

# December Industry Sales

# Industry Sales Category

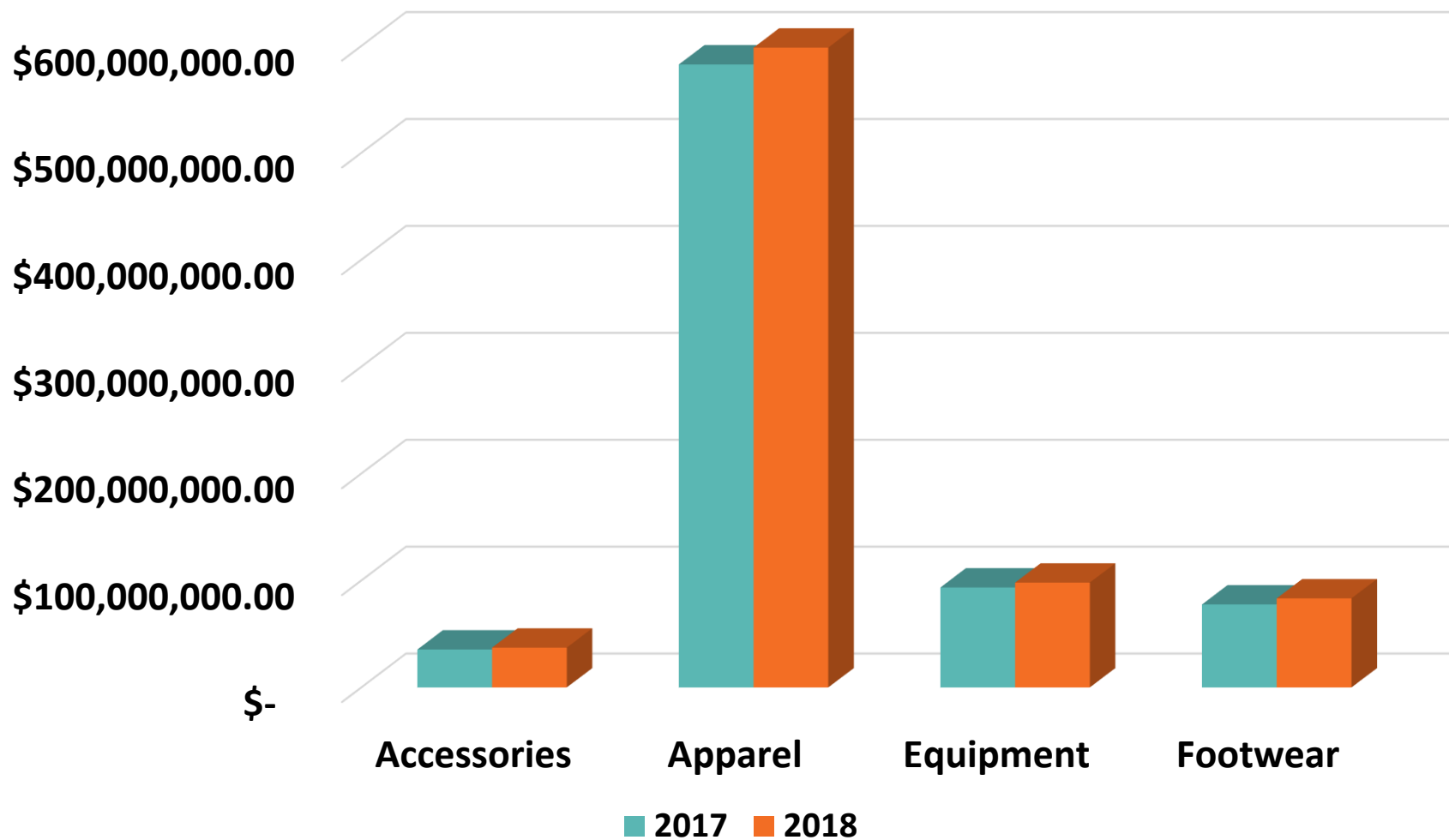
	Outdoor Specialty	Athletic Specialty / Sporting Goods	Industry
November	\$429M	\$1.26B	\$2.13B
December	\$817M	\$1.97B	\$3.08B
% v LM	91%	56%	45%
% v SMLY	3.5%	-8.5%	-6.2%
Last 3 MTH	\$1.49B	\$4.07B	\$6.43B
3 MTH v SMLY	6.4%	.5%	2.8%
R12	\$4.1B	\$12.6B	\$19.11B

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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# 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

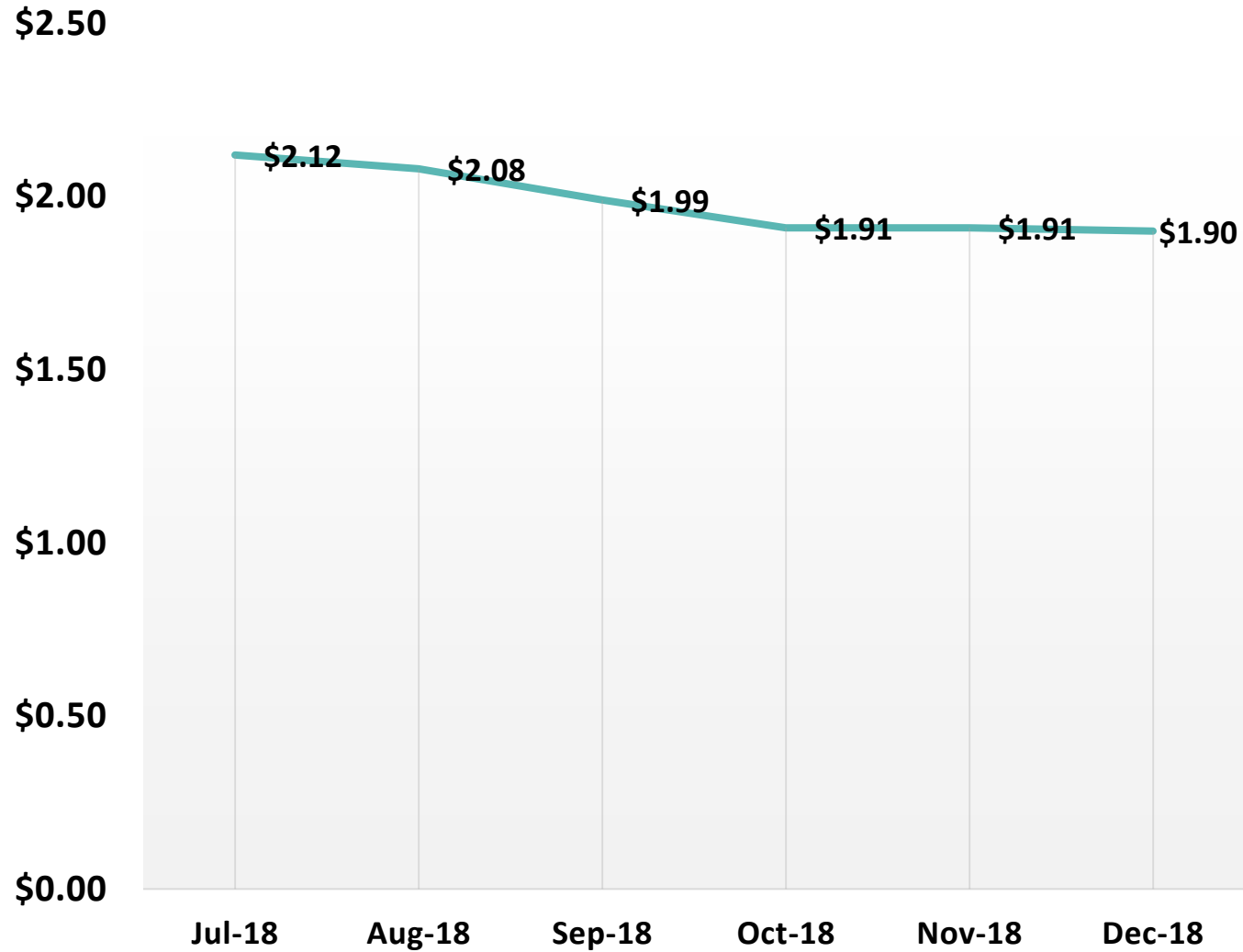


Unit sales of GPS systems were down 39% in 2018

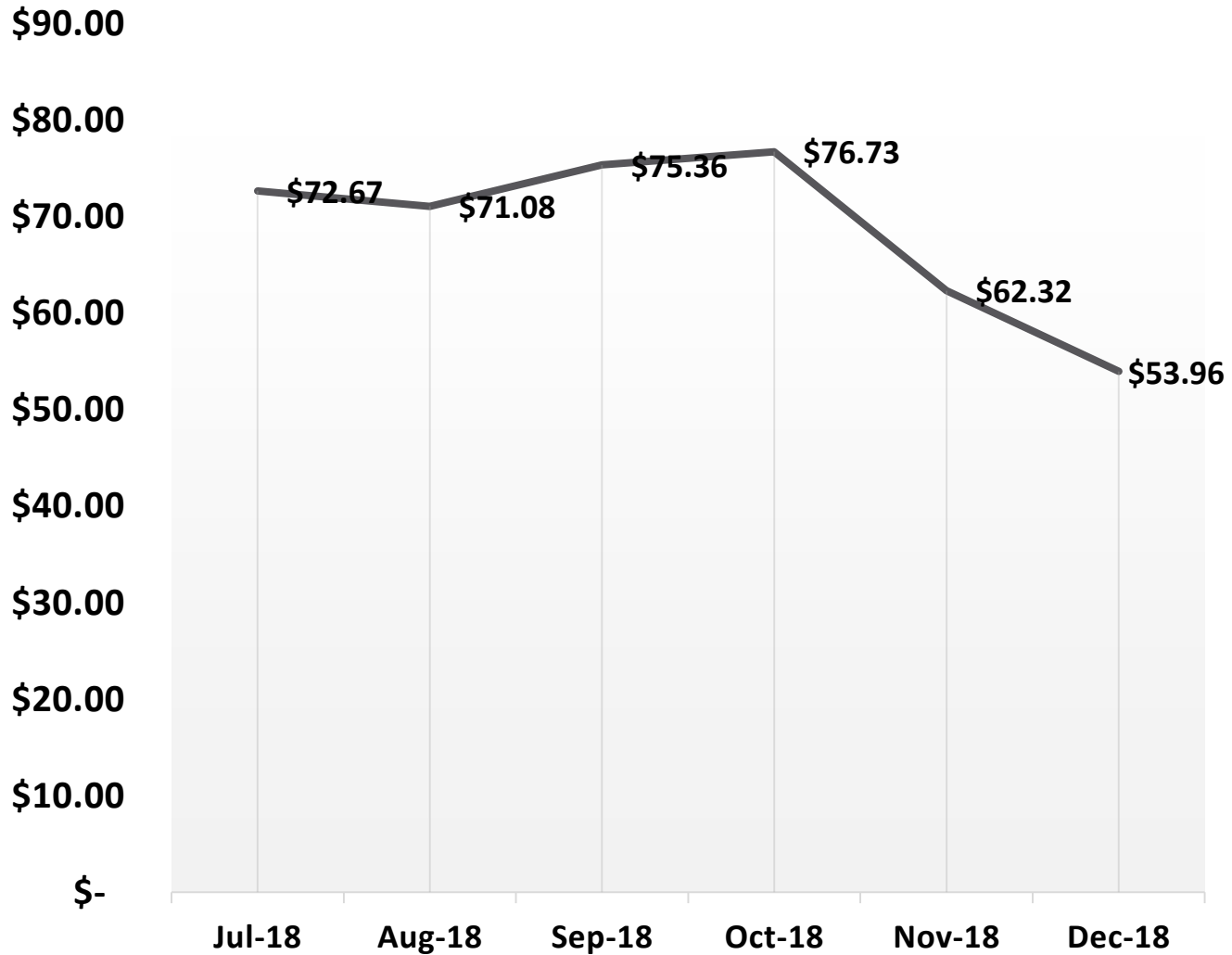


*\*All products are compared to previous year (2017) sales*

## Cotton Price (dollar per kg.)



## Crude Oil (US dollar per barrel)



## Gasoline (US dollar per gallon)

