

September Industry Sales

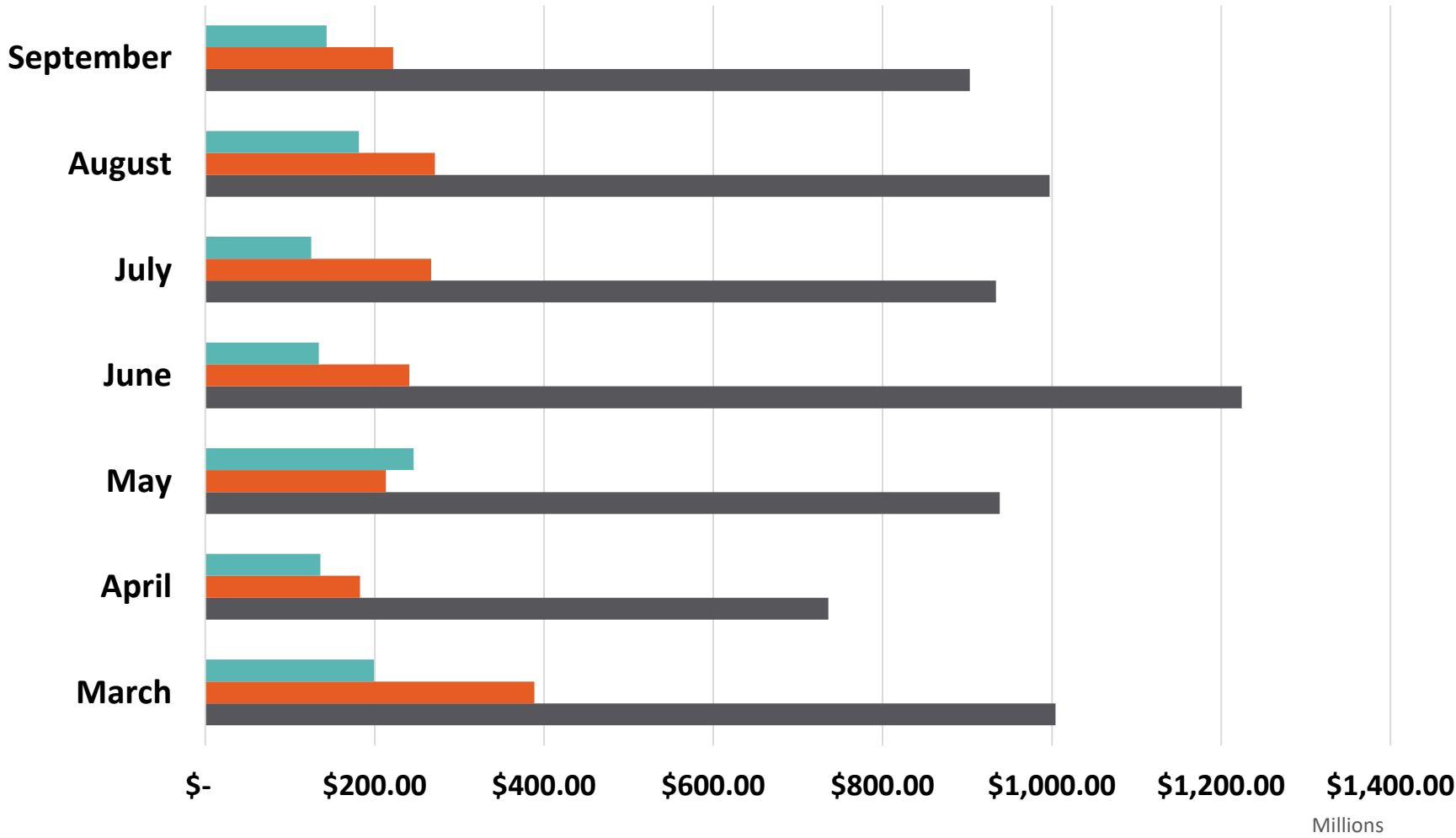
Industry Sales Category

	Footwear	Apparel	Industry
August	\$327M	\$688M	\$1.45B
September	\$280M	\$682M	\$1.26B
% v LM	-14%	-1%	-13%
% v SMLY	-7.5%	-2.0%	-9.6%
Last 3 MTH	\$921M	\$1.96B	\$4.05B
3 MTH v SMLY	-4.6%	-.4%	-6.2%
R12	\$3.79B	\$10.4B	\$18.71B

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

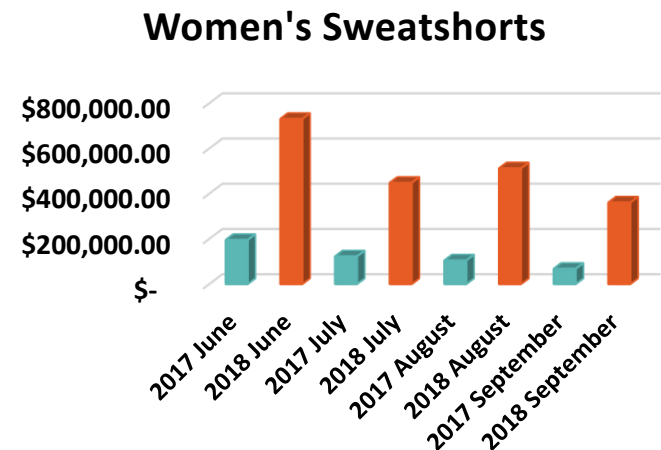


■ Sport Specialty Ecommerce ■ Outdoor Specialty ■ Athletic Specialty / Sporting Goods

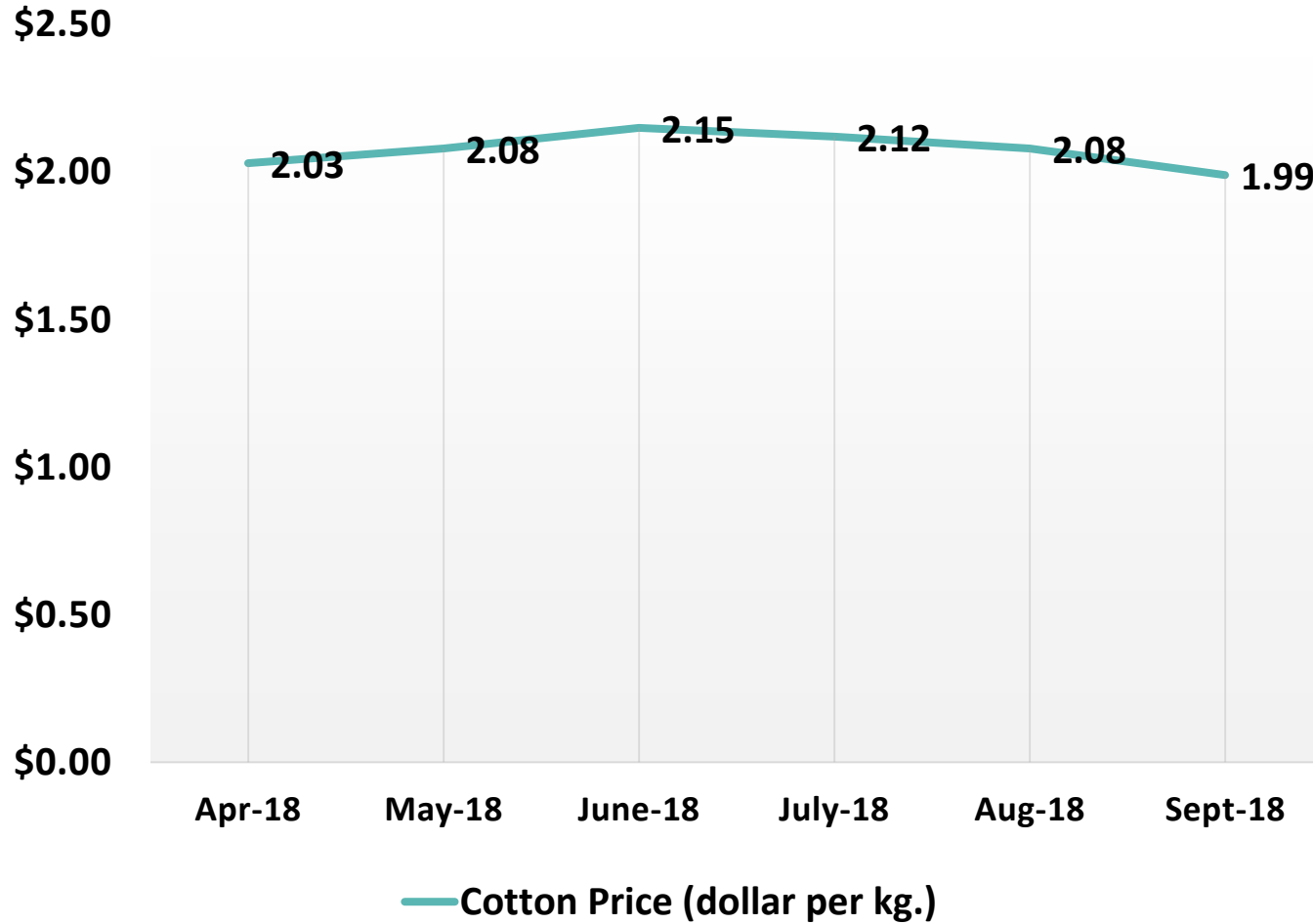
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OIA's Product Spotlight

Who wears short shorts, or in this instance sweatshorts, apparently everyone. Taking a cue from the continuing athleisure trend, sweatshorts are the next in a growing line of fashion meets function consumer apparel preferences ([GQ magazine](#), [Men's Journal](#)). Monthly sales for men's sweatshorts have averaged around \$7M the past four months. On the other hand, women's sales growth in the past 4 months has consistently been over 250% compared to the same months last year. In September alone, growth was 434% over the same period. From Pinterest boards to the numerous [articles](#) outlining the many ways to wear sweatshorts, this trend is just taking off.

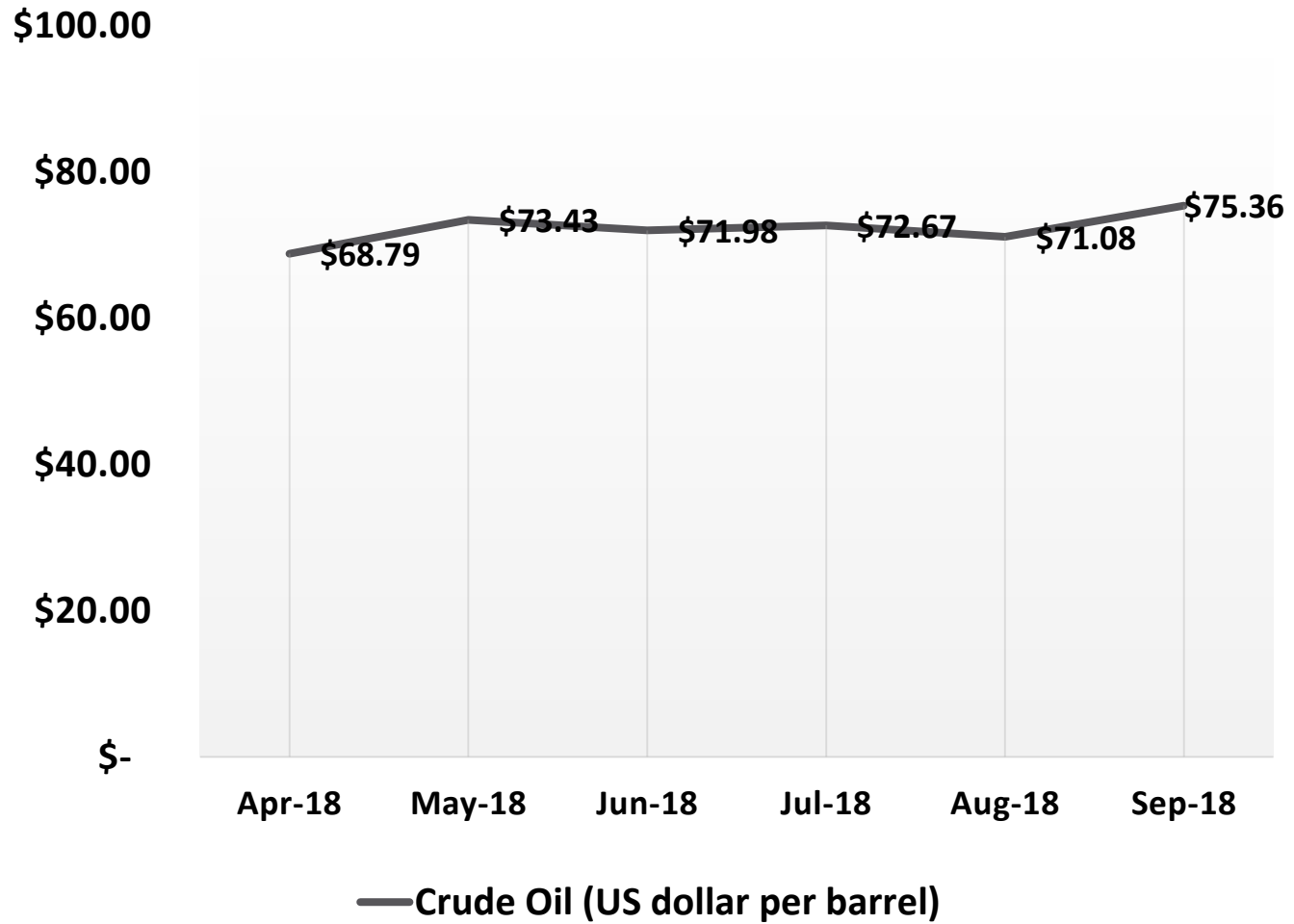


Cotton Price (dollar per kg.)

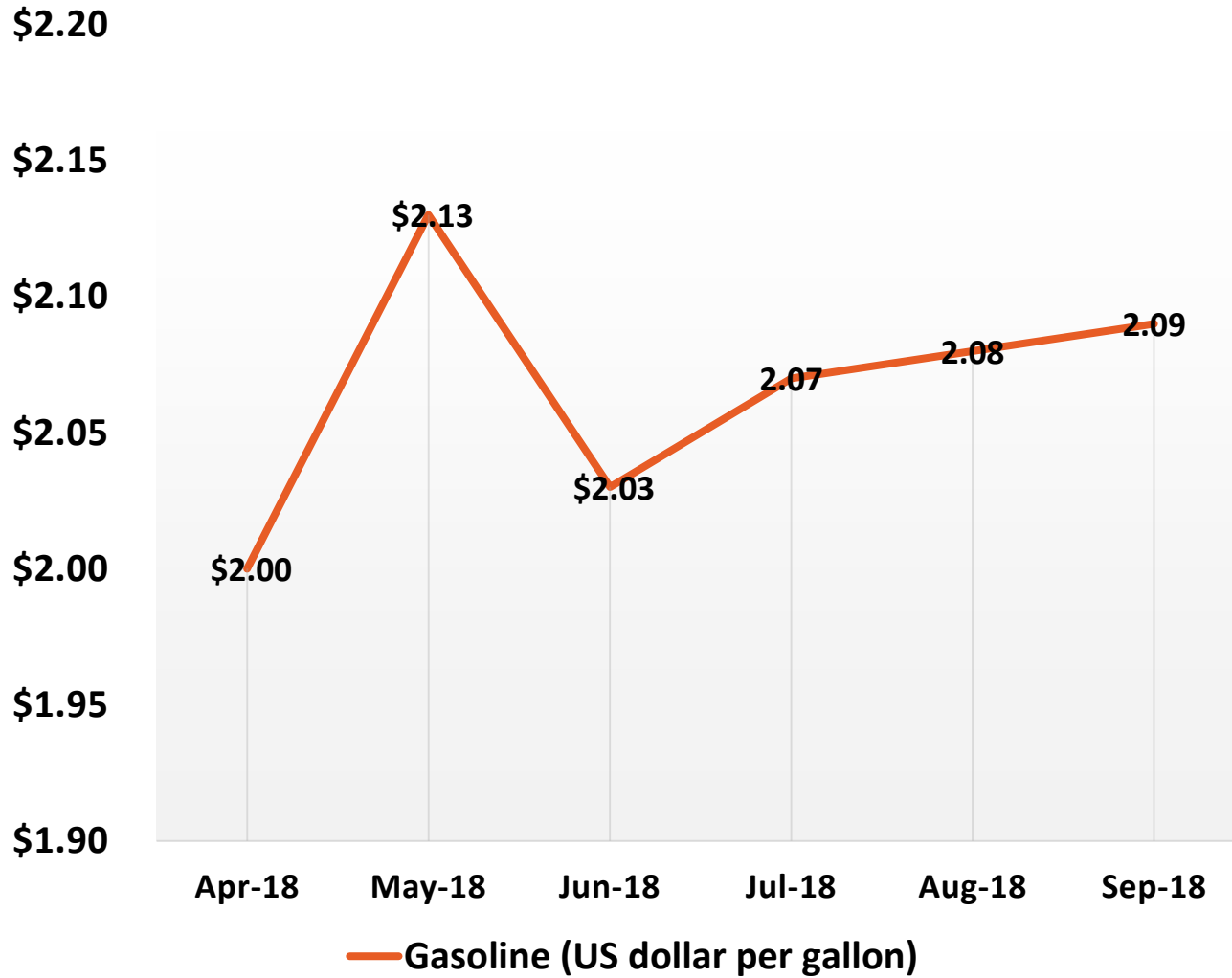


— Cotton Price (dollar per kg.)

Crude Oil (US dollar per barrel)



Gasoline (US dollar per gallon)



— Gasoline (US dollar per gallon)