

# April Industry Sales

# Industry Sales Category

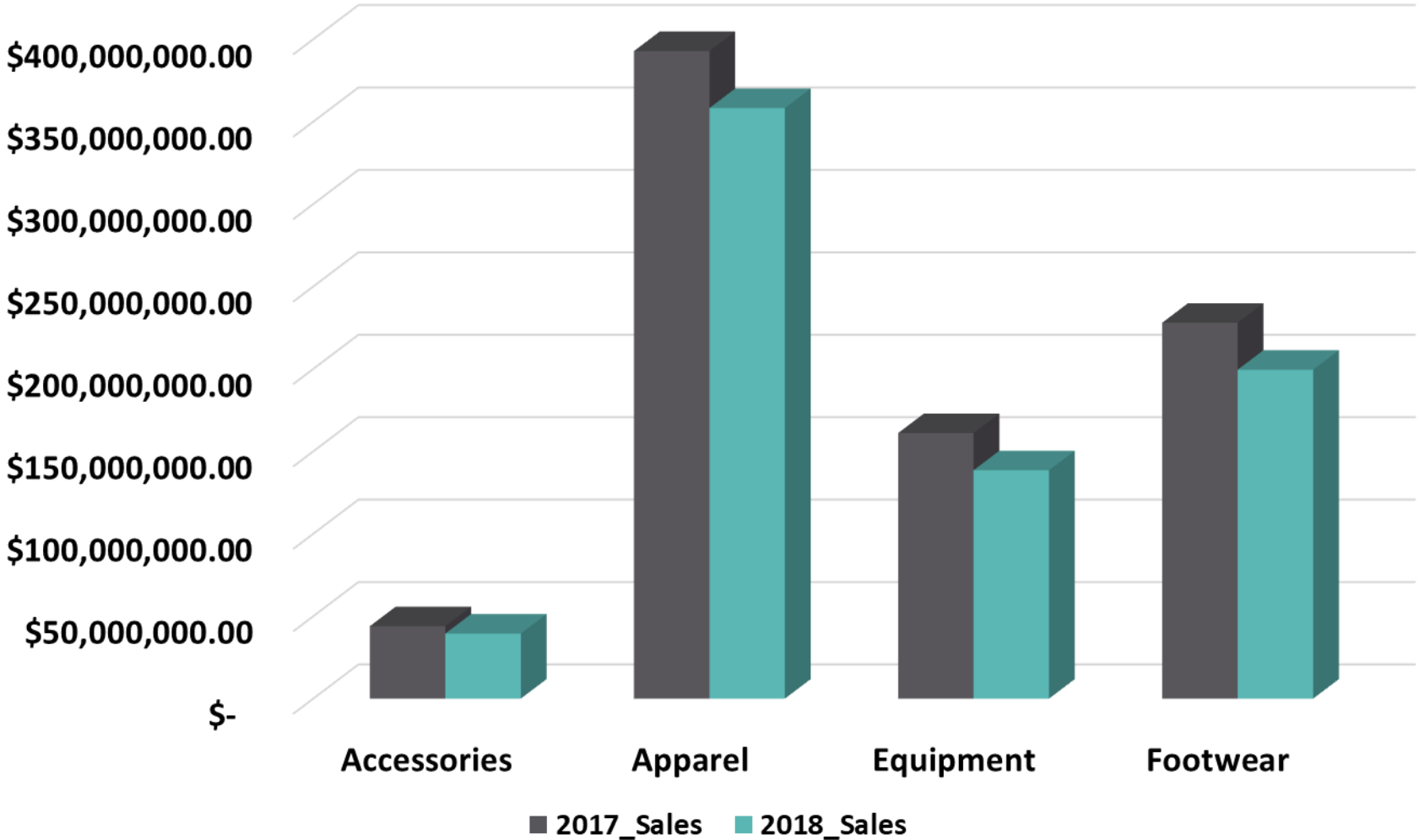
	Athletic Specialty / Sporting Goods	Sport Specialty Ecommerce	Industry
March	\$1B	\$199M	\$1.59B
April	\$736M	\$136M	\$1.05B
% v LM	<b>-27%</b>	<b>-32%</b>	<b>-34%</b>
% v SMLY	<b>-11%</b>	<b>-13%</b>	<b>12.3%</b>
Last 3 MTH	\$2.5B	\$501M	\$4B
3 MTH v SMLY	<b>-4.4%</b>	<b>4%</b>	<b>-2.4%</b>
R12	\$12.7B	\$2.2B	\$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 Channel/Category

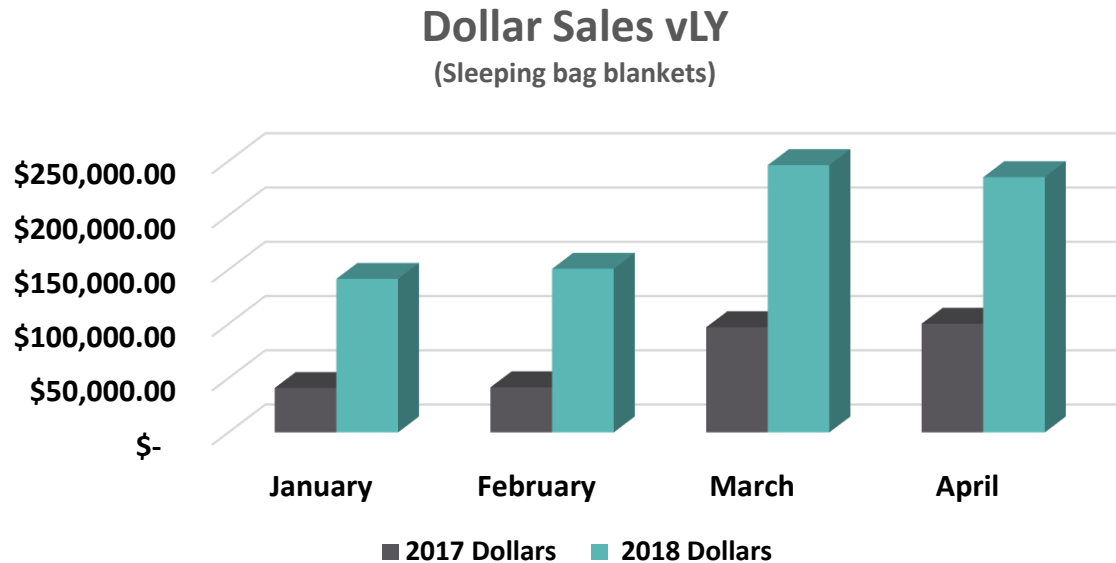
## Athletic Specialty / Sporting Goods



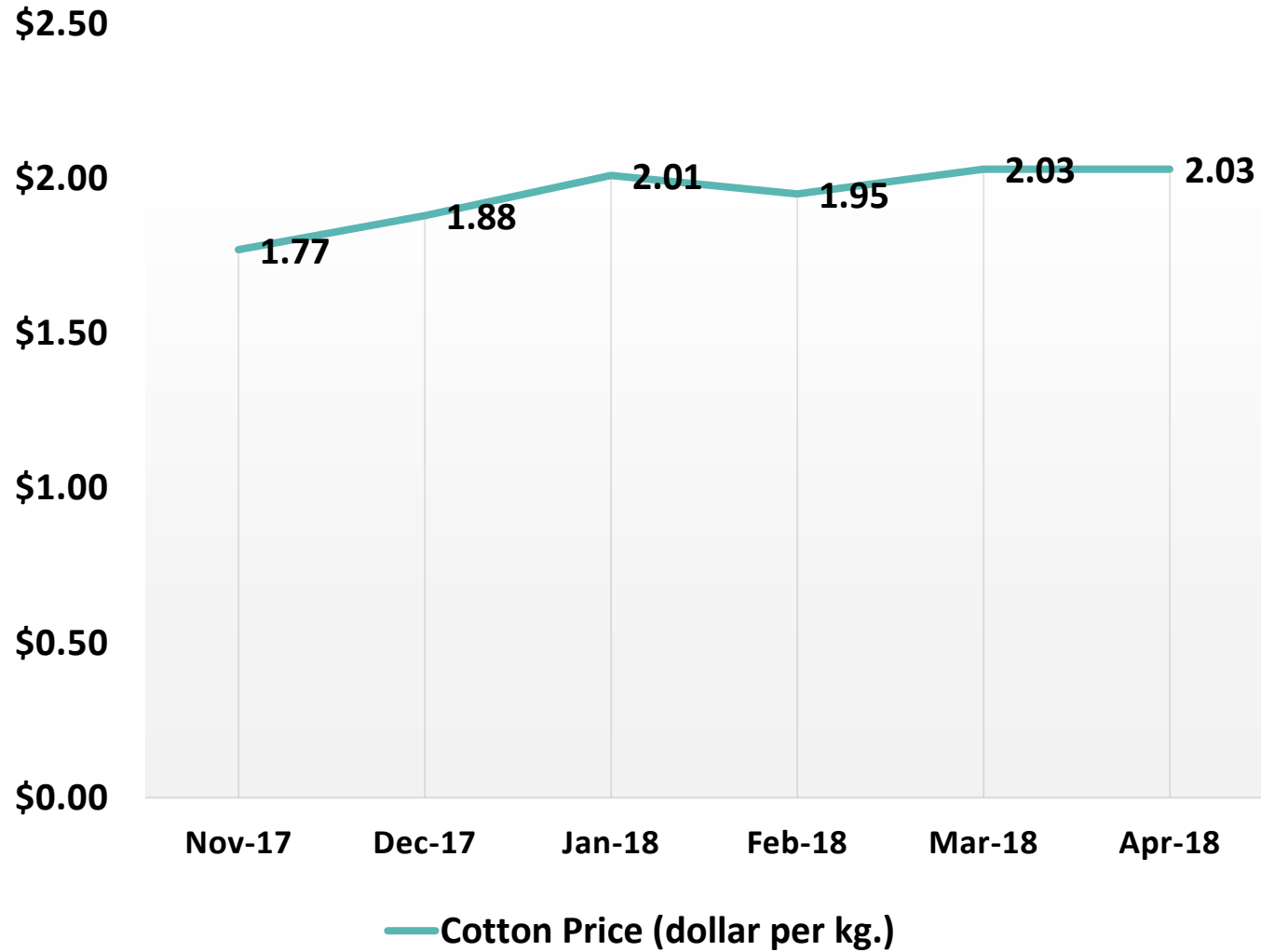
LM – Last Month | SMLY – Same Month Last Year | YTD – Year To Date | LY – Last Year | R12 – Rolling 12 Months  
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# OIA's Product Spotlight

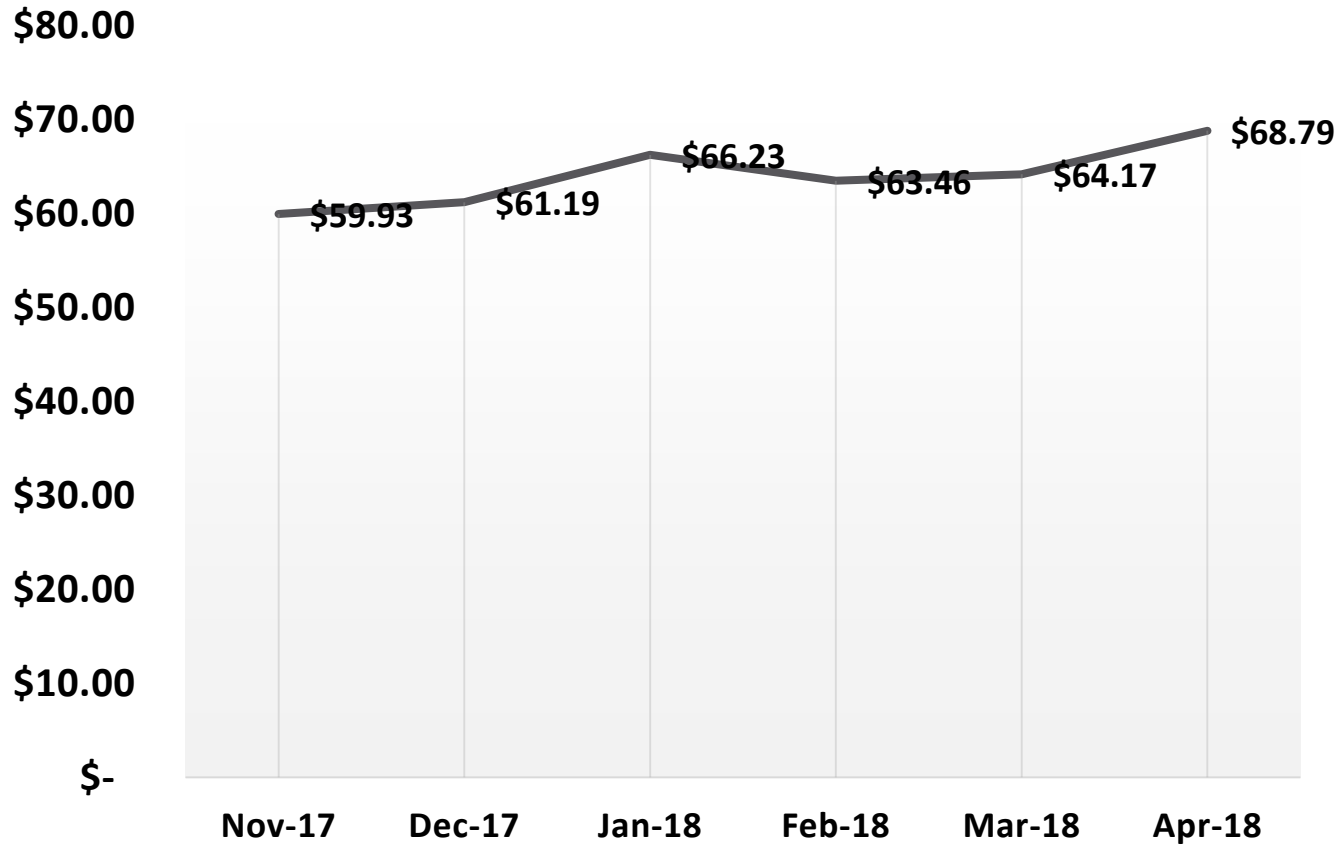
One item you can never have too many of, are blankets. Sleeping bag blankets have continued to post positive sales over the same period last year. While April 2018 sales have far surpassed those of 2017. A lot of their popularity comes from their versatility. Throw them over your sleeping bag in the winter for added warmth, lay them out for sitting at festivals, and wrap it around you for a late night by the fire. The other big perk is their price tag, which on average is \$71. Making them excellent for gifts or last minute purchases before weekend camping trips. Some popular examples are the [Kelty Bestie](#), [Rumpl Fleece Puffy](#), or the [Wester Mountaineering Cloud 9 Comforter](#). Keeping a few of these in-stock is never going to start to crowd the overhead.



## Cotton Price (dollar per kg.)



## Crude Oil (US dollar per barrel)



— Crude Oil (US dollar per barrel)

## Gasoline (US dollar per gallon)

