

# MANUFACTURERS SALES BY CATEGORY REPORT - 2008 Edition

U.S. WHOLESALE VALUE OF ANNUAL MANUFACTURERS' SHIPMENTS (\$Millions)

## SPORTS EQUIPMENT

	2006	2007
<b>Archery</b>	<b>\$350</b>	<b>\$357</b>
<b>Paintball</b>	<b>\$370</b>	<b>\$300</b>
<b>Total Baseball/Softball</b>	<b>\$527</b>	<b>\$534</b>
Bats	\$213	\$216
Gloves & Mitts	\$131	\$134
Baseballs	\$44	\$44
Batting Gloves	\$39	\$40
Softballs	\$28	\$28
Protective/Other	\$72	\$74
<b>Total Basketball</b>	<b>\$352</b>	<b>\$353</b>
Basketballs	\$160	\$162
Backboards	\$165	\$163
Other/Accessories	\$27	\$27
<b>Billiards</b>	<b>\$234</b>	<b>\$227</b>
<b>Bowling</b>	<b>\$206</b>	<b>\$200</b>
<b>Total Camping</b>	<b>\$1,659</b>	<b>\$1,686</b>
Coolers/Chests	\$283	\$283
Tents/Shelters	\$247	\$254
Sleeping Bags / Air Beds	\$343	\$346
Jugs/Containers	\$67	\$67
Backpacks	\$364	\$375
Stoves / Fuels	\$111	\$112
SG Furniture	\$200	\$203
Other	\$45	\$46
<b>Total Firearms</b>	<b>\$2,204</b>	<b>\$2,307</b>
Long Guns	\$1,017	\$1,063
Handguns	\$501	\$524
Ammunition	\$686	\$720
<b>Fishing</b>	<b>\$1,668</b>	<b>\$1,751</b>
<b>Total Football</b>	<b>\$474</b>	<b>\$491</b>
Balls	\$84	\$87
Protective	\$295	\$305
Other/Accessories	\$95	\$98
<b>Total Golf</b>	<b>\$2,972</b>	<b>\$2,988</b>
Clubs	\$1,586	\$1,610
Balls	\$813	\$801
Gloves	\$146	\$148
Other	\$427	\$429
<b>Total Ice Hockey</b>	<b>\$200</b>	<b>\$206</b>
Skates	\$53	\$54
Sticks	\$50	\$53
Protective	\$78	\$80
Other	\$19	\$19
<b>Optical Goods</b>	<b>\$1,100</b>	<b>\$1,155</b>
<b>Racquetball</b>	<b>\$22</b>	<b>\$25</b>
<b>In-line Roller Skates</b>	<b>\$0</b>	<b>\$0</b>
<b>In-line Accessories</b>	<b>\$0</b>	<b>\$0</b>
<b>Skateboards</b>	<b>\$0</b>	<b>\$0</b>
<b>Scuba &amp; Skin Diving</b>	<b>\$270</b>	<b>\$278</b>
<b>Total Ski</b>	<b>\$510</b>	<b>\$544</b>
Snow Skiing, Alpine	\$279	\$287
Snow Skiing, X-Country	\$46	\$43
Snowboards	\$185	\$213

	2006	2007
<b>Total Soccer</b>	<b>\$300</b>	<b>\$308</b>
Balls	\$100	\$103
Protective	\$25	\$25
Other/Accessories	\$175	\$179
<b>Table Tennis</b>	<b>\$45</b>	<b>\$46</b>
<b>Total Tennis</b>	<b>\$245</b>	<b>\$261</b>
Racquets	\$111	\$121
Balls	\$76	\$80
Other	\$58	\$60
<b>Total Lacrosse</b>	<b>\$56</b>	<b>\$59</b>
Sticks	\$24	\$25
Protective	\$23	\$24
Other/Accessories	\$10	\$10
<b>Volleyball (Balls, Sets)</b>	<b>\$51</b>	<b>\$54</b>
<b>Water Sports - Ski Equip.</b>	<b>\$125</b>	<b>\$128</b>
<b>Water Sports Other ( no surf)</b>	<b>\$300</b>	<b>\$309</b>
<b>Boxing</b>	<b>\$100</b>	<b>\$105</b>
<b>Martial Arts</b>	<b>\$280</b>	<b>\$314</b>
<b>Other</b>	<b>\$6,146</b>	<b>\$6,269</b>
<b>TOTAL SPORTS EQUIPMENT</b>	<b>\$20,757</b>	<b>\$21,245</b>

## EXERCISE EQUIPMENT

	2006	2007
<b>Exercise - Consumer</b>	<b>\$3,543</b>	<b>\$3,549</b>
Treadmills	\$1,000	\$967
Home Gyms	\$286	\$286
Exercise Cycles	\$400	\$393
Rowing Machines	\$67	\$67
Free Weights	\$173	\$175
Exercise Benches	\$136	\$136
Ab Machines	\$225	\$230
Ski Machines	\$38	\$38
Elliptical Machines	\$725	\$763
Aero Gliders	\$25	\$25
Stair Climbing Machines	\$25	\$25
Other Consumer	\$443	\$443
<b>Exercise - Institutional</b>	<b>\$1,119</b>	<b>\$1,149</b>
Upright Stationary Bikes	\$25	\$25
Recumbent Stationary Bike	\$85	\$85
Group Exercise Bikes	\$10	\$10
Stair Climbing Machines	\$60	\$60
Treadmills	\$250	\$256
Elliptical Machines	\$212	\$217
Other CV machines	\$20	\$32
Single Station Selectorized	\$150	\$158
Multi Station Selectorized	\$175	\$176
Plate Loaded	\$50	\$50
Benches/Racks/Free Weight	\$75	\$75
Non-gravity Strength Machines	\$5	\$5
Other Strength	\$2	\$2
<b>Total Exercise</b>	<b>\$4,662</b>	<b>\$4,699</b>

## ATHLETIC FOOTWEAR

	2006	2007
Running	\$3,054	\$3,216
Basketball	\$1,007	\$1,015
Tennis	\$157	\$157
Walking	\$415	\$424
Fitness/Workout	\$807	\$826
Classic/Originals	\$2,028	\$2,085
Team - Baseball	\$225	\$230
Team - Football	\$158	\$160
Team - Soccer	\$296	\$302
Team - Volleyball	\$18	\$18
Outdoor/Adventure	\$447	\$537
Sport Sandals/Slides	\$143	\$157
Casual/Fashion	\$685	\$852
Golf	\$260	\$263
Skate/Surf	\$788	\$788
Kids	\$1,840	\$1,922
<b>TOTAL ATHLETIC FOOTWEAR</b>	<b>\$12,327</b>	<b>\$12,952</b>

## SPORTS APPAREL

	2006	2007
<b>Total Branded Athletic Apparel</b>	<b>\$14,454</b>	<b>\$14,682</b>
Outerwear	\$1,200	\$1,223
Fleece/Sweat	\$1,725	\$1,794
Warm ups	\$150	\$155
Shirts/Top	\$5,140	\$5,222
Pants	\$397	\$404
Shorts/Skirts	\$1,225	\$1,241
Dresses	\$35	\$35
Underwear	\$505	\$516
Swimwear	\$2,442	\$2,432
Caps/Hats	\$420	\$430
Socks	\$975	\$985
Sports Bras	\$240	\$246
Accessories	\$178	\$181
<b>Total Performance Apparel</b>	<b>\$1,185</b>	<b>\$1,225</b>
Tops	\$560	\$581
Bottoms	\$225	\$230
Base Layer	\$400	\$413
<b>Total Fitness Apparel</b>	<b>\$300</b>	<b>\$314</b>
Tops	\$140	\$146
Bottoms	\$160	\$168
<b>Total Branded Activewear</b>	<b>\$11,800</b>	<b>\$12,154</b>
<b>Total Branded Athletic &amp; Active Apparel</b>	<b>\$27,739</b>	<b>\$28,374</b>
<b>Total Team Uniforms</b>	<b>\$1,083</b>	<b>\$1,127</b>
Football	\$350	\$358
Basketball	\$183	\$184
Soccer	\$125	\$130
Baseball	\$292	\$321
Volleyball	\$57	\$58
Other	\$76	\$77
<b>TOTAL SPORTS APPAREL</b>	<b>\$28,822</b>	<b>\$29,502</b>

## LICENSED MERCHANDISE

	2006	2007
<b>Total Licensed Merchandise</b>	<b>\$8,258</b>	<b>\$8,877</b>
<b>TOTAL SPORTING GOODS EQUIPMENT, SPORTS APPAREL, LICENSED &amp; ATHLETIC FOOTWEAR</b>	<b>\$74,826</b>	<b>\$77,274</b>

## RECREATIONAL TRANSPORT

	2006	2007
Bicycles	\$4,060	\$4,100
Motorcycles (including ATVs)	\$9,000	\$8,352
Pleasure Boats & Motors	\$10,000	\$9,200
Rec. Vehicles	\$15,515	\$14,401
Snowmobiles	\$575	\$602
Water Scooters/Jet Skis	\$134	\$128
Personal Watercraft	\$568	\$685
<b>TOTAL RECREATIONAL TRANS.</b>	<b>\$39,852</b>	<b>\$37,468</b>
<b>TOTAL SPORTS AND RECREATIONAL TRANSPORT</b>	<b>\$114,678</b>	<b>\$114,742</b>

\* projected 2007 numbers

If there is no data for a category there was no reliable data available

If revised data was available for 2006, revisions have been made.

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

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