



Never Estimate the Power of a Girl

Never underestimate girl power. Ever. Fueling almost all of the outdoor industry's growth over the past decade, women continue to stoke the fires and set registers ablaze in 2010. Women's shopping patterns are shifting, however, and we all need to be aware that while women are still buying women's specific equipment and traditional apparel, it is casual and/or lifestyle products meant for the street, not the trail, catching both their attention and hard earned dollars.

Just how important are women to the outdoor industry? According to Scott Jaeger, senior retail analyst at Leisure Trends Group, "Between 2000 and 2008, all outdoor specialty store sales increased roughly 28 percent or nearly \$500 million. Of that almost half billion in new specialty store sales, 89 percent was generated by women's and girl's specific product. Back in 2000, women's specific products accounted for just 17 percent of all specialty dollars sold. That number shoots up to 30 percent in the first seven months of 2010."

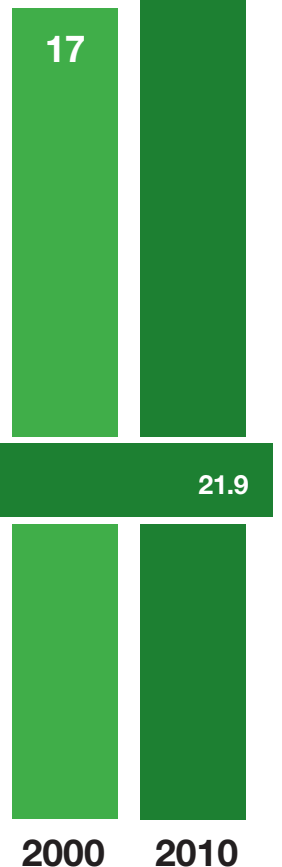
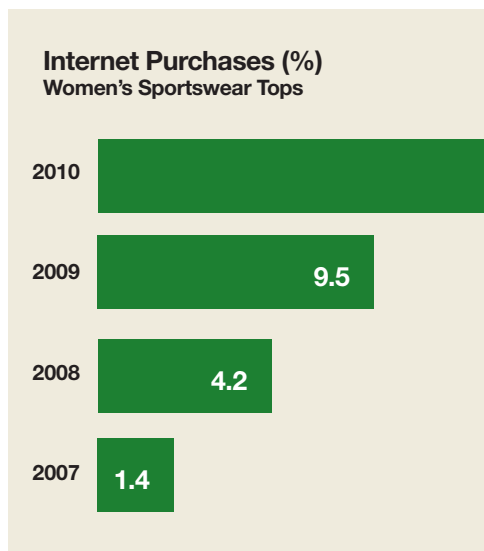
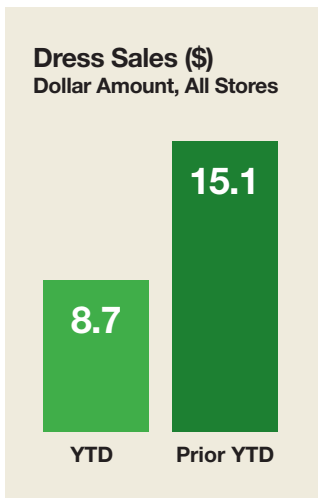
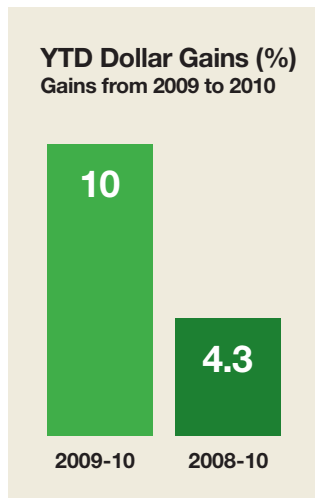
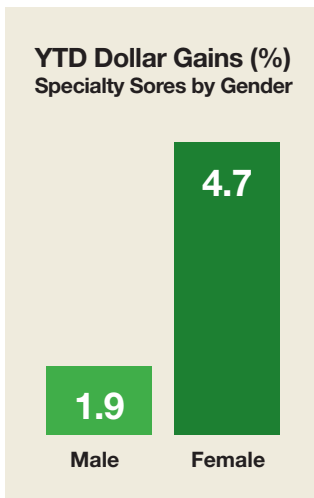
So far in 2010, women's specialty store sales (+ 5 percent) increased at a velocity more than twice that

of men's and gender neutral products (+ 2 percent) which meant that women brought in 50 percent of the actual increases even though they accounted for just 30 percent of total sales. It is not just specialty stores seeing the action. Across all three core outdoor channels (chain, internet and specialty) women's and girl's products brought in \$739 million in retail sales for the January to July period, a 10 percent increase over the same period in 2009 and 4 percent greater than pre-recession 2008.

You have heard of après ski, how about après trail run or après bouldering? Lifestyle products are quickly changing the women's departments across all three channels. Year-to-date, dress dollar sales surged another 74 percent in all stores. Almost doubling in sales each year for four years, dresses now account for 13 percent of women's sportswear top dollars in all stores and, online, a head turning 22 percent. Through July, the skirt and skort category grew 13 percent in all stores. In specialty stores, where dollar sales increased 19 percent, skirts and skorts now account for 21 percent of all women's sportswear bottom dollars sold. ●



Sales of Women's Products, All Stores (%) →



Trend Insight is a new feature in *Outdoor Insight* that includes consumer research and retail point-of-sale data from The Leisure Trends Group. Data in this issue's report are based off of Leisure Trends Group's LeisureTRAK™ report. The LeisureTRAK report is developed from a quarterly poll of 1000 American adults ages 16 and over. The results are projectable to the U.S. population. With over 20 years of historical data, the LeisureTRAK report is the definitive source for information about Americans at play. For more information on Leisure Trends Group or its LeisureTRAK report contact Julia Day at 303-786-7900 ext. 107 or jday@leisuretrends.com. For additional information on Trend Insight, contact Jeff Nott at 516-305-4711 or jnott@formula4media.com.