December Industry Sales
## Industry Sales Category

<table>
<thead>
<tr>
<th></th>
<th>Outdoor Specialty</th>
<th>Athletic Specialty / Sporting Goods</th>
<th>Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>November</strong></td>
<td>$429M</td>
<td>$1.26B</td>
<td>$2.13B</td>
</tr>
<tr>
<td><strong>December</strong></td>
<td>$817M</td>
<td>$1.97B</td>
<td>$3.08B</td>
</tr>
<tr>
<td><strong>% v LM</strong></td>
<td>91%</td>
<td>56%</td>
<td>45%</td>
</tr>
<tr>
<td><strong>% v SMLY</strong></td>
<td>3.5%</td>
<td>-8.5%</td>
<td>-6.2%</td>
</tr>
<tr>
<td><strong>Last 3 MTH</strong></td>
<td>$1.49B</td>
<td>$4.07B</td>
<td>$6.43B</td>
</tr>
<tr>
<td><strong>3 MTH v SMLY</strong></td>
<td>6.4%</td>
<td>.5%</td>
<td>2.8%</td>
</tr>
<tr>
<td><strong>R12</strong></td>
<td>$4.1B</td>
<td>$12.6B</td>
<td>$19.11B</td>
</tr>
</tbody>
</table>

*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.*

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.
Noteworthy product spotlights from 2018

What’s in:
- Unit sales of telemark skis were up 180% in 2018
- Dollar sales of fanny/waist pack were up 136% in 2018
- Dollar sales of sleeping back blankets were up 128% in 2018
- Unit sales of touring skins were up 90% in 2018

What’s out:
- Dollar sales of standard flashlight were down 58% in 2018
- Unit sales of touring kayaks were down 53% in 2018
- Dollar sales of action video camera were down 58% in 2018
- Unit sales of GPS systems were down 39% in 2018

*All products are compared to previous year (2017) sales*
Cotton Price (dollar per kg.)

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

Crude Oil (US dollar per barrel)

*Commodities prices from indexmundi.com*
Gasoline (US dollar per gallon)

*Commodities prices from indexmundi.com*