

April Industry Sales

Industry Sales Category

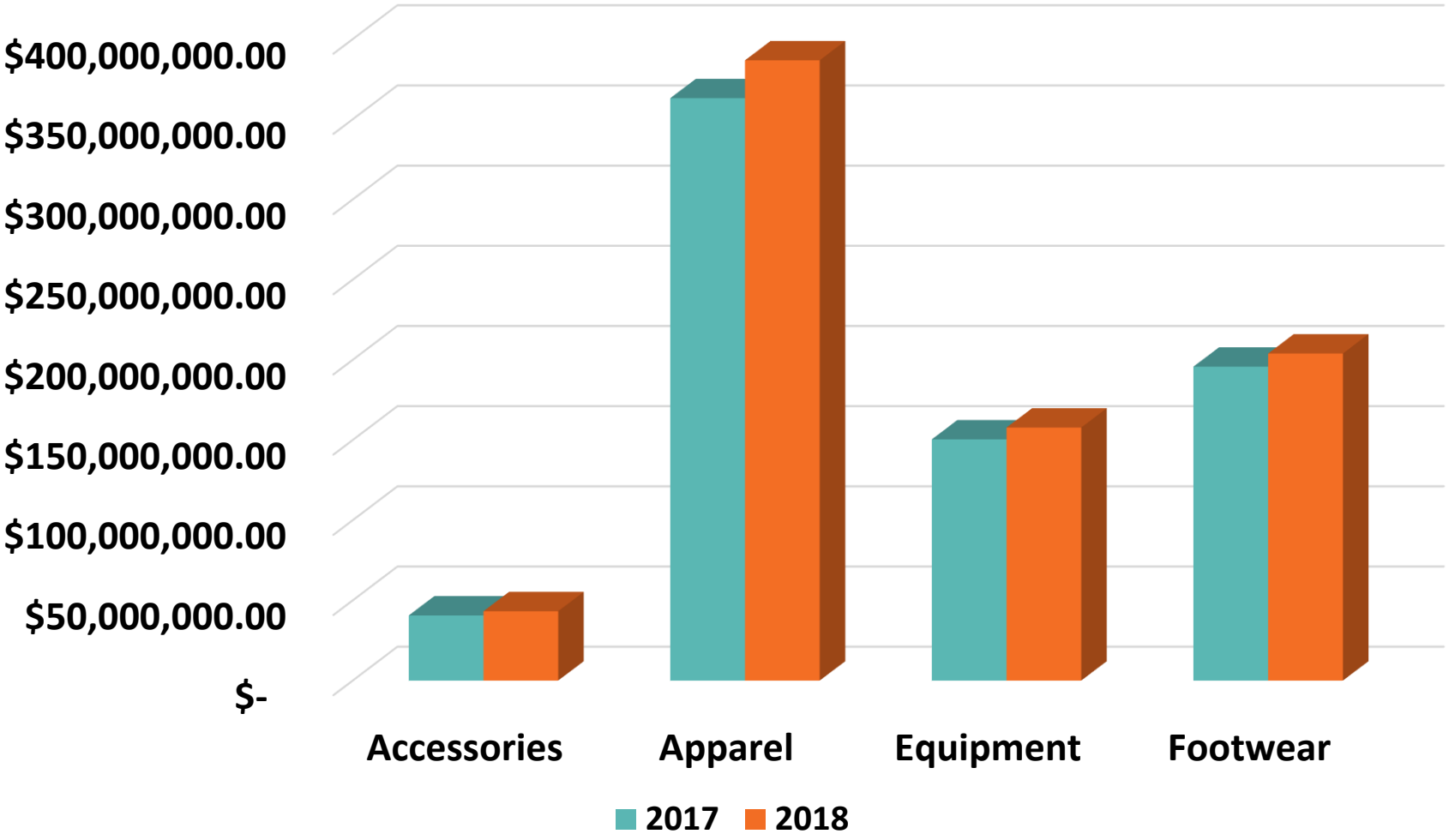
	Athletic Specialty / Sporting Goods	Sport Specialty Ecommerce	Industry
March	\$1.03M	\$226M	\$1.66B
April	\$792M	\$169M	\$1.16B
% v LM	-23%	-25%	-30%
% v SMLY	5.6%	21.6%	6.4%
Last 3 MTH	\$2.59B	\$587M	\$5.62B
3 MTH v SMLY	2.5%	15.3%	4.2%
R12	\$12.6B	\$2.47B	\$19.23B

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

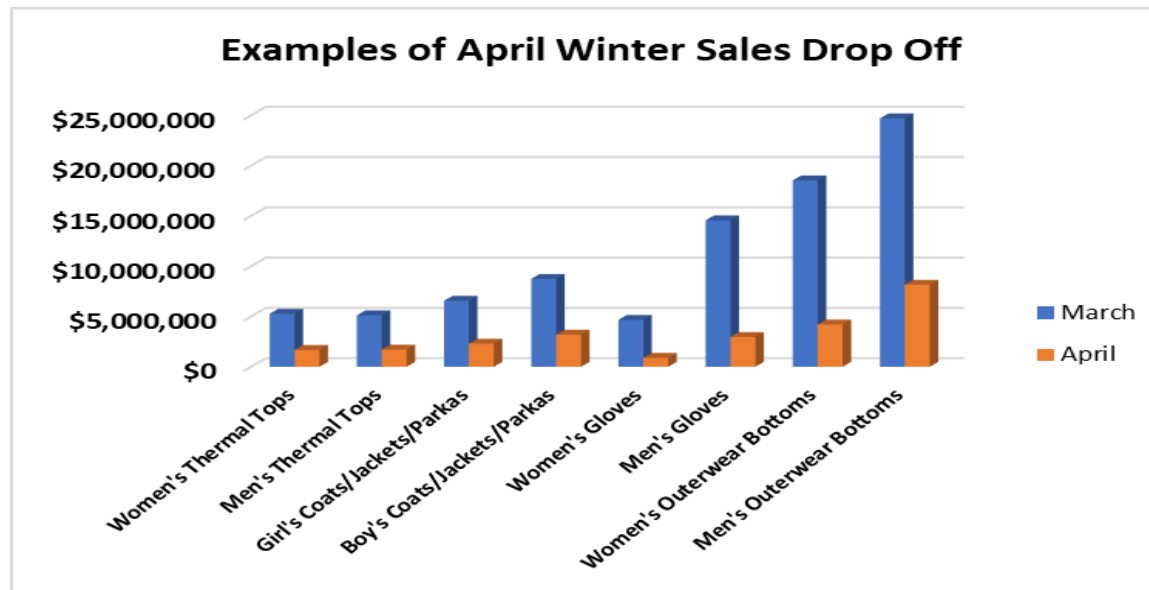
Athletic Specialty / Sporting Goods



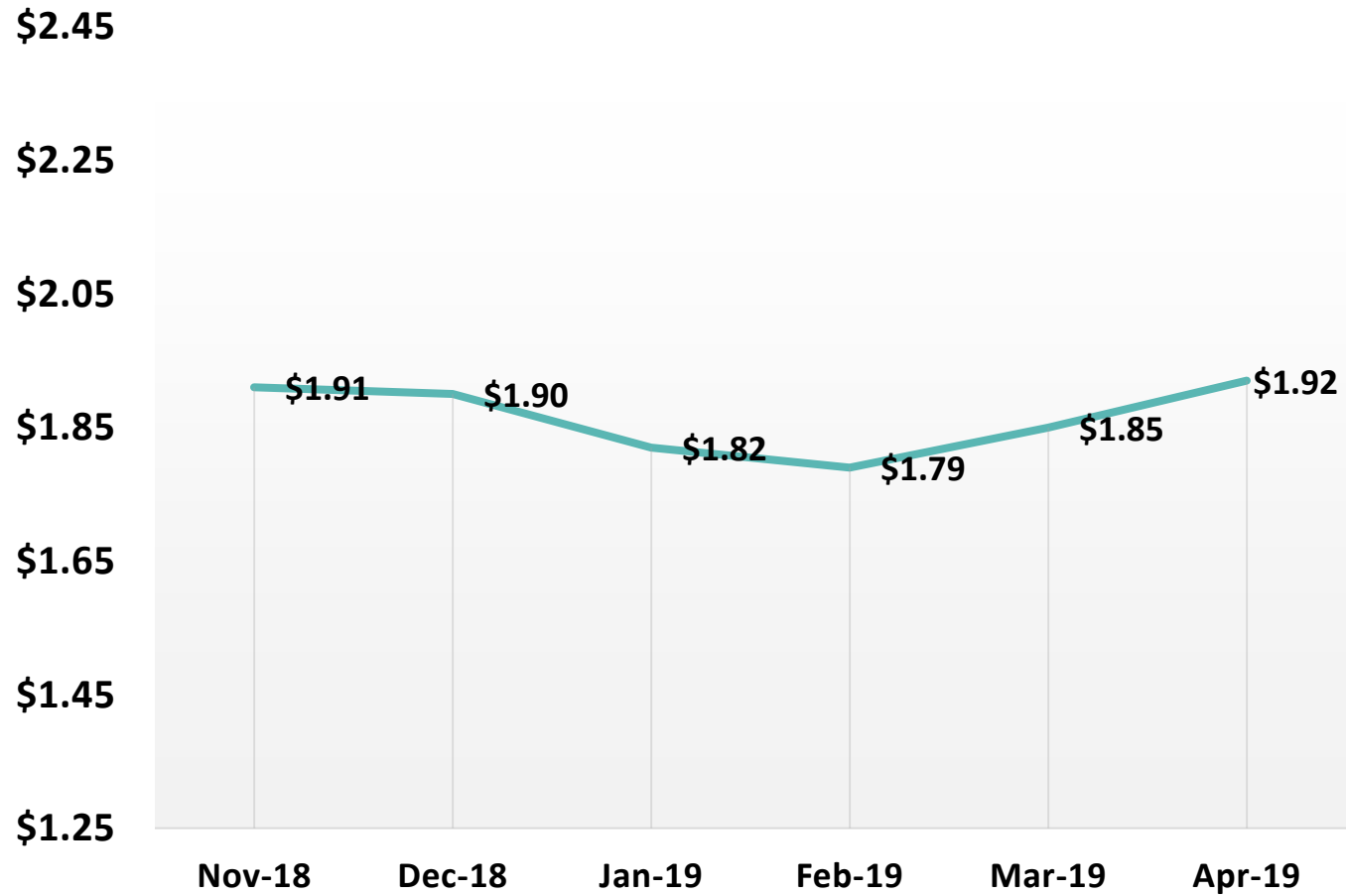
LM – Last Month | SMLY – Same Month Last Year | YTD – Year To Date | LY – Last Year | R12 – Rolling 12 Months
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April Product Spotlight

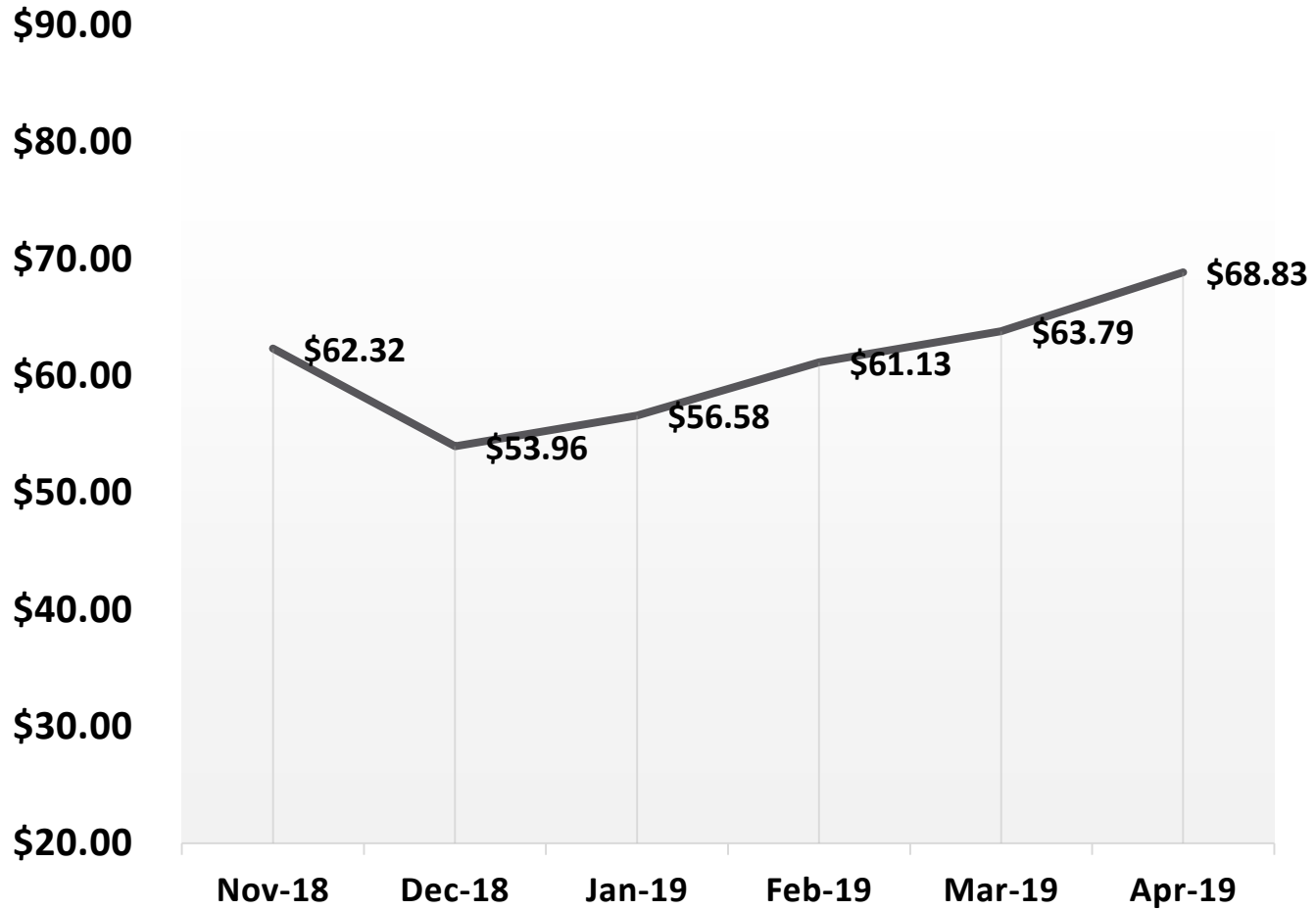
An amazing US winter has come to an end and so have the gear sales. With spring postponed in a lot of states, the transition of sales to spring gear is a bit delayed. This is pretty evident when you look at the 30% drop in sales from March to April. However, seasonal variations are pretty common for the industry and this time of year. As a retailer it's important to analyze your sales and understand when your business is most impacted by seasonal variations/transitions. Not all seasonal variations are a negative, for some business predicting these can lead to better forecasting and control over clearance items. The good news is that if you look at last the seasonal variation for ecommerce in 2018, April was down 32%. This year it was only down 25%. While you can't expect April gear sales to outperform March, you can identify items that you no longer want to be holding onto (examples in the chart below).



Cotton Price (dollar per kg.)



Crude Oil (US dollar per barrel)



Gasoline (US dollar per gallon)

