

# March Industry Sales

# Industry Sales Category

	Equipment	Accessories	Industry
February	\$168M	\$67M	\$1.3B
March	\$273M	\$99M	\$1.6B
% v LM	63%	49%	23%
% v SMLY	-7.2%	1.5%	.7%
Last 3 MTH	\$603M	\$232M	\$4.2B
3 MTH v SMLY	-6%	2.3%	3.5%
R12	\$3.6B	\$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



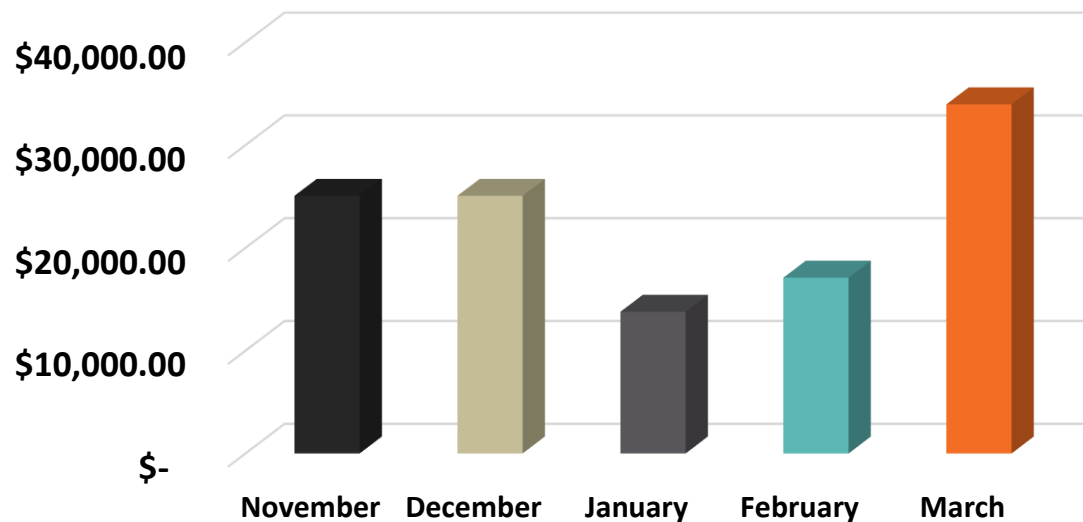
■ Sport Specialty Ecommerce ■ Outdoor Specialty ■ Athletic Specialty / Sporting Goods

\*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.

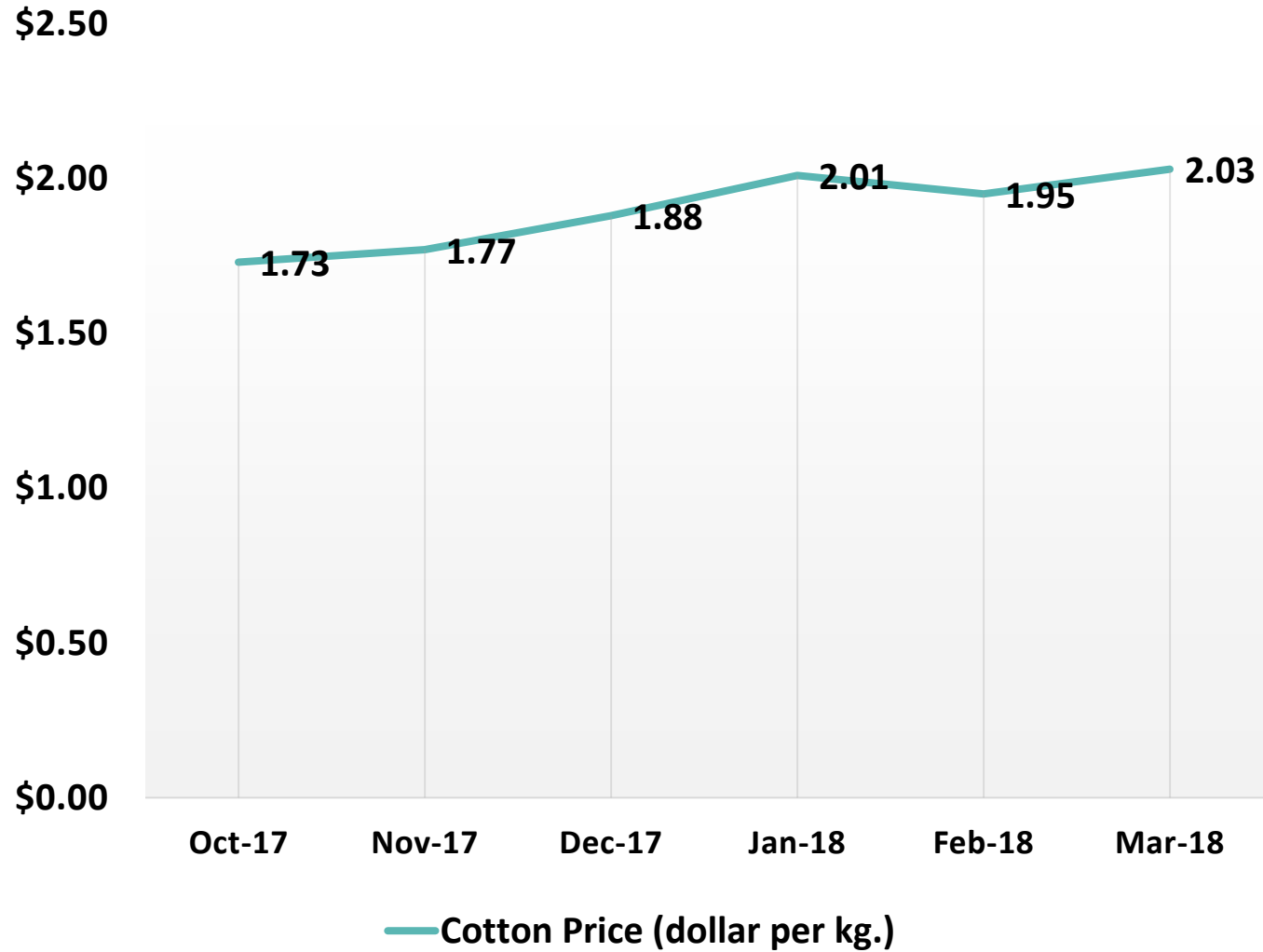
# OIA's Product Spotlight

Product versatility carries high value with outdoor consumers, based on our [ConsumerVue](#) segmentation research, and headlamps are no exception. Hybrid headlamps, which allow for multiple battery options (rechargeable or alkaline) and multiple bulb setups (LED, spot, flood, and red) have taken off in the last few years, according to NPD sales data. Leaving the old alkaline battery powered single bulb units in the dust. With March kicking off camping season in many parts of the country, sales were larger than at Christmas time. Not to mention that March sales alone were up 760% over last year. So if you're looking for something to keep by the register or clip stripped by the camping gear, give hybrid headlamps a try.

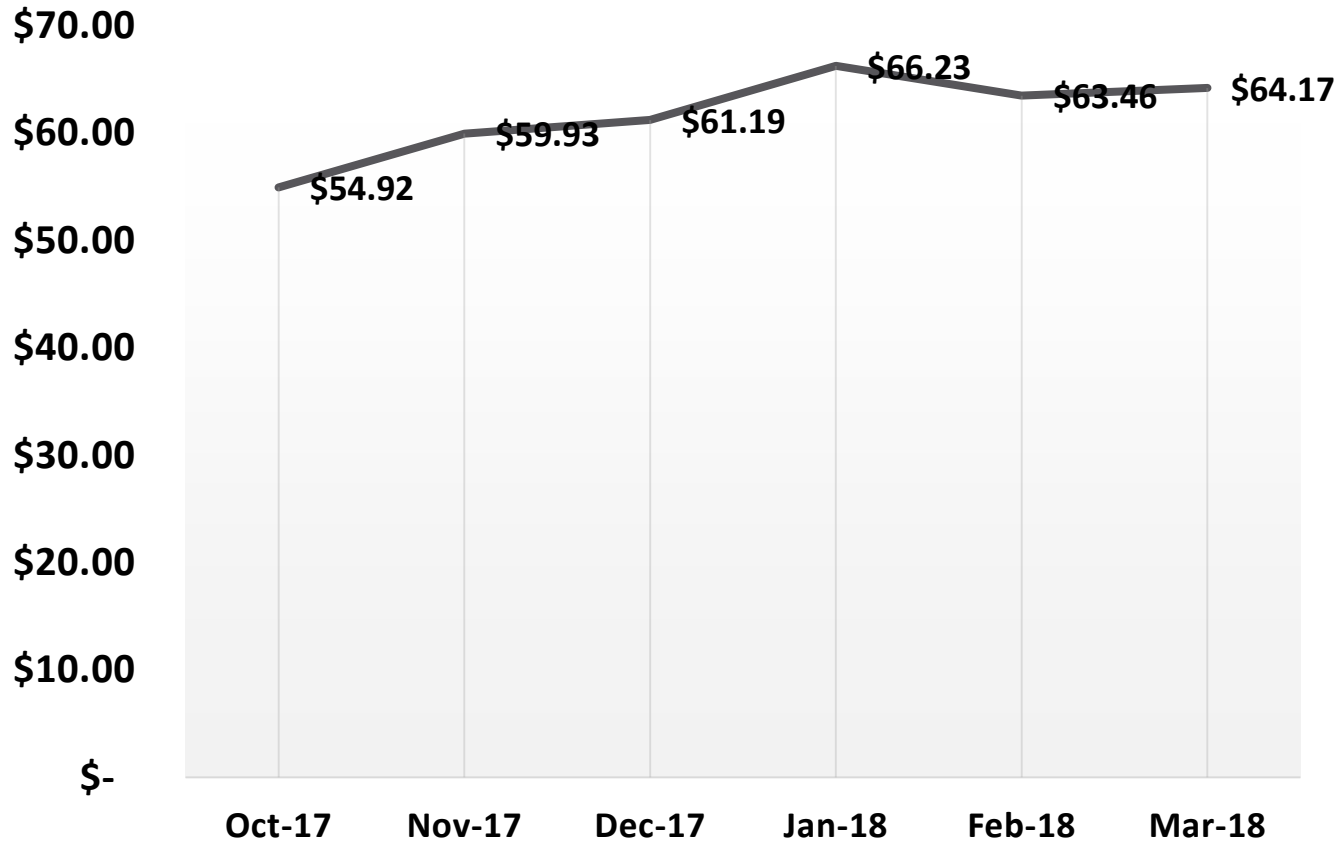
## Hybrid Headlamps



## Cotton Price (dollar per kg.)



## Crude Oil (US dollar per barrel)



— Crude Oil (US dollar per barrel)

## Gasoline (US dollar per gallon)

