

# February Industry Sales

# Industry Sales Category

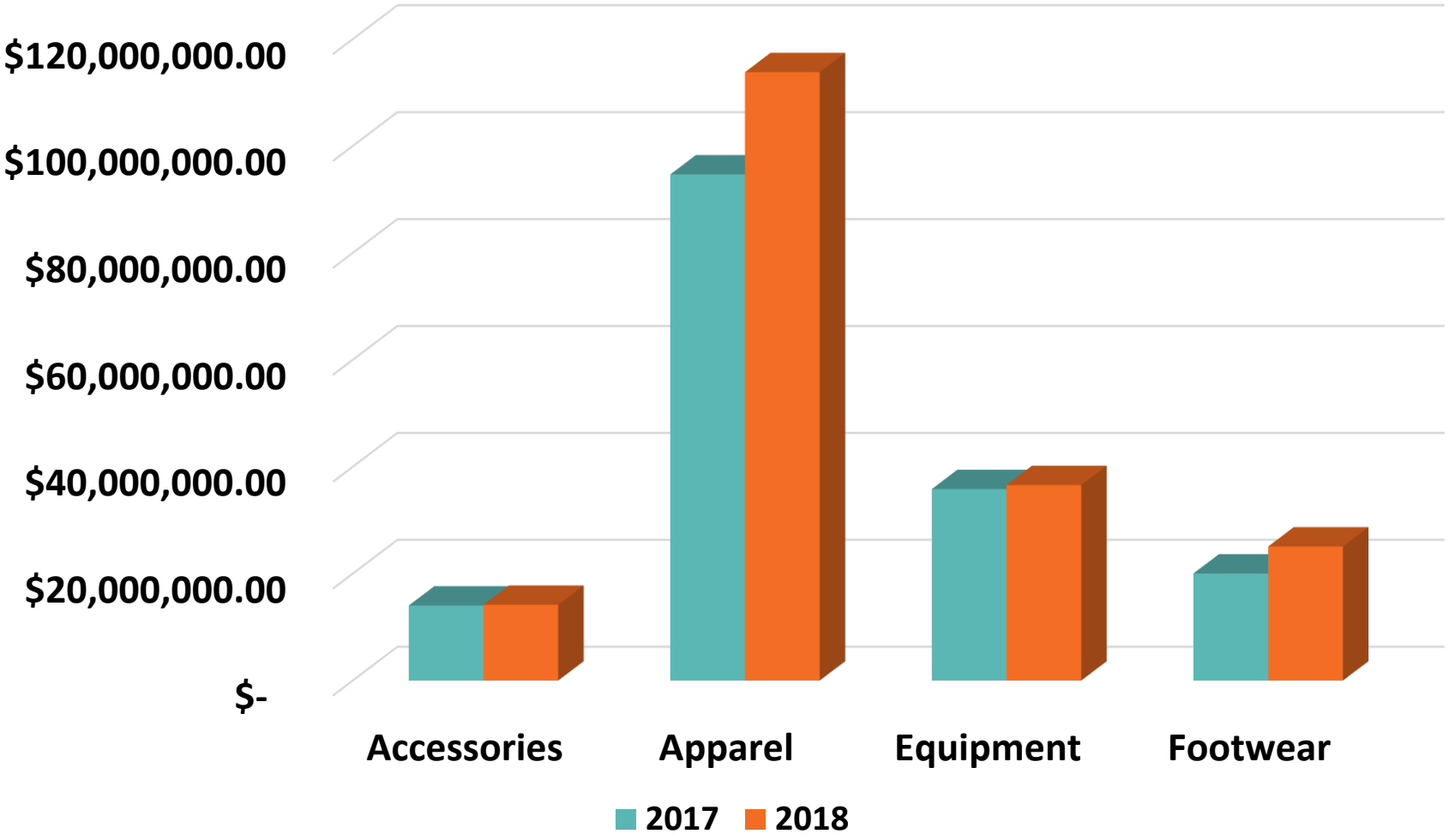
	Outdoor Specialty	Sport Specialty Ecommerce	Industry
January	\$429M	\$1.26M	\$1.37B
February	\$415M	\$190M	\$3.08B
% v LM	.3%	30%	12%
% v SMLY	35.6%	15.3%	4%
Last 3 MTH	\$1.60B	\$631M	\$5.62B
3 MTH v SMLY	1.2%	-3.6%	2.8%
R12	\$4.10B	\$2.41B	\$19.02B

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

## Sport Specialty Ecommerce



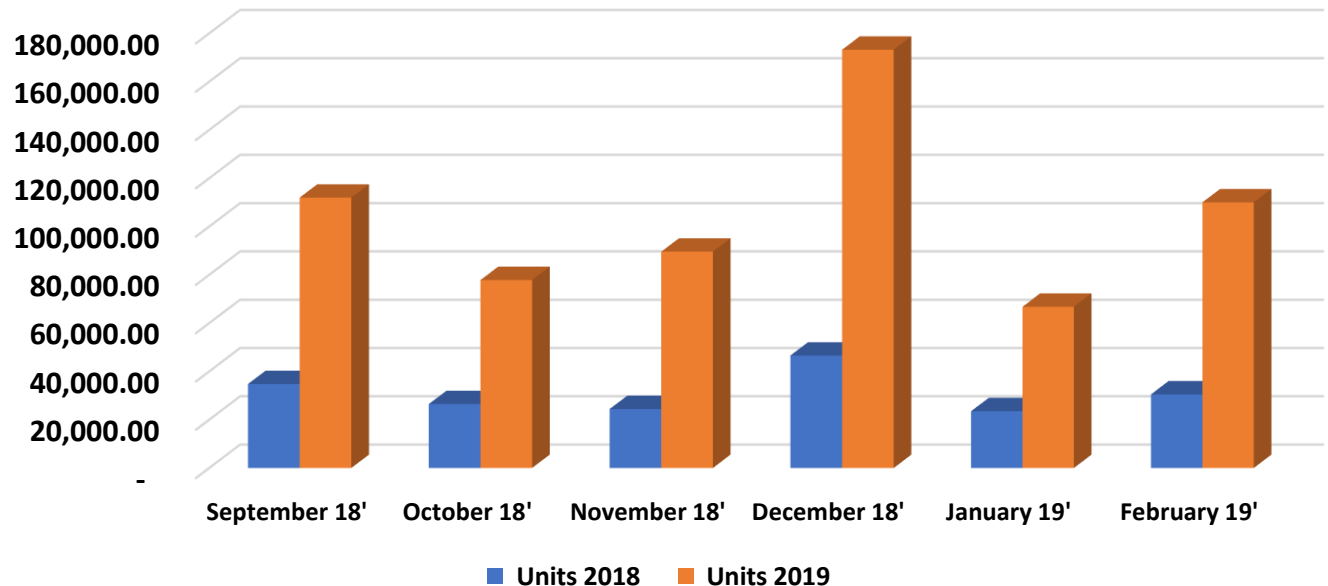
LM – Last Month | SMLY – Same Month Last Year | YTD – Year To Date | LY – Last Year | R12 – Rolling 12 Months  
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# February Product Spotlight

While some may have thought the fanny pack trend would fade away after 2018, it has done nothing but **continued to grow in 2019**. Sales for February alone were up 292% over the same period last year. That's on top of the 163% growth for the last 12 months. **What was more recently just a running accessory has clearly spread to the mainstream**. They can be seen everywhere from the streets of **New York and fashion runways to playgrounds and brewery patios on the weekends**. **Don't let the name fool you, wearing them across the chest is also on the rise**. This hands free trend is **clearly going to stick around for a while, so pick one up or at least get used to seeing them**.



### Fanny Pack Sales vLY



\$2.50

### Cotton Price (dollar per kg.)

\$2.00

\$1.50

\$1.00

\$0.50

\$0.00

Sep-18

Oct-18

Nov-18

Dec-18

Jan-19

Feb-19

\$1.99

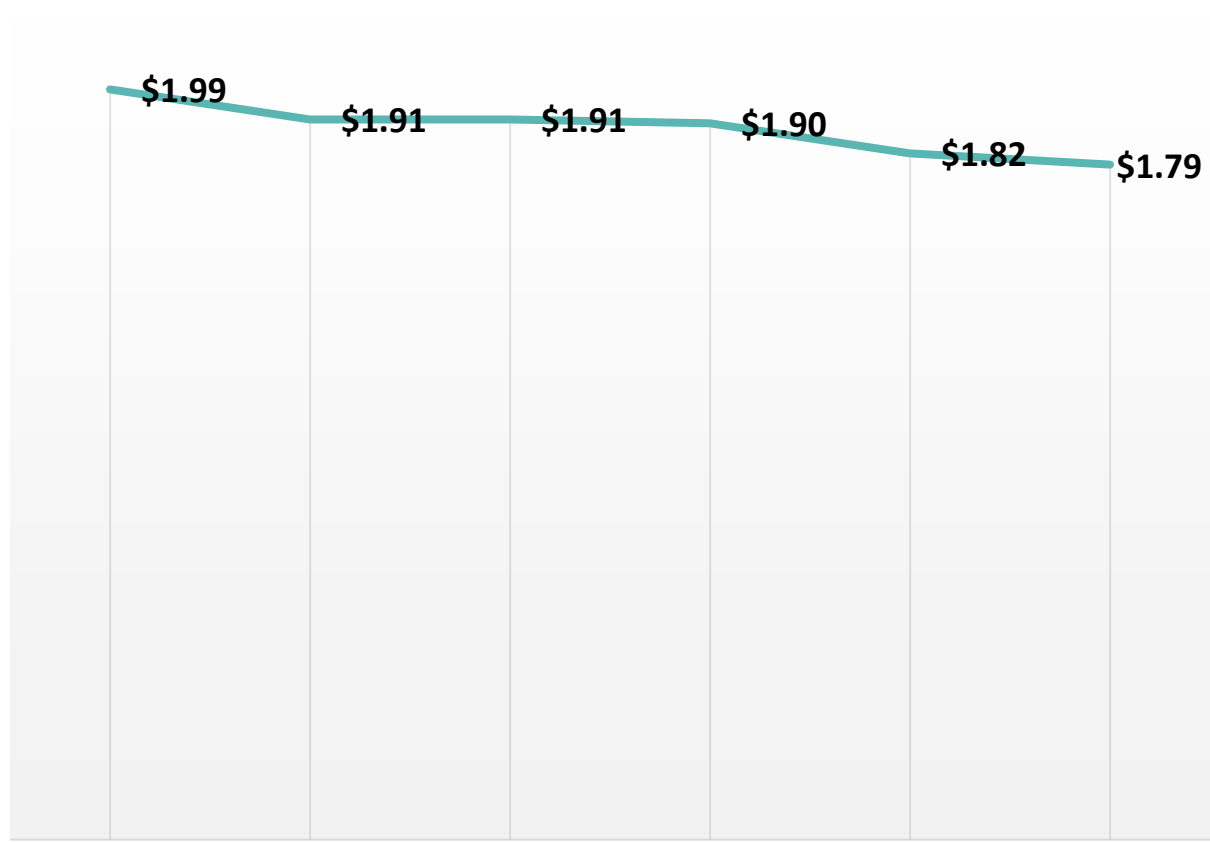
\$1.91

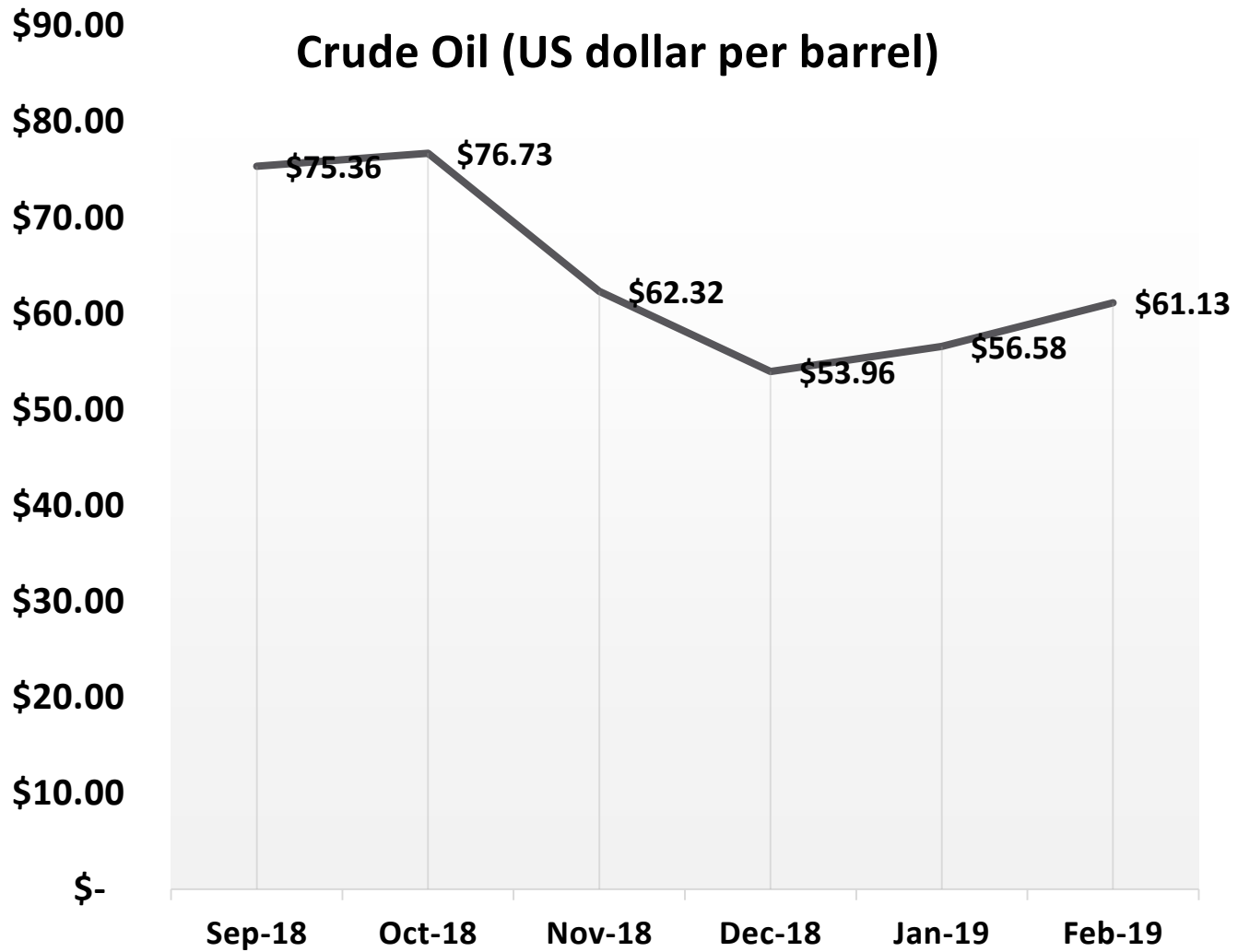
\$1.91

\$1.90

\$1.82

\$1.79





## Gasoline (US dollar per gallon)

