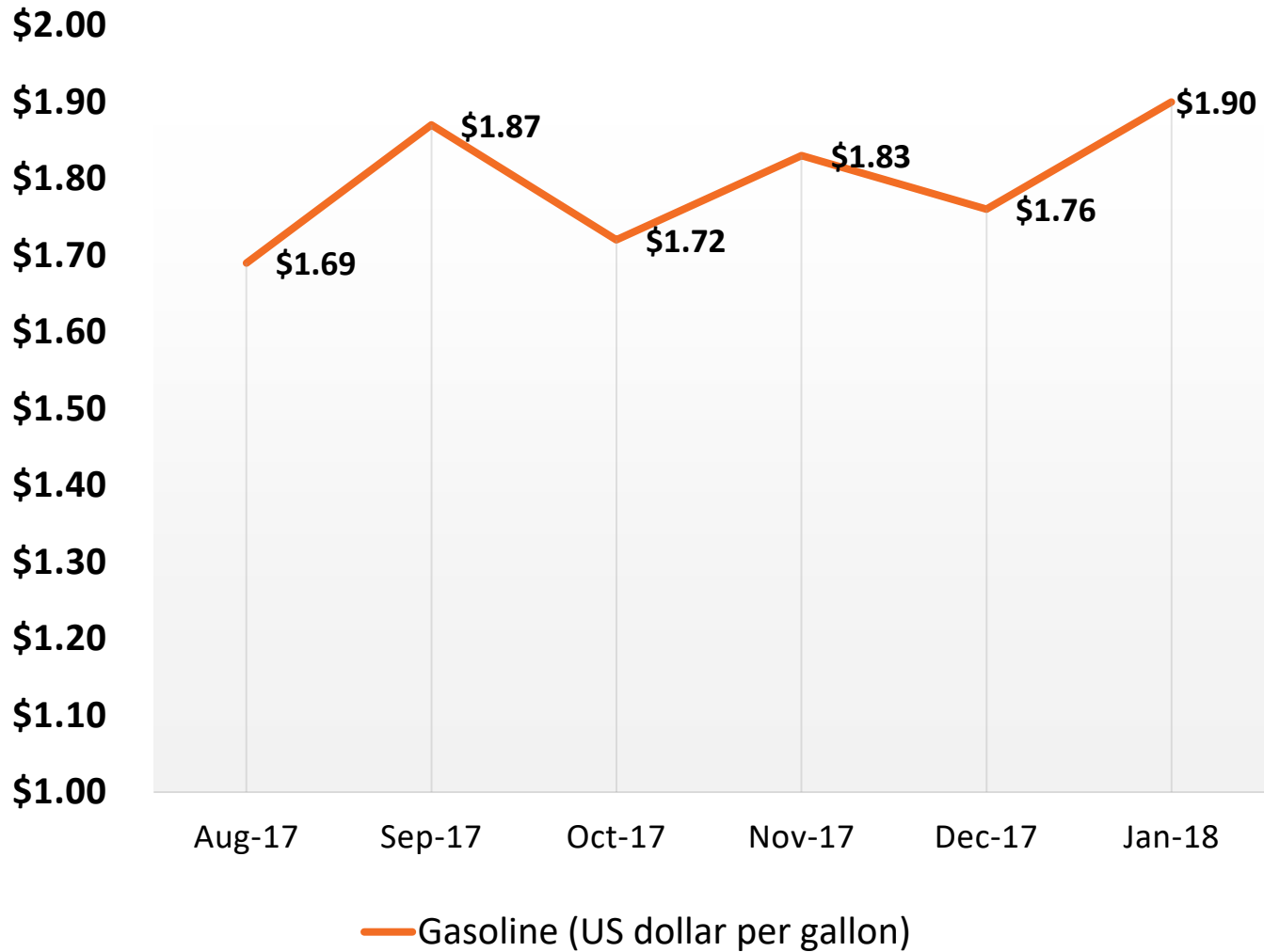
$2.05

$2.00

$1.95

$1.90

$1.85

$1.80

$1.75

$1.70

$1.65

$1.60

$1.55

$1.75

$1.78

1.73

1.77

1.88

2.01

Aug-17   Sep-17   Oct-17   Nov-17   Dec-17   Jan-18

—— Cotton Price (dollar per kg.)

Crude Oil (US dollar per barrel)

	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18
	$49.94	$52.95	54.92	59.93	61.19	66.23

— Crude Oil (US dollar per barrel)

Gasoline (US dollar per gallon)

Gasoline (US dollar per gallon)

- Aug-17: $1.69
- Sep-17: $1.87
- Oct-17: $1.72
- Nov-17: $1.83
- Dec-17: $1.76
- Jan-18: $1.90

*Commodities prices from indexmundi.com