

# May Industry Sales

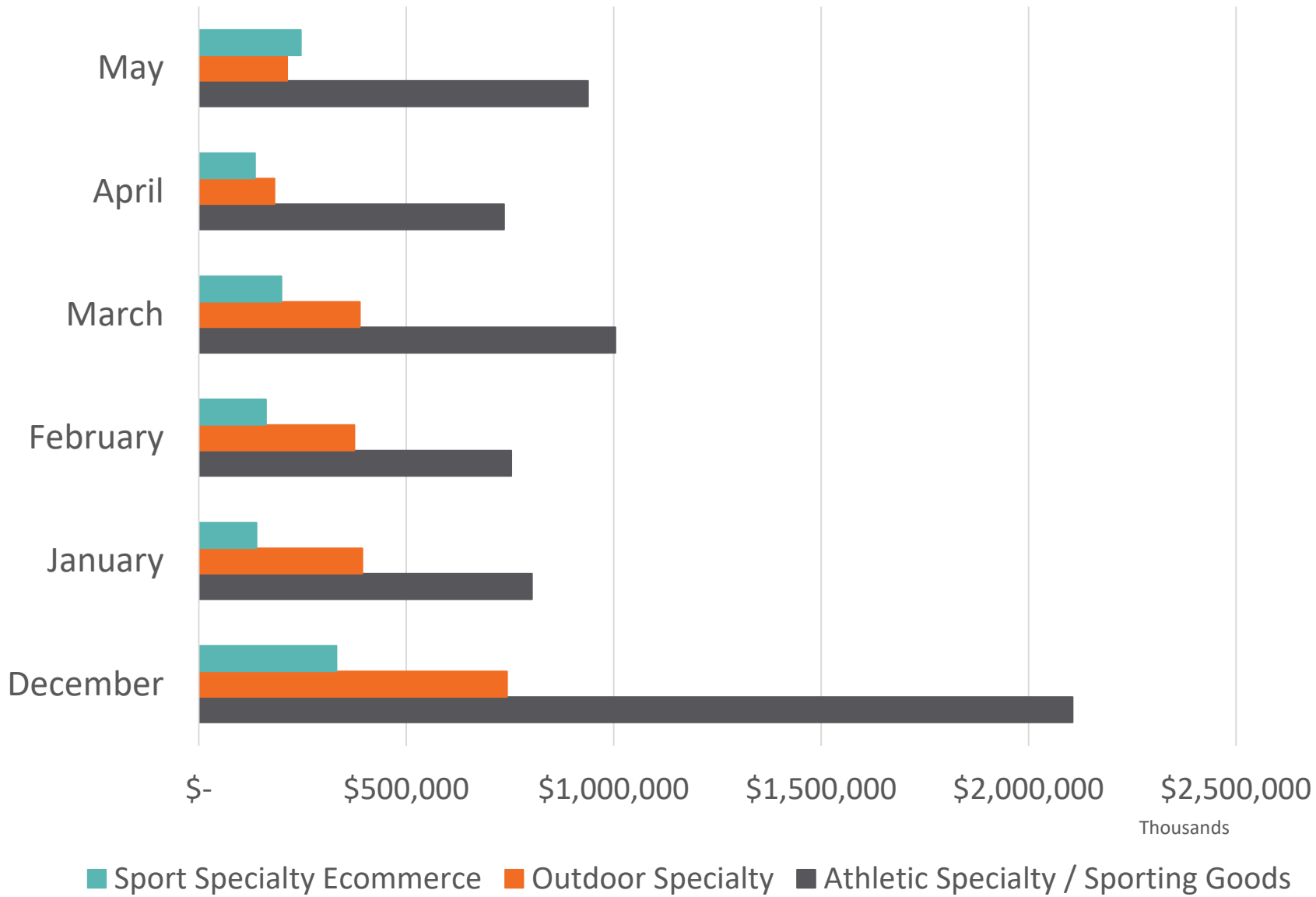
# Industry Sales Category

	Footwear	Apparel	Industry
April	\$251M	\$503M	\$1.05B
May	\$315M	\$610M	\$1.40B
% v LM	26%	21%	33%
% v SMLY	5.1%	9%	4.9%
Last 3 MTH	\$916M	\$2.0B	\$4.1B
3 MTH v SMLY	-4%	3.0%	-1.5%
R12	\$3.8B	\$10.4B	\$19.0B

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

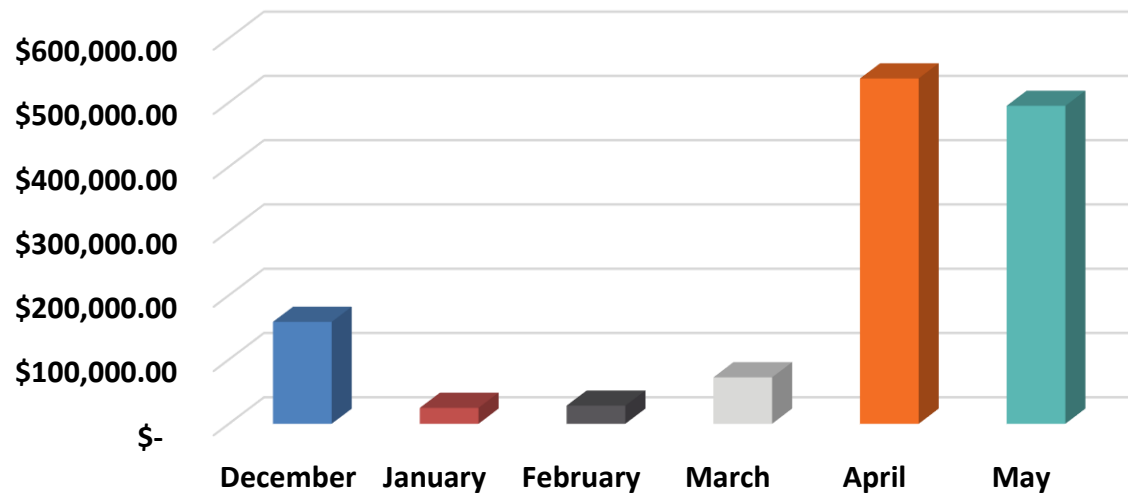


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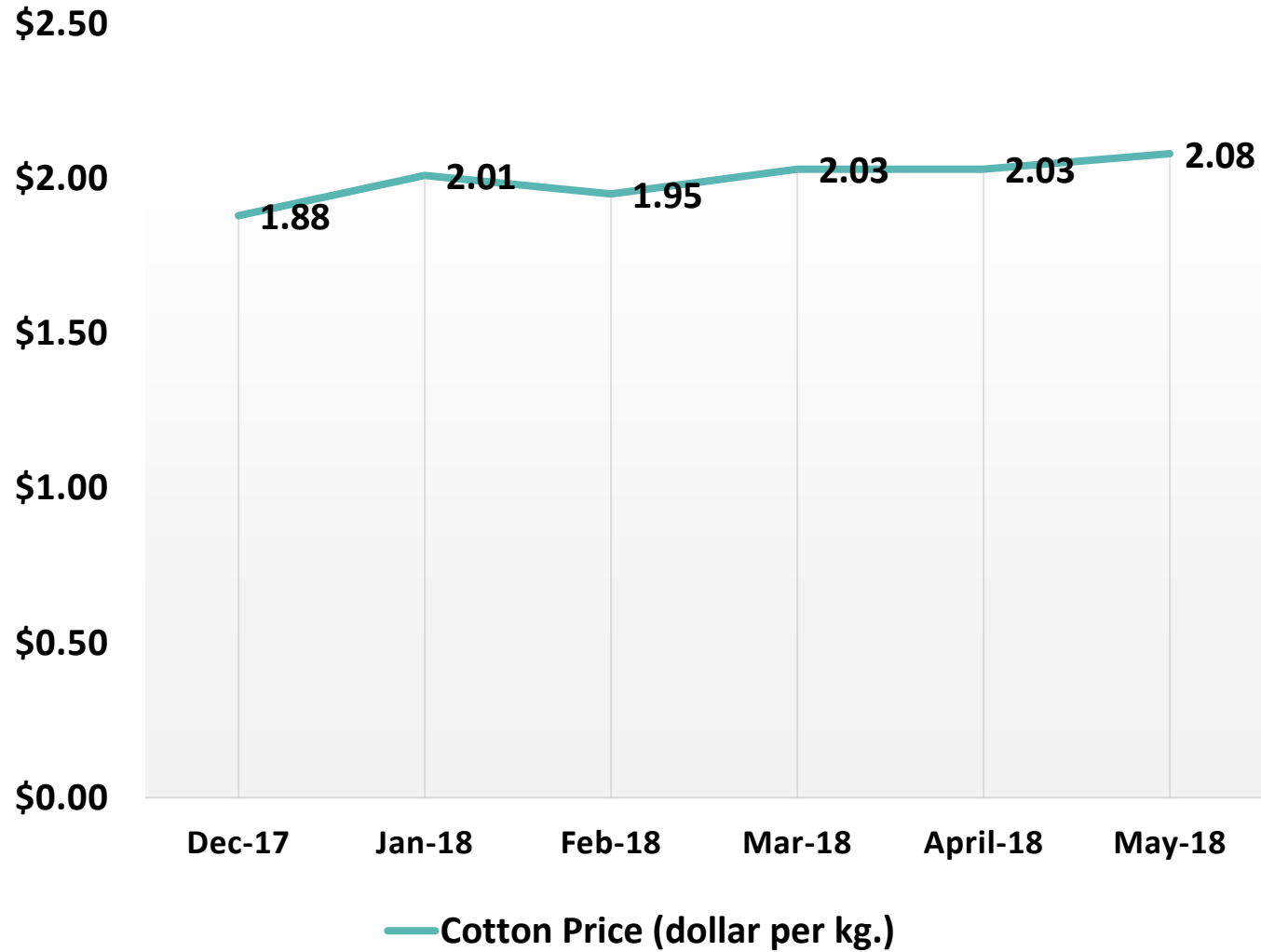
# OIA's Product Spotlight

Are bundled camp sets (includes sleeping bags, tents, mattress pads, etc.) the next big opportunity? While only a few companies are currently offering store to campsite kits, the categories sales are growing. Examples like the [Ozark Trail](#) camp set or [Stansport](#) 2 person camp set could be the gateway setup for future outdoorist. They also make a quick and easy purchase for festival goers looking to get outfitted without all the research and high costs of buying products individually. As a retailer or manufacturer, try bundling a few of your favorite camping items together, for around the \$213 average selling price, and see what happens.

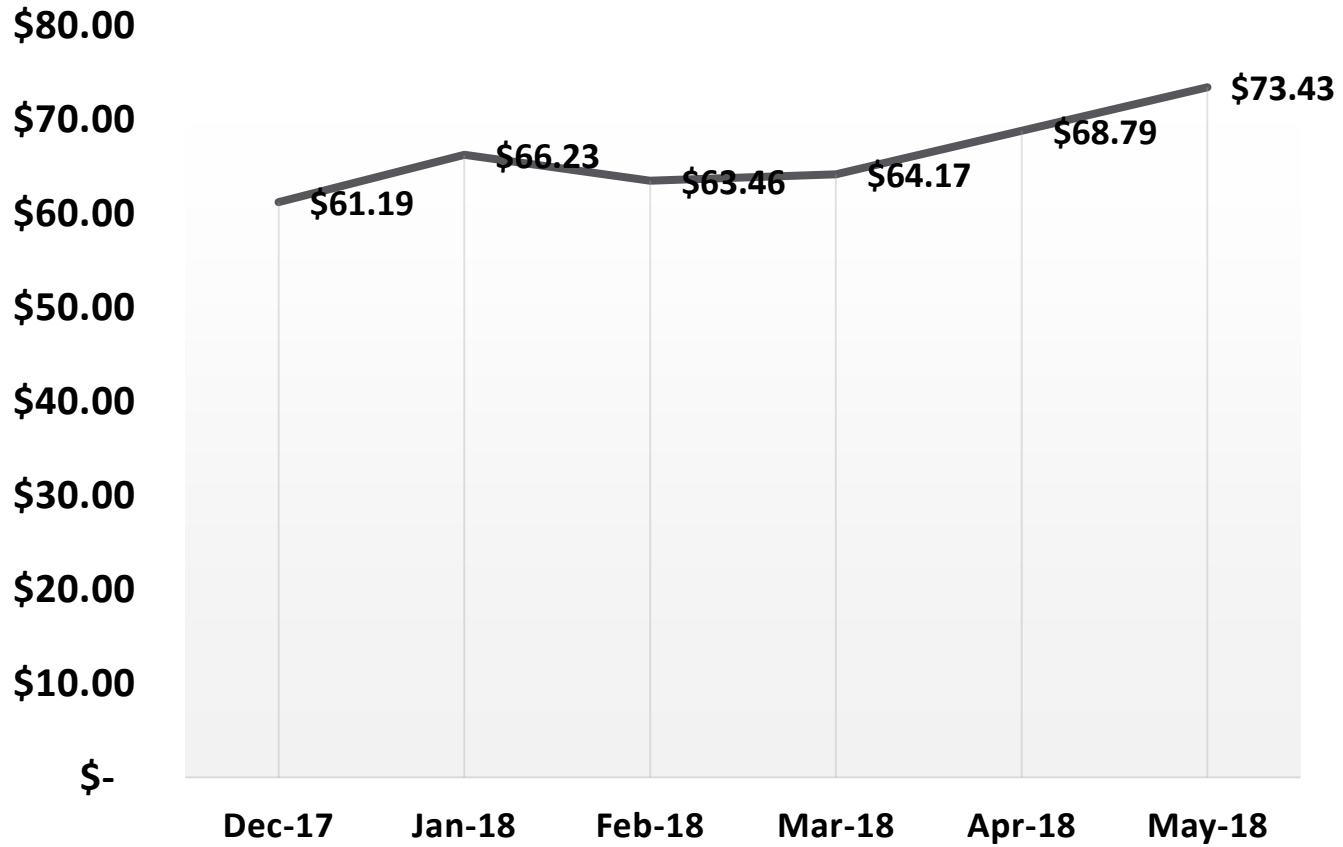
## Camp Set Sales



## Cotton Price (dollar per kg.)



## Crude Oil (US dollar per barrel)



— Crude Oil (US dollar per barrel)

## Gasoline (US dollar per gallon)

