

2017

Manufacturers' Sales by Category Report



Welcome to the 2017 edition of the Manufacturers' Sales by Category Report from the research team at the Sports & Fitness Industry Association (SFIA). This annual report provides a topline look at wholesale dollar sales data of the major categories that make up the sports and fitness industry.

The following results are derived from a combination of aggregated quantitative data that is collected from a sample of manufacturers in a variety of product categories. These raw numbers are then combined with other industry data collected throughout the year. The end product gives yearly projections on the health of the sporting goods and fitness industry.

Overall, the sporting goods and fitness industry, which combines all softlines and hardline categories, grew by an estimated 2.0% in 2016.

We hope you find the data to be valuable and useful for your business, academic, or personal purposes.

If you have additional questions about any of the data in this report, please contact the SFIA Research Team at research@sfia.org.

Manufacturers' Sales by Category Report 2017

Dollars in Millions	2011	2012	2013	2014	2015	2016	% Change 2015-2016
Archery	\$357.0	\$385.6	\$424.1	\$444.5	\$381.9	\$378.7	-0.8%
Total Baseball/Softball	\$488.9	\$490.8	\$500.3	\$503.9	\$538.0	\$533.4	-0.9%
Baseballs	\$41.4	\$41.8	\$42.8	\$45.3	\$46.8	\$48.2	3.0%
Bats	\$178.1	\$172.7	\$179.1	\$174.1	\$190.9	\$186.5	-2.3%
Batting Gloves	\$34.6	\$35.1	\$34.6	\$34.0	\$37.0	\$35.7	-3.3%
Gloves & Mitts	\$133.1	\$134.7	\$134.3	\$139.9	\$152.1	\$150.4	-1.1%
Protective/Other	\$72.4	\$76.7	\$79.3	\$80.5	\$80.7	\$81.8	1.3%
Softballs	\$29.4	\$29.7	\$30.2	\$30.1	\$30.6	\$30.7	0.4%
Total Basketball	\$351.9	\$366.2	\$380.0	\$381.5	\$400.5	\$410.5	2.5%
Backboards	\$158.9	\$166.8	\$170.5	\$172.5	\$181.5	\$182.6	0.6%
Basketballs	\$162.5	\$169.0	\$177.5	\$175.7	\$183.0	\$191.5	4.6%
Other/Accessories	\$30.5	\$30.3	\$32.0	\$33.3	\$36.1	\$36.4	1.0%
Billiards	\$169.0	\$164.8	\$160.7	\$160.7	\$160.7	\$158.2	-1.5%
Bowling	\$216.7	\$216.7	\$216.7	\$216.7	\$216.7	\$215.2	-0.7%
Boxing	\$105.1	\$106.2	\$106.2	\$106.2	\$106.2	\$96.6	-9.0%
Total Camping	\$1,807.1	\$1,844.7	\$1,986.3	\$2,235.2	\$2,345.3	\$2,482.1	5.8%
Backpacks	\$420.9	\$429.4	\$474.2	\$547.6	\$577.9	\$609.7	5.5%
Coolers/Chests	\$276.2	\$281.7	\$324.0	\$374.0	\$374.0	\$411.9	10.1%
Jugs/Containers	\$69.0	\$70.4	\$74.0	\$79.6	\$79.6	\$83.0	4.2%
Furniture	\$217.1	\$221.4	\$221.4	\$221.4	\$221.4	\$227.6	2.8%
Sleeping Bags/Airbeds	\$373.7	\$381.2	\$414.3	\$482.7	\$556.9	\$596.5	7.1%
Stoves/Fuels	\$120.2	\$122.6	\$133.0	\$145.1	\$145.1	\$153.6	5.9%
Tents/Shelters	\$282.0	\$287.6	\$296.4	\$335.6	\$340.1	\$349.6	2.8%
Other	\$48.0	\$50.4	\$49.0	\$49.2	\$50.3	\$50.3	-0.1%
Total Firearms	\$2,921.1	\$3,214.5	\$3,449.4	\$3,268.7	\$3,695.0	\$4,023.4	8.9%
Ammunition	\$939.6	\$1,061.7	\$1,167.9	\$1,023.8	\$1,129.9	\$1,194.3	5.7%
Handguns	\$637.4	\$701.1	\$757.2	\$745.1	\$819.6	\$943.3	15.1%
Long Guns	\$1,344.2	\$1,451.7	\$1,524.3	\$1,499.9	\$1,649.9	\$1,885.8	14.3%
Fishing	\$2,004.0	\$2,104.2	\$2,167.3	\$2,315.7	\$2,304.2	\$2,350.3	2.0%
Total Football	\$520.3	\$515.6	\$529.7	\$541.0	\$546.6	\$546.6	0.0%
Balls	\$87.9	\$83.7	\$85.4	\$86.4	\$90.0	\$88.3	-1.9%
Protective	\$326.0	\$321.8	\$327.8	\$337.6	\$337.3	\$339.9	0.8%
Other/Accessories	\$106.5	\$110.1	\$116.5	\$117.0	\$119.3	\$118.4	-0.7%

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Dollars in Millions	2011	2012	2013	2014	2015	2016	% Change 2015-2016
Total Golf	\$2,481.0	\$2,585.0	\$2,615.0	\$2,261.4	\$2,200.3	\$2,137.2	-2.9%
Balls	\$627.0	\$637.0	\$606.0	\$598.1	\$598.7	\$583.8	-2.5%
Clubs	\$1,342.0	\$1,420.0	\$1,480.0	\$1,169.2	\$1,102.6	\$1,068.4	-3.1%
Other	\$512.0	\$528.0	\$529.0	\$494.1	\$499.0	\$485.1	-2.8%
Total Ice Hockey	\$243.4	\$243.9	\$249.6	\$251.8	\$256.7	\$260.3	1.4%
Skates	\$62.6	\$62.2	\$63.6	\$64.0	\$65.0	\$65.3	0.5%
Sticks	\$63.5	\$61.7	\$63.3	\$63.2	\$64.3	\$64.1	-0.3%
Protective	\$92.9	\$95.6	\$97.9	\$99.6	\$102.1	\$105.5	3.3%
Other	\$24.4	\$24.4	\$24.9	\$25.0	\$25.3	\$25.3	0.0%
In-line Roller Skates	\$61.0	\$61.0	\$58.6	\$58.6	\$61.5	\$62.7	2.0%
In-line Accessories	\$4.9	\$4.9	\$4.7	\$4.7	\$4.7	\$4.9	6.0%
Total Lacrosse	\$66.4	\$70.4	\$80.3	\$85.9	\$88.1	\$91.7	4.1%
Sticks	\$28.4	\$30.3	\$33.7	\$36.5	\$36.9	\$38.2	3.6%
Protective	\$25.2	\$26.9	\$29.8	\$32.1	\$32.7	\$34.5	5.5%
Other/Accessories	\$12.9	\$13.1	\$16.7	\$17.3	\$18.6	\$19.0	2.6%
Martial Arts	\$417.0	\$424.1	\$438.2	\$438.2	\$438.2	\$421.7	-3.8%
Optical Goods	\$1,300.0	\$1,235.0	\$1,284.4	\$1,316.5	\$1,329.9	\$1,363.2	2.5%
Paintball	\$171.0	\$163.3	\$138.8	\$131.9	\$164.8	\$169.0	2.5%
Racquetball	\$20.0	\$18.0	\$16.0	\$14.4	\$12.7	\$12.1	-4.7%
Scuba & Skin Diving	\$266.6	\$266.6	\$261.3	\$259.4	\$229.2	\$234.9	2.5%
Total Snow Sports	\$531.0	\$498.0	\$545.0	\$532.7	\$555.7	\$550.3	-1.0%
Snow Skiing, Alpine	\$304.0	\$306.0	\$337.0	\$339.5	\$362.3	\$361.6	-0.2%
Snow Skiing, X-Country	\$55.0	\$39.0	\$49.0	\$48.6	\$61.4	\$53.6	-12.7%
Snowboards	\$172.0	\$153.0	\$159.0	\$144.5	\$132.0	\$135.1	2.4%
Total Soccer	\$340.5	\$349.6	\$367.7	\$395.8	\$400.4	\$418.7	4.6%
Balls	\$113.1	\$114.2	\$122.8	\$127.7	\$127.1	\$130.5	2.7%
Protective	\$29.8	\$30.6	\$31.4	\$32.1	\$31.8	\$32.6	2.6%
Other/Accessories	\$197.6	\$204.9	\$213.4	\$236.0	\$241.6	\$255.5	5.8%
Table Tennis	\$46.0	\$55.5	\$52.7	\$53.1	\$53.4	\$53.4	0.0%

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Dollars in Millions	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>% Change 2015-2016</u>
Total Tennis	\$238.7	\$253.0	\$248.5	\$253.8	\$251.4	\$231.2	-8.1%
Racquets	\$97.0	\$104.0	\$95.8	\$97.6	\$92.7	\$84.3	-9.1%
Balls	\$80.0	\$85.0	\$87.5	\$88.2	\$92.3	\$83.8	-9.2%
Other	\$61.7	\$64.0	\$65.3	\$68.0	\$66.4	\$63.1	-5.0%
Volleyball (Balls, Sets)	\$58.3	\$61.1	\$64.8	\$69.3	\$72.3	\$74.8	3.5%
Water Sports - Equipment	\$103.0	\$105.6	\$110.9	\$126.4	\$116.7	\$121.4	4.0%
Water Sports Other	\$250.8	\$288.4	\$297.1	\$297.1	\$306.0	\$327.4	7.0%
Other	\$5,353.0	\$5,385.1	\$5,476.7	\$6,101.2	\$6,265.9	\$6,403.8	2.2%
TOTAL SPORTS EQUIPMENT	\$20,893.6	\$21,477.7	\$22,230.8	\$22,826.2	\$23,502.9	\$24,133.8	2.7%

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Dollars in Millions	2011	2012	2013	2014	2015	2016	% Change 2015-2016
Exercise - Consumer	\$3,439.8	\$3,560.2	\$3,581.4	\$3,750.7	\$3,770.5	\$3,788.9	0.5%
Treadmills	\$920.6	\$924.3	\$942.8	\$1,005.7	\$1,005.7	\$1,028.8	2.3%
Home Gyms	\$193.9	\$190.0	\$178.0	\$214.8	\$210.5	\$210.3	-0.1%
Exercise Cycles	\$376.9	\$367.5	\$369.4	\$394.3	\$396.9	\$408.8	3.0%
Rowing Machines	\$57.4	\$57.4	\$61.9	\$74.0	\$77.0	\$82.8	7.5%
Free Weights	\$160.6	\$171.5	\$175.2	\$183.9	\$187.0	\$190.3	1.8%
Ab Machines	\$197.7	\$207.6	\$210.3	\$211.7	\$211.7	\$209.1	-1.2%
Ski Machines	\$34.4	\$34.9	\$33.6	\$33.6	\$33.1	\$32.3	-2.1%
Elliptical Machines	\$842.0	\$884.1	\$904.4	\$924.7	\$934.0	\$912.5	-2.3%
Aero Gliders	\$23.2	\$23.2	\$23.4	\$23.4	\$23.7	\$23.1	-2.5%
Stair Climbing Machines	\$21.1	\$22.3	\$22.7	\$23.8	\$23.8	\$24.3	2.0%
Exercise Benches	\$115.9	\$121.7	\$122.3	\$123.2	\$123.2	\$124.7	1.2%
Other Consumer	\$496.1	\$555.6	\$537.6	\$537.6	\$544.0	\$541.8	-0.4%
Exercise - Institutional	\$1,050.3	\$1,139.3	\$1,257.5	\$1,307.8	\$1,348.7	\$1,405.9	4.2%
Upright Stationary Bikes	\$19.0	\$20.5	\$22.1	\$23.9	\$23.9	\$24.0	0.4%
Recumbent Stationary Bike	\$77.3	\$83.4	\$90.9	\$97.3	\$98.5	\$101.3	2.8%
Group Exercise Bikes	\$10.6	\$11.0	\$11.7	\$12.4	\$12.9	\$13.2	2.3%
Stair Climbing Machines	\$50.8	\$54.1	\$59.1	\$60.0	\$61.8	\$64.5	4.4%
Treadmills	\$224.7	\$258.4	\$285.3	\$302.4	\$313.3	\$344.3	9.9%
Elliptical Machines	\$213.6	\$245.6	\$274.7	\$286.6	\$290.1	\$294.2	1.4%
Other CV machines	\$30.7	\$32.0	\$38.1	\$39.2	\$39.2	\$40.2	2.5%
Single Station Selectorized	\$153.1	\$153.1	\$162.5	\$167.4	\$174.1	\$177.8	2.1%
Multi Station Selectorized	\$151.6	\$155.4	\$164.7	\$169.7	\$182.1	\$188.0	3.3%
Plate Loaded	\$39.2	\$39.8	\$45.3	\$44.6	\$45.6	\$46.4	1.8%
Benches/Racks/Free Weight	\$72.8	\$78.8	\$95.7	\$96.9	\$99.8	\$104.5	4.8%
Non-gravity Strength Machines	\$5.0	\$5.1	\$5.2	\$5.3	\$5.3	\$5.1	-3.0%
Other Strength	\$2.0	\$2.1	\$2.1	\$2.1	\$2.1	\$2.3	8.0%
TOTAL EXERCISE	\$4,490.1	\$4,699.5	\$4,838.9	\$5,058.6	\$5,119.3	\$5,194.8	1.5%

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Dollars in Millions	2011	2012	2013	2014	2015	2016	% Change 2015-2016
Branded Athletic Apparel	\$14,215.9	\$14,506.9	\$15,112.6	\$15,879.9	\$16,043.0	\$16,455.2	2.6%
Outerwear	\$1,196.7	\$1,230.2	\$1,256.5	\$1,285.8	\$1,248.3	\$1,284.3	2.9%
Fleece/Sweat	\$1,437.2	\$1,470.2	\$1,631.9	\$1,689.1	\$1,658.1	\$1,724.5	4.0%
Warm ups	\$141.0	\$143.5	\$148.6	\$159.8	\$159.1	\$161.3	1.4%
Shirts/Top	\$4,845.6	\$4,942.5	\$5,233.6	\$5,591.1	\$5,742.6	\$5,951.6	3.6%
Pants	\$407.3	\$417.5	\$423.8	\$452.0	\$457.7	\$466.8	2.0%
Shorts/Skirts	\$1,177.3	\$1,192.6	\$1,226.4	\$1,334.7	\$1,342.3	\$1,373.6	2.3%
Dresses	\$33.4	\$33.6	\$33.6	\$33.9	\$34.2	\$34.2	0.0%
Underwear	\$569.5	\$583.7	\$583.7	\$588.4	\$596.9	\$606.2	1.6%
Swimwear	\$2,518.4	\$2,556.1	\$2,556.1	\$2,640.2	\$2,657.1	\$2,637.2	-0.7%
Caps/Hats	\$435.1	\$449.4	\$466.5	\$471.8	\$475.7	\$487.3	2.4%
Socks	\$1,022.0	\$1,049.6	\$1,093.1	\$1,160.9	\$1,189.3	\$1,229.7	3.4%
Sports Bras	\$265.5	\$270.8	\$281.6	\$289.7	\$294.7	\$305.8	3.8%
Accessories	\$167.1	\$167.1	\$177.1	\$182.7	\$187.0	\$192.6	3.0%
Performance Apparel	\$1,319.5	\$1,362.2	\$1,426.7	\$1,537.7	\$1,625.2	\$1,672.7	2.9%
Tops	\$615.8	\$639.8	\$683.9	\$743.2	\$789.3	\$817.3	3.6%
Bottoms	\$235.1	\$239.8	\$248.6	\$266.3	\$280.2	\$285.1	1.7%
Base Layer	\$468.6	\$482.7	\$494.3	\$528.2	\$555.7	\$570.3	2.6%
Fitness Apparel	\$320.3	\$336.3	\$347.4	\$393.6	\$430.2	\$442.4	2.9%
Tops	\$148.4	\$155.9	\$159.8	\$181.6	\$197.5	\$200.4	1.5%
Bottoms	\$171.8	\$180.4	\$187.6	\$212.0	\$232.7	\$242.0	4.0%
Branded Active Wear	\$14,376.0	\$14,447.9	\$14,689.2	\$15,056.4	\$15,056.4	\$15,207.0	1.0%
TOTAL BRANDED ATHLETIC & ACTIVE APPAREL	\$30,232.0	\$30,653.3	\$31,575.8	\$32,867.5	\$33,154.8	\$33,777.3	1.9%
Team Uniforms	\$1,146.9	\$1,195.1	\$1,203.2	\$1,234.6	\$1,249.2	\$1,269.4	1.6%
Baseball	\$329.5	\$347.3	\$350.8	\$368.3	\$377.0	\$381.9	1.3%
Basketball	\$181.5	\$188.8	\$190.0	\$192.4	\$194.5	\$198.7	2.2%
Football	\$360.3	\$379.3	\$376.4	\$381.1	\$382.1	\$379.9	-0.6%
Soccer	\$127.5	\$130.3	\$132.9	\$135.2	\$135.3	\$141.3	4.5%
Volleyball	\$57.8	\$59.1	\$60.3	\$62.3	\$63.9	\$64.6	1.1%
Other	\$90.2	\$90.2	\$92.8	\$95.3	\$96.5	\$102.9	6.7%
TOTAL SPORTS APPAREL	\$31,378.9	\$31,848.4	\$32,779.0	\$34,102.1	\$34,404.0	\$35,046.7	1.9%
TOTAL LICENSED APPAREL	\$7,385.1	\$7,532.8	\$7,664.6	\$7,810.2	\$7,962.0	\$7,928.9	-0.4%

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TOTAL ATHLETIC FOOTWEAR	\$13,180.0	\$13,630.0	\$13,881.9	\$14,484.6	\$14,989.5	\$15,413.1	2.8%
Running	\$3,894.0	\$4,127.7	\$4,199.9	\$4,294.4	\$4,385.9	\$4,539.4	3.5%
Tennis	\$162.3	\$160.9	\$163.6	\$174.0	\$176.2	\$175.4	-0.4%
Walking	\$376.6	\$378.1	\$378.1	\$384.4	\$394.0	\$390.6	-0.9%
Fitness/Workout	\$778.8	\$781.1	\$820.2	\$877.6	\$939.0	\$929.6	-1.0%
Classic/Originals	\$1,887.0	\$1,949.3	\$1,851.8	\$1,944.4	\$2,106.4	\$2,211.7	5.0%
Team - Baseball	\$238.4	\$246.9	\$246.9	\$271.6	\$271.6	\$276.0	1.6%
Team- Basketball	\$875.0	\$896.9	\$1,031.4	\$979.8	\$1,018.5	\$1,050.1	3.1%
Team - Football	\$171.4	\$175.3	\$170.9	\$196.6	\$196.6	\$192.6	-2.0%
Team - Soccer	\$285.0	\$294.9	\$300.8	\$345.9	\$345.9	\$345.9	0.0%
Team - Volleyball	\$18.0	\$18.0	\$18.2	\$22.7	\$22.7	\$23.1	1.5%
Outdoor/Adventure	\$640.0	\$640.0	\$652.8	\$659.3	\$659.3	\$667.2	1.2%
Sport Sandals/Slides	\$179.0	\$189.7	\$193.5	\$203.2	\$203.2	\$219.7	8.1%
Casual/Fashion	\$717.3	\$740.9	\$703.9	\$774.3	\$793.6	\$866.6	9.2%
Golf	\$255.0	\$255.0	\$252.5	\$249.9	\$258.7	\$252.5	-2.4%
Skate/Surf	\$831.0	\$831.0	\$855.9	\$870.9	\$881.8	\$876.5	-0.6%
Kids	\$1,871.3	\$1,944.3	\$2,041.5	\$2,235.4	\$2,336.0	\$2,396.0	2.6%

TOTAL SPORTING GOODS, EQUIPMENT, SPORTS APPAREL, LICENSED & ATHLETIC FOOTWEAR

Dollars in Millions	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>% Change 2015-2016</u>
TOTAL	\$77,328	\$79,188	\$81,395	\$84,282	\$85,978	\$87,717	2.0%

Footnotes

If a data cell has 0 in it, it represents no growth/change.

If a data cell is blank, it indicates there is no or only unreliable data available.

If revised data was available for 2015, it was used.

In direct comparison with previous reports, the most recent data should be used.

Methodology

The numbers in this report are based on wholesale dollar sales volume by category. The SFIA contacts more than 300 industry C-level executives for their estimates of sales in categories they are familiar with. These estimates are refined with phone interviews, research from corporate reports, other industry sales reports and public research. In addition, camping and firearms estimates were provided by SportsOneSource.

Categories Defined

Other Consumer Exercise includes:

Exercise mats, exercise towels and accessories, hand weights, weight kits, exercise bands, stretching machines, exercise balls/heavy and inflatable and multi-functional machines for home us (Bowflex, Soloflex).

Branded Athletic Apparel includes:

Branded sportswear non-performance fabric, not necessarily used for sports i.e. Nike polo shirt.

Performance Apparel includes:

High performance fabric, specifically targeted for sports usage, i.e. Under Armour tops, Nike Dri-fit, etc.

Fitness Apparel includes:

Apparel specifically marketed to fitness participants i.e. Lululemon etc.

Branded Active Wear includes:

Department store type sports brands like some IZOD, Champion lines, non-sports specific.

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About SFIA Research

SFIA Research, powered by Sports Marketing Surveys USA (SMS), is the sole provider of marketing research and analysis for the Sports & Fitness Industry Association (SFIA). This partnership places SMS at the forefront when it comes to marketing research of all things sports, sports participation and current trends in sports.

Sports Marketing Surveys USA has been in business since 1985, providing quantitative and qualitative marketing research and information for many of the leading manufactures and organizations throughout the industry.

- * Quantitative and Qualitative Consumer Research
- * Dealer Studies
- * Market Trend Analysis
- * Participation Based Geo Targeting
- * Sponsorship Evaluation
- * Market Size Evaluations
- * New Product Feasibility Studies

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Sports & Fitness Industry Association

8505 Fenton Street, Suite 211
Silver Spring, MD 20910
P: 301.495.6321
F: 301.495.6322
E: info@sfia.org
www.sfia.org

Sports Marketing Surveys USA

6650 West Indiantown Road, Suite 220
Jupiter, FL 33458
P: 561.427.0647
F: 561.427.0648
E: usa@sportsmarketingsurveysusa.com
www.sportsmarketingsurveysusa.com

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