November Industry Sales
## Industry Sales Category

<table>
<thead>
<tr>
<th></th>
<th>Equipment</th>
<th>Accessories</th>
<th>Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>October</td>
<td>$151M</td>
<td>$46M</td>
<td>$1.21B</td>
</tr>
<tr>
<td>November</td>
<td>$285M</td>
<td>$75M</td>
<td>$2.13B</td>
</tr>
<tr>
<td>% v LM</td>
<td>89%</td>
<td>65%</td>
<td>77%</td>
</tr>
<tr>
<td>% v SMLY</td>
<td>12%</td>
<td>8%</td>
<td>15%</td>
</tr>
<tr>
<td>Last 3 MTH</td>
<td>$705M</td>
<td>$200M</td>
<td>$4.65B</td>
</tr>
<tr>
<td>3 MTH v SMLY</td>
<td>-6.2%</td>
<td>-5.2%</td>
<td>6.1%</td>
</tr>
<tr>
<td>R12</td>
<td>$3.62B</td>
<td>$1.12B</td>
<td>$19.30B</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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The combination of holiday sales and good snow, made November a great month for rack sales. Snow sports alone were up 63% over the same period last year, closely followed by hitch racks up 52%. Many are attributing the rise in sales to booming SUV and truck sales. According to SEMA “In the $43-billion automotive specialty equipment market, products for pickup trucks accounted for 29% in 2017”. In addition the global forecast for roof racks is expected to grow 7% by 2023. However, one key area for consumers to keep an eye on, will be the new aluminum tariffs just implemented. Tariffs collected on aluminum products in October alone, have already accounted for an increase of $124M over the same period last year.
Cotton Price (dollar per kg.)

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

*Commodities prices from indexmundi.com*
Commodities prices from indexmundi.com

Gasoline (US dollar per gallon)

- Jun-18: $2.03
- Jul-18: 2.07
- Aug-18: 2.08
- Sep-18: 2.09
- Oct-18: 2.03
- Nov-18: 1.63

$(0.30)

Gasoline (US dollar per gallon)

*Commodities prices from indexmundi.com*