

July Industry Sales

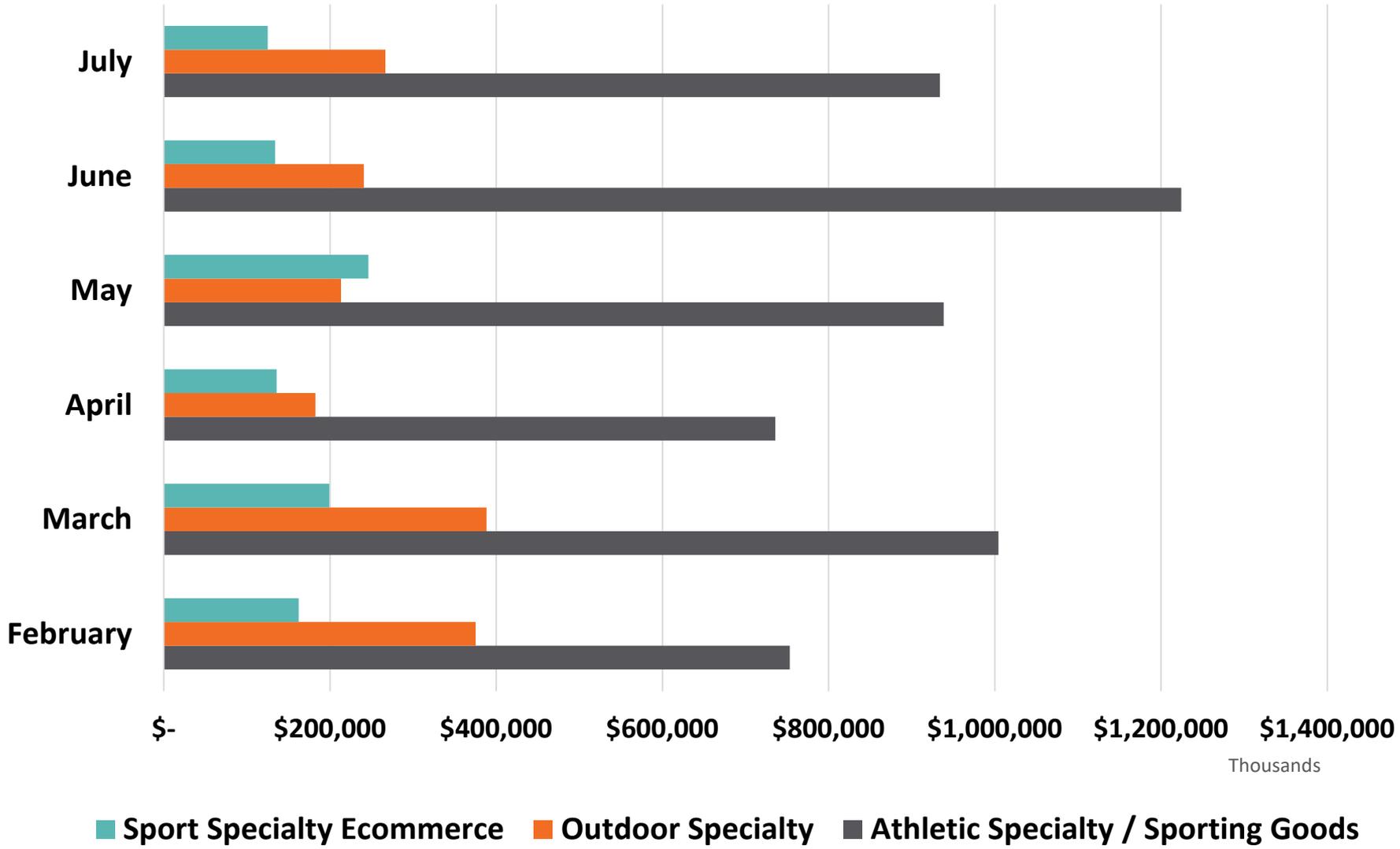
Industry Sales Category

	Equipment	Accessories	Industry
June	\$426M	\$101M	\$1.60B
July	\$305M	\$117M	\$1.33B
% v LM	-28%	16%	-17%
% v SMLY	-19.8%	7.2%	-6.1%
Last 3 MTH	\$1.1B	\$315M	\$4.36B
3 MTH v SMLY	-13.1%	2.9%	-3.4%
R12	\$3.5B	\$1.1B	\$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.

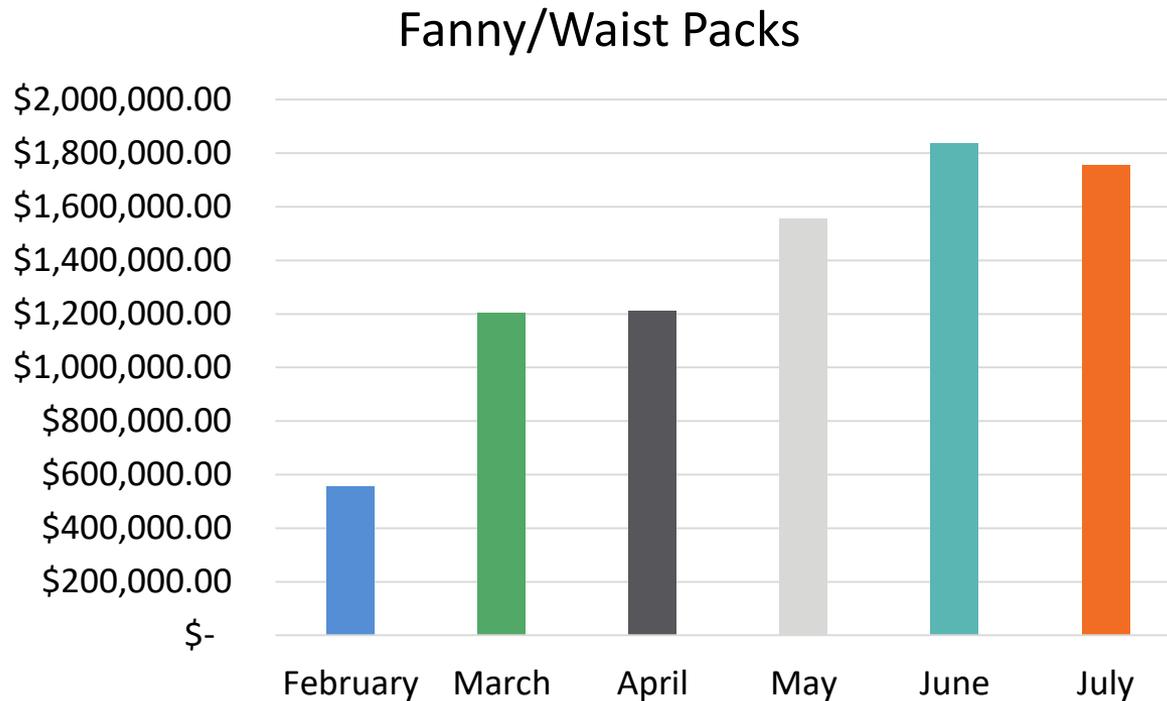
Monthly Sales by Retail Channel



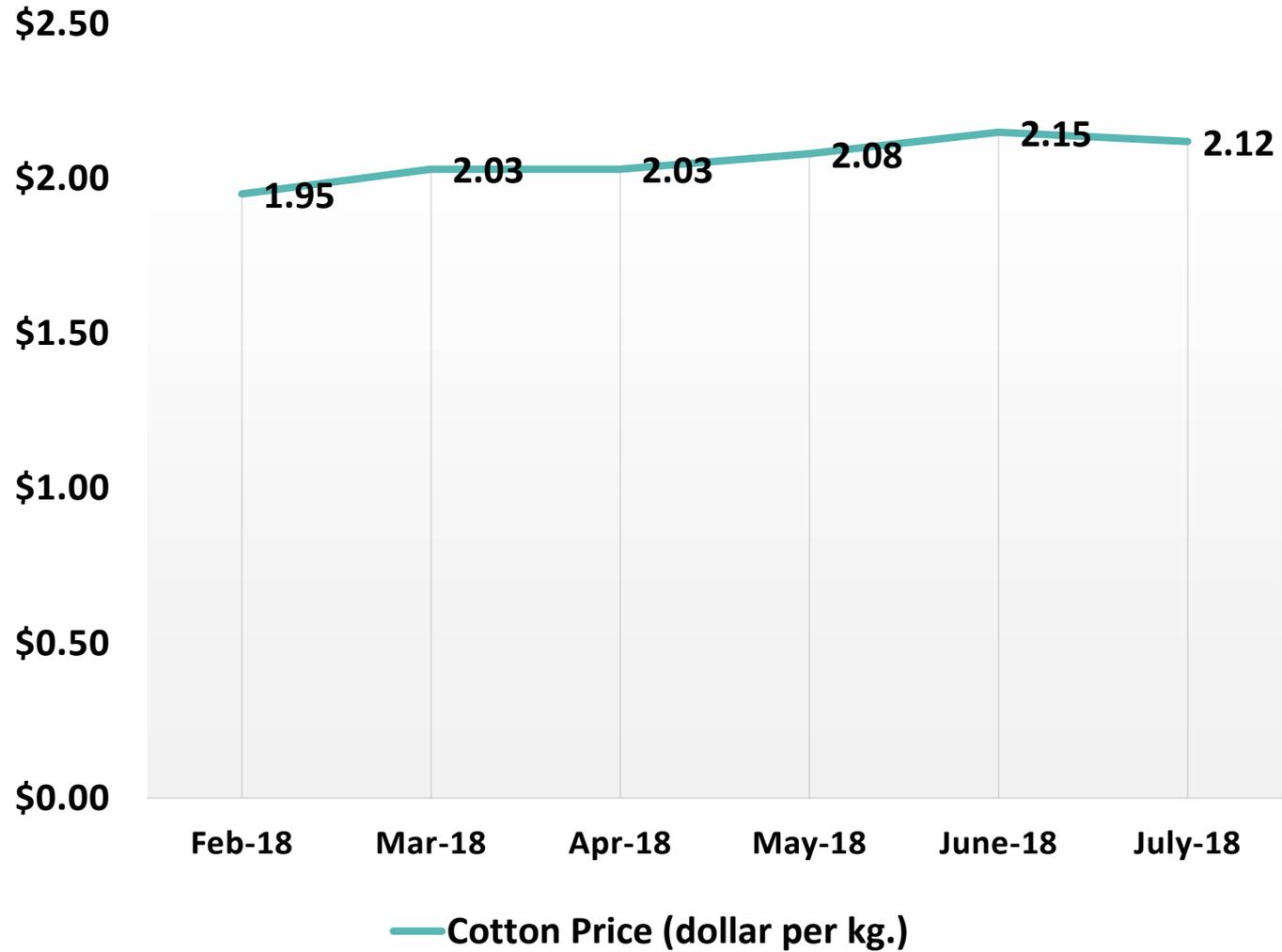
*Outdoor Industry data dashboard brings multiple datasets together that are provided by NPD to generate and complete an outdoor equipment industry overview. The POS data received from the participating set of retailers are projected to represent a total outdoor industry universe.

OIA's Product Spotlight

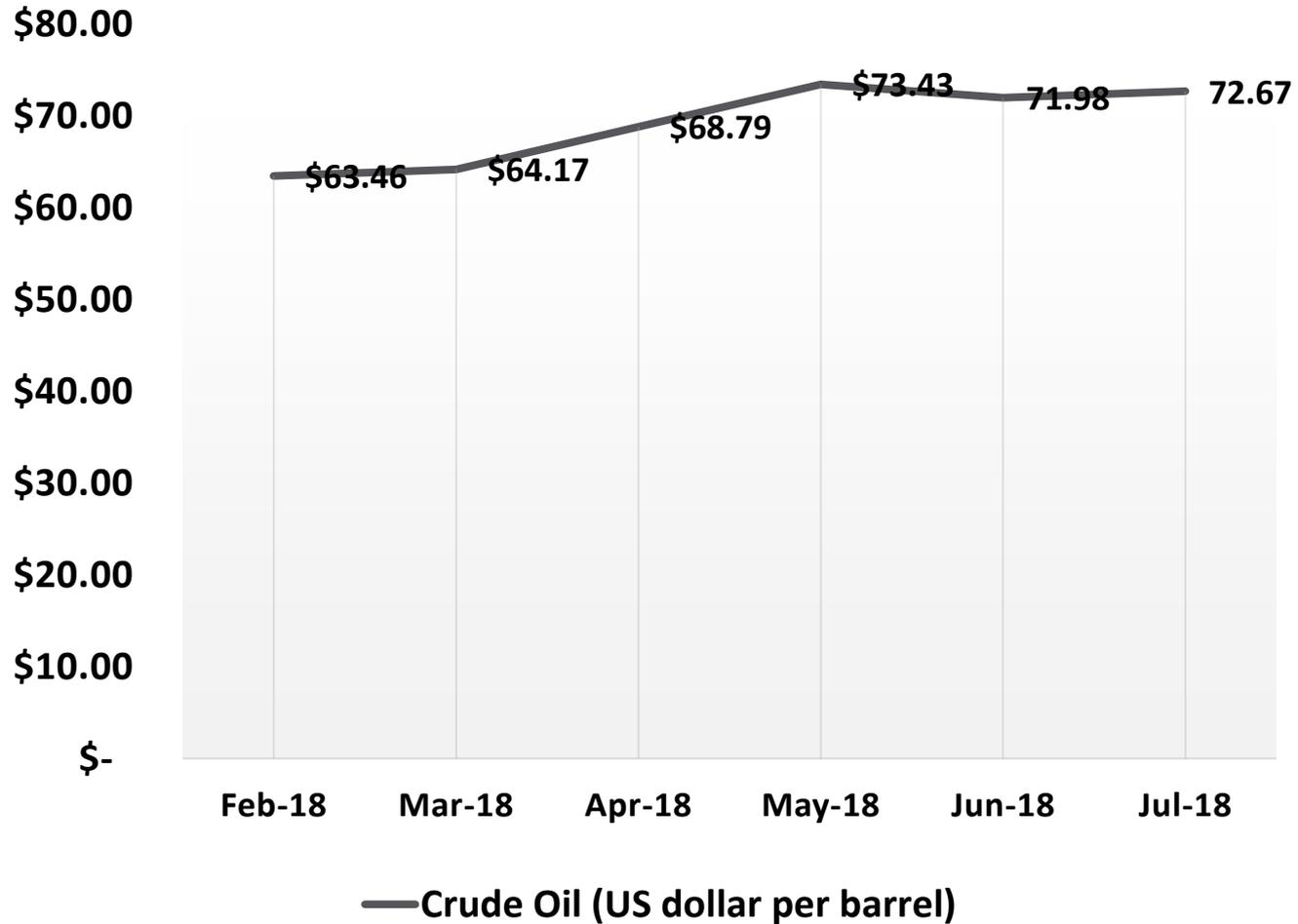
We can only avoid the topic of fanny packs for so long. Yes they're back and they have had positive growth since January. In July alone, sales were up 83% over the same period last year. So if you're wondering what you should put in a display window, end cap, or by the front register, a fanny pack would 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.



Cotton Price (dollar per kg.)



Crude Oil (US dollar per barrel)



Gasoline (US dollar per gallon)

