

# Compression Apparel Tightening Grip on Market



Compression apparel was a big story in 2010. Appearing on professional athletes, spiking in Internet searches and garnering attention on trade show floors, the category generated more than its share of buzz this past year. According to new data from Leisure Trends Group's Running RetailTRAK™, compression sales lived up to the hype at run specialty retail. LTG's recently released data on the compression market show that 2010 dollar sales at run specialty grew 56 percent over 2009 and 170 percent over 2008. In 2010 compression was featured in about 5 percent of all apparel sold at run specialty: 3 percent of all apparel tops and about 8 percent of all bottoms used compression. The most commonly purchased compression items were tights and capri tights, sport tops/bra tops, shorts, socks and arm/leg sleeves.

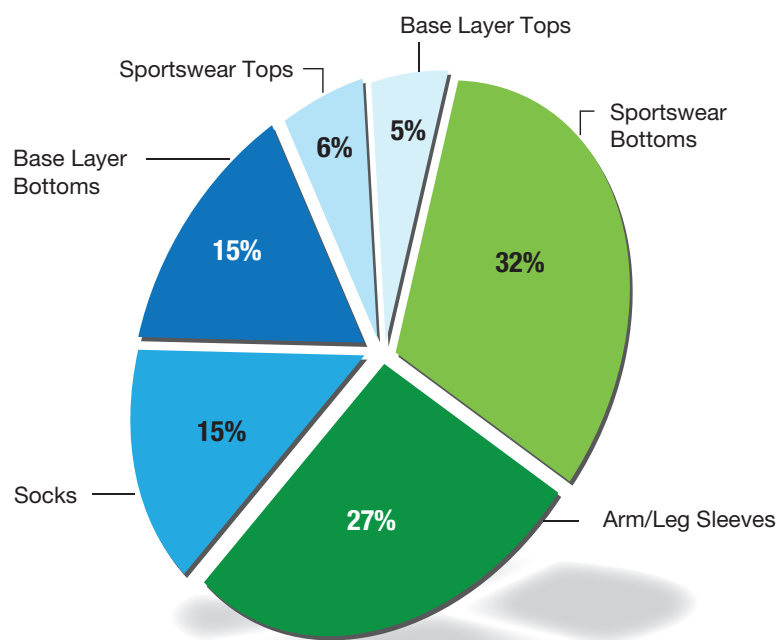
Retailers already selling compression know that the technology translates not only to increased sales, but also to increased profit. In 2010, the

average selling price for apparel with compression was \$47 as compared to \$37 for non-compression styles across the same product categories. The average retailer margin for compression apparel was 46 percent, as compared to 43 percent for all other apparel. For sportswear tights, the inclusion of compression technology bumped ARSP from an average of \$57 to \$81 in 2010.

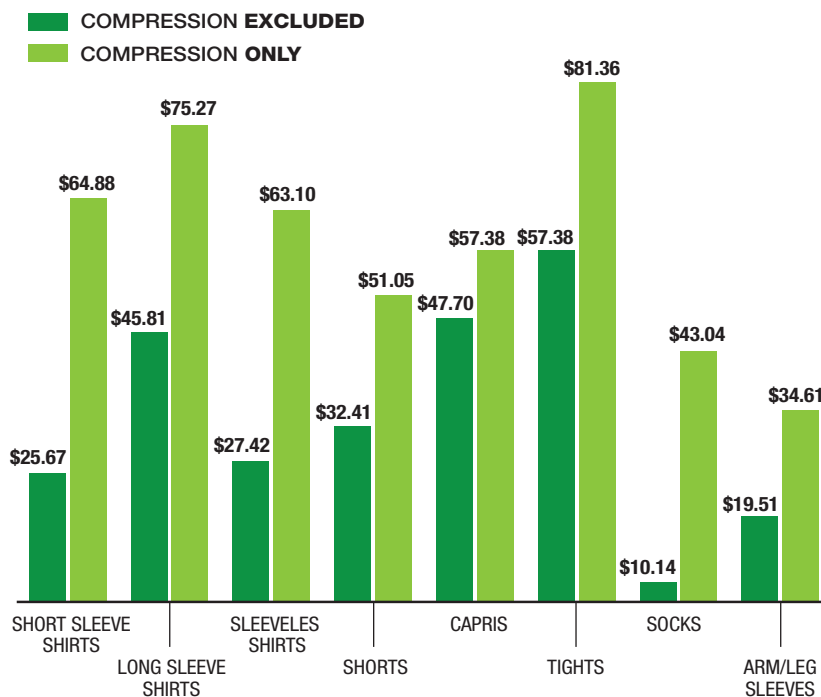
"While it is still a small category, we see a great opportunity for retailers who offer compression items in 2011. The key to maximizing sales will be a strategic product mix," states LTG retail analyst Elisabeth Stahura. For those retailers looking to add compression to their sales floor

## Running Compression Wear 2010

BREAKDOWN OF DOLLAR SALES



AVERAGE RETAIL SELLING PRICE



RUN SPECIALTY COMPRESSION WEAR SALES GREW:

**170%**  
OVER 2008

**56%**  
OVER 2009

**46%**  
retailer margin for compression wear

**43%**  
retailer margin for all other apparel



Trend Insight is a 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.

# TREND INSIGHT

in 2011, Stahura suggests focusing on tights and arm/leg sleeves for all customers and capri tights and sports bras for female customers.

Tights were the largest compression category at run specialty in 2010; over 28 percent of all tights sold during the year contained compression technology. Since 2008, unit sales of tights with compression jumped 70 percent while sales of those without compression rose 33 percent. Meanwhile, arm/leg sleeves, the second largest compression category, nearly doubled in sales from last year to this year.

In general, women's apparel styles outsell men's at run specialty and this trend holds true with compression. Excluding socks and arm/leg sleeves which are almost exclusively marketed as gender neutral, woman-specific styles accounted for over 60 percent of compression apparel sold in 2010, while bringing in 58 percent of non-compression apparel items for the year. While shorts and capris are still larger in terms of overall volume, keep an eye on compression sports bras and sport tops in 2011. ●

## COMPRESSION WAS FEATURED IN ABOUT...

**5%**  
of all apparel sold

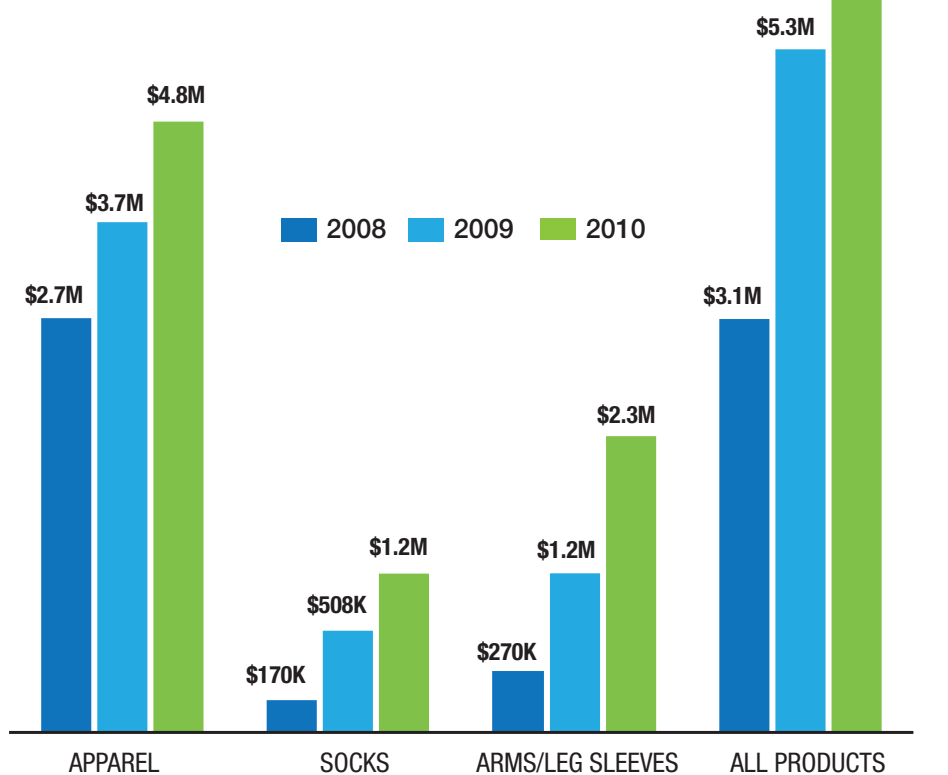
**8%**  
of all apparel bottoms at run specialty:

**3%**  
of all apparel tops

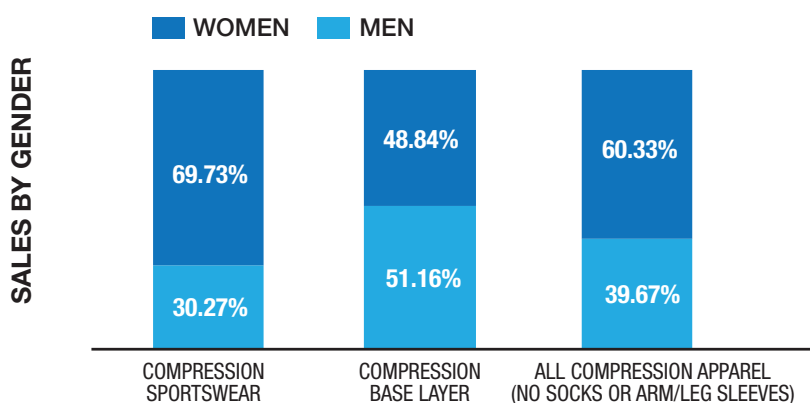


Commonly purchased compression items were tights/capri tights, sport tops/bra tops, shorts, socks and arm/leg sleeves.

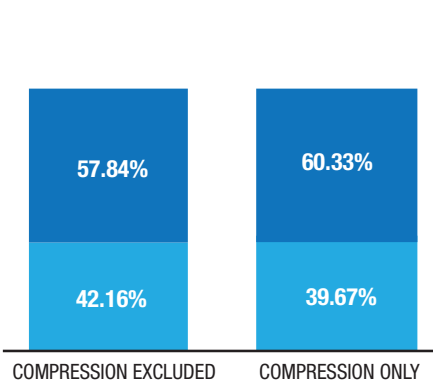
## TOTAL COMPRESSION SALES 2008-10



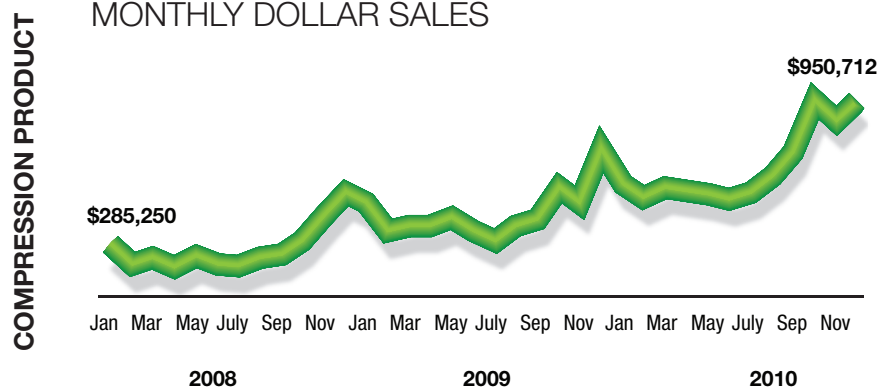
## % OF COMPRESSION APPAREL



## COMPRESSION VS. NON COMPRESSION



## MONTHLY DOLLAR SALES



## MONTHLY UNIT SALES

