July Industry Sales
## Industry Sales Category

<table>
<thead>
<tr>
<th></th>
<th>Equipment</th>
<th>Accessories</th>
<th>Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>June</td>
<td>$426M</td>
<td>$101M</td>
<td>$1.60B</td>
</tr>
<tr>
<td>July</td>
<td>$305M</td>
<td>$117M</td>
<td>$1.33B</td>
</tr>
<tr>
<td>% v LM</td>
<td>-28%</td>
<td>16%</td>
<td>-17%</td>
</tr>
<tr>
<td>% v SMLY</td>
<td>-19.8%</td>
<td>7.2%</td>
<td>-6.1%</td>
</tr>
<tr>
<td>Last 3 MTH</td>
<td>$1.1B</td>
<td>$315M</td>
<td>$4.36B</td>
</tr>
<tr>
<td>3 MTH v SMLY</td>
<td>-13.1%</td>
<td>2.9%</td>
<td>-3.4%</td>
</tr>
<tr>
<td>R12</td>
<td>$3.5B</td>
<td>$1.1B</td>
<td>$18.9B</td>
</tr>
</tbody>
</table>

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.*
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We can only avoid the topic of fanny packs for so long. Yes they’re back and they have had positive growth since January. In July alone, sales were up 83% over the same period last year. So if you’re wondering what you should put in a display window, end cap, or by the front register, a fanny pack would be a safe bet. While many brands have them, brands like Cotopaxi, REI, KAVU, or Dakine are combining fashion and function to reach a broader consumer.

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**Fanny/Waist Packs**

![Bar chart showing sales growth from February to July.](chart.png)

*SMLY – Same Month Last Year*
Cotton Price (dollar per kg.)


*Commodities prices from indexmundi.com
Crude Oil (US dollar per barrel)

- Feb 18: $63.46
- Mar 18: $64.17
- Apr 18: $68.79
- May 18: $73.43
- Jun 18: $71.98
- Jul 18: $72.67

*Commodities prices from indexmundi.com*
Gasoline (US dollar per gallon)

*Commodities prices from indexmundi.com*