

## Sporting Goods Retail - US - August 2019

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"People are buying sporting goods. They're also prioritizing their health to a greater degree, which means more exercising and participation in sports and fitness; this should fuel demand for sporting goods in the future. However, more often than not, people are buying sporting goods at places other than stores that specialize in this area."

**Diana Smith, Associate Director - Retail & Apparel**

This report looks at the following areas:

- State of the sporting goods market
- Retailer preferences
- Top sporting goods and purchase drivers
- Role of online and mobile
- Trends and innovations

Specialty sporting goods retailers aren't staying top-of-mind among shoppers in the market, signaling a need for heightened visibility that can be garnered through amplified marketing and local community involvement that could include partnering with local sports leagues, fitness studios, etc. They also need to revisit their merchandise to make sure it aligns with what consumers are buying or are interested in buying, and look for ways to sell more than just "stuff," but rather tangible benefits and experiences.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Sporting goods stores losing relevance and sales

Half of sporting goods and equipment sold at non-specialty stores

Americans' efforts to become healthier should lead to more sporting goods needs

Strong economy bodes well for the sector at large

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Demand for sporting goods is strong, but consumers aren't buying at sporting goods stores

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Figure 2: Total US revenues and forecast of sporting goods stores, at current prices, 2014-24

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Apparel and footwear comprises around 30% of total sales at sporting goods retailers

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