

Sporting Goods Industry FAQ

5 Things to know about the sporting goods industry

What products are considered part of the industry?

- Sporting goods purchased for use related to sports and recreational activities
- Three main categories are equipment, footwear, and apparel

What companies are considered part of the industry?

- Manufacturers that produce sporting goods
- Retailers, team dealers, wholesalers, etc., that sell sporting goods

What is the overall size of the industry?

- In US, about \$68 billion annually (based on the categories tracked by NSGA)

What are some key drivers of the industry?

- Sports participation in the US
- Income
- Age groups
- Seasonal conditions
- Retail competition
- Health consciousness

What are some current trends we are seeing now?

- All 10 participation segments tracked by NSGA experienced increases in participation during 2015
- Increase in total sporting goods sales, up 4% in 2015. Increase in equipment (3%), footwear (5%), and clothing (3%)
- Creation of niche/specialty stores
- Consolidation of sporting goods stores
- Increase in health initiatives
- Technology advancement related to fitness and performance devices

How these 5 things relate to NSGA

What products are considered part of the industry?

- NSGA tracks consumer reported retail sales of sporting goods sold in the US, as well as sports participation
- Three main categories are equipment, footwear, and apparel

What companies are considered part of the industry?

- NSGA's members include sporting goods retailers, team dealers, wholesalers, manufacturers, sales agents, and industry associates

What is the overall size of the industry?

- NSGA tracks sales of sporting goods sold in the US
- Three main categories are equipment, footwear, and apparel

What are some key drivers of the industry?

- Insights on key drivers such as participation, as well as demographic information including income, age groups, etc., can be derived from NSGA research
- Insights on other key drivers can also be derived from NSGA education sessions offered at the NSGA's annual management conference meeting

What are some current trends we are seeing now?

- Insights on current trends in participation and sporting goods sales can be derived from NSGA research
- Additional insights on current trends can also be derived from NSGA education sessions offered at the NSGA's annual management conference meeting

