

October Industry Sales

Industry Sales Category

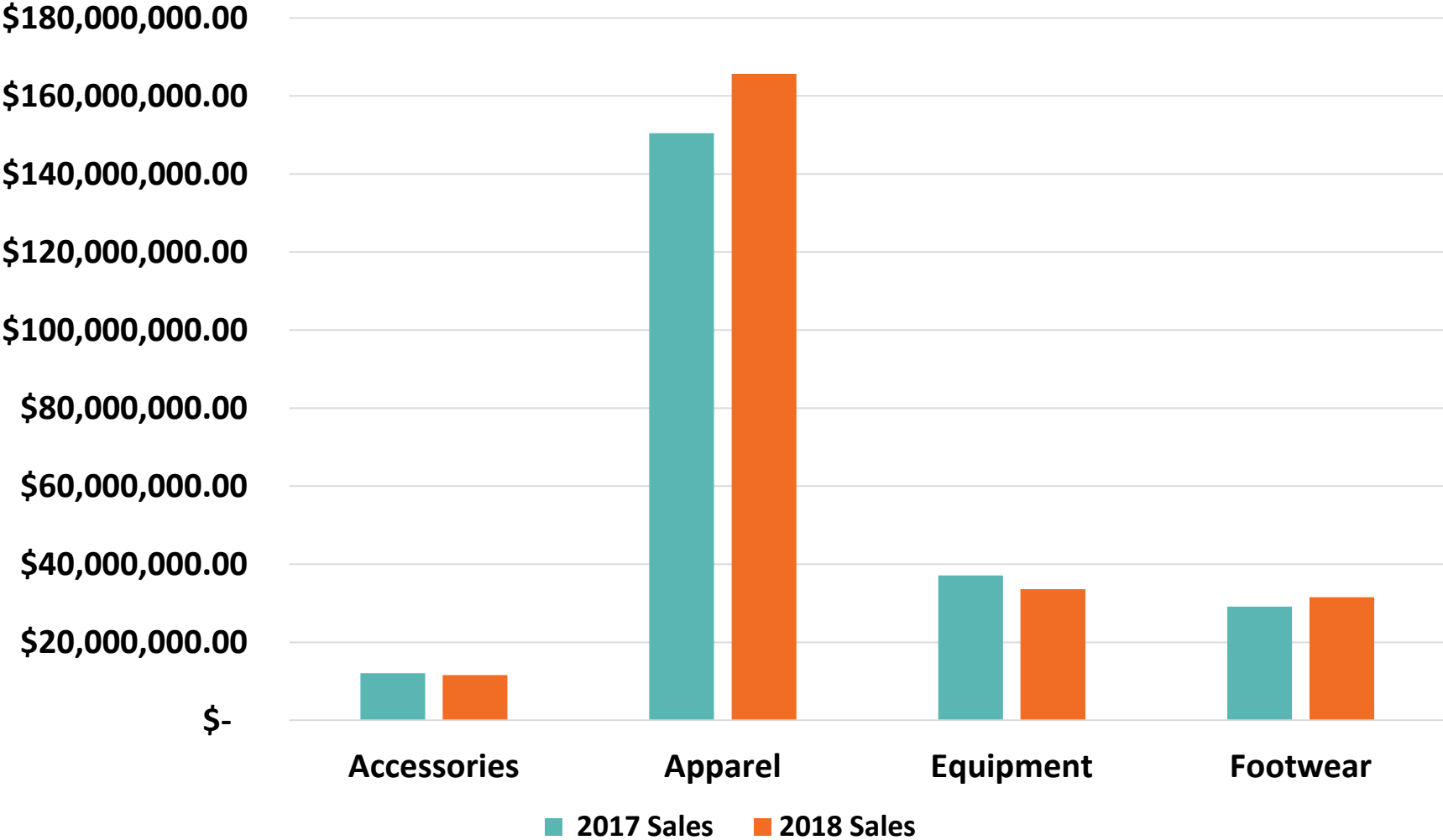
	Sport Specialty Ecommerce	Outdoor Specialty	Industry
September	\$143M	\$222M	\$1.27B
October	\$151M	\$242M	\$1.21B
% v LM	5%	9%	-5%
% v SMLY	31.5%	6.0%	7.0%
Last 3 MTH	\$477M	\$738M	\$3.94B
3 MTH v SMLY	15.9%	-1.5%	-2.5%
R12	\$2.3B	\$4.0B	\$18.8B

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 Channel/Category

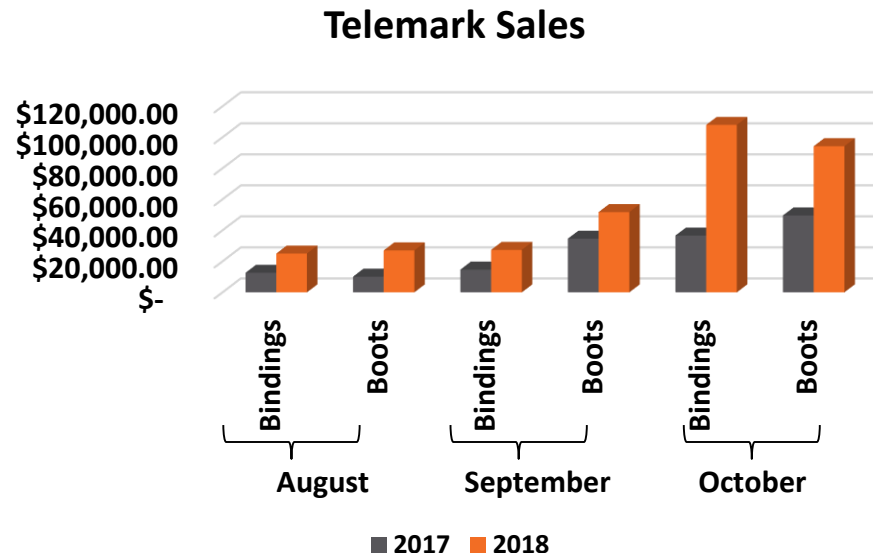
Outdoor Specialty



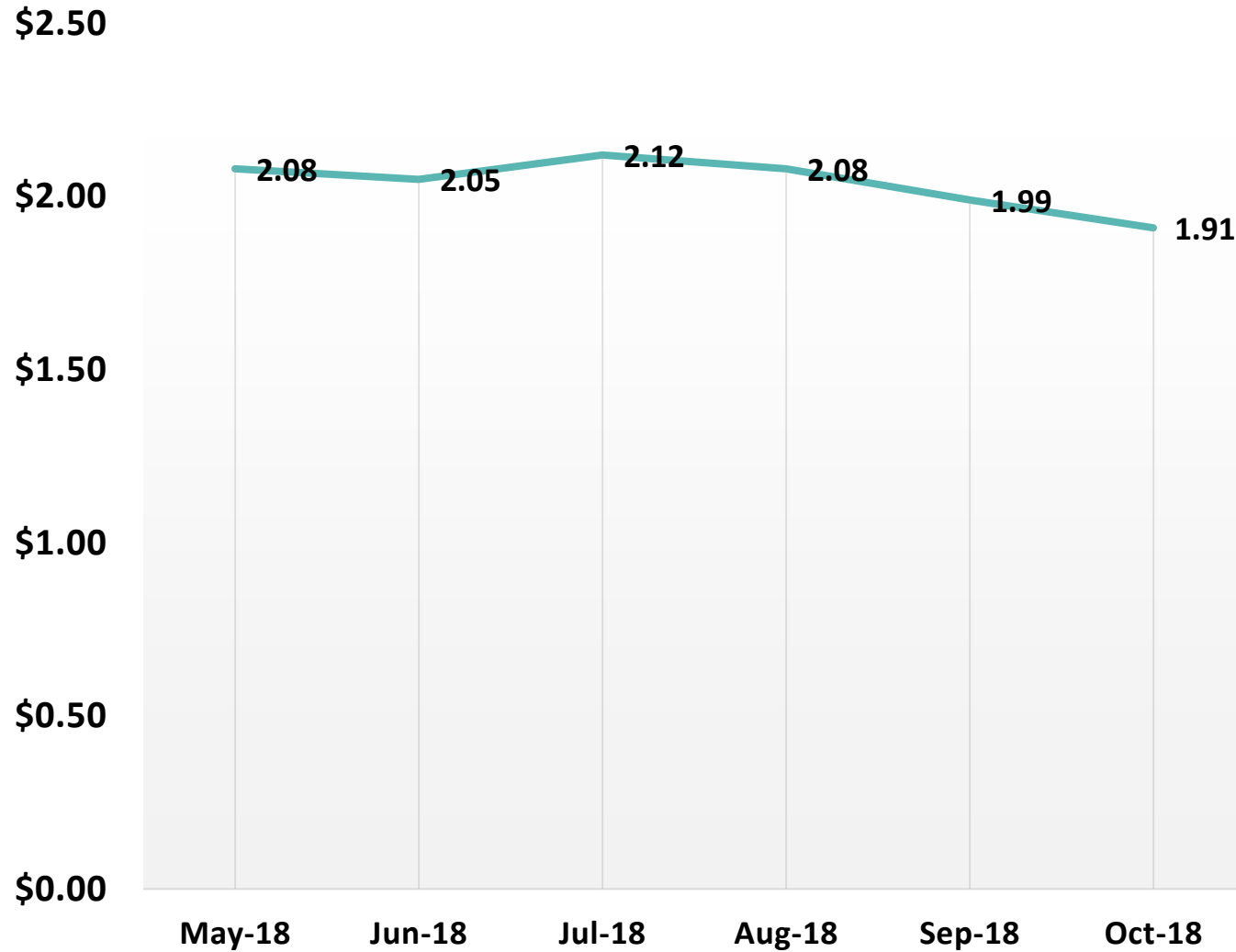
LM – Last Month | SMLY – Same Month Last Year | YTD – Year To Date | LY – Last Year | R12 – Rolling 12 Months
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OIA PRODUCT SPOTLIGHT

Free the heal, increase the sales. A recent article by [Powder](#) magazine talked about telemark skiing being dead. The argument was that the gear was getting old and no one was investing in the sport. Based on October sales, those investing in the sport made the right decision. Tele bindings were up 195% vs October last year, with over \$100K in sales. Plenty of brands are still very involved and a handful just signed on for the NTN (New Tele Norm) Demo Tour. While it's not a lot of brands, in the outdoor consumer market niche is always cool. Throw in the fact that the FIS (Int. Ski Federation) has submitted a formal petition to make telemark part of the [2022 Olympics](#) and you have a recipe for reaching an entirely new generation.



Cotton Price (dollar per kg.)



Crude Oil (US dollar per barrel)



Gasoline (US dollar per gallon)

