

Table 1223. Sporting Goods Sales by Product Category: 1990 to 2006

[In millions of dollars (50,725 represents \$50,725,000,000), except percent. Based on a sample survey of consumer purchases of 80,000 households, (100,000 beginning 1995), except recreational transport, which was provided by industry associations. Excludes Alaska and Hawaii. Minus sign (-) indicates decrease]

Selected product category	1990	1995	2000	2001	2002	2003	2004	2005	2006, proj.
Sales, all products	50,725	59,794	74,442	74,337	77,726	79,779	85,811	89,836	89,866
Annual percent change ¹	(NA)	6.5	4.6	-0.1	4.6	2.6	7.6	4.7	-
Percent of retail sales	(NA)	2.5	2.5	2.4	2.5	2.4	2.5	2.4	2.3
Athletic and sport clothing	10,130	10,311	11,030	10,217	9,801	10,543	11,201	11,650	12,292
Athletic and sport footwear ²	11,654	11,415	13,026	13,814	14,144	14,446	14,752	15,711	16,268
Aerobic shoes	611	372	292	281	239	222	237	261	259
Basketball shoes	918	999	786	761	789	890	877	878	887
Cross training shoes	679	1,191	1,528	1,476	1,421	1,407	1,327	1,437	1,466
Golf shoes	226	225	226	223	243	222	230	259	251
Gym shoes, sneakers	2,536	1,741	1,871	2,004	2,042	2,059	2,221	2,314	2,499
Jogging and running shoes	1,110	1,043	1,638	1,670	1,733	1,802	1,989	2,157	2,221
Tennis shoes	740	480	533	505	503	544	508	528	538
Walking shoes	2,950	2,841	3,317	3,280	3,415	3,468	3,496	3,673	3,746
Athletic and sport equipment ²	14,439	18,809	21,608	21,594	21,699	22,394	23,328	23,981	24,450
Archery	265	287	259	276	279	320	332	362	373
Baseball and softball	217	251	319	316	334	340	352	372	384
Billiards and indoor games	192	304	516	528	574	625	622	572	567
Camping	1,072	1,205	1,354	1,371	1,442	1,487	1,531	1,442	1,456
Exercise	1,824	2,960	3,610	3,889	4,378	4,957	5,074	5,207	5,363
Fishing tackle	1,910	2,010	2,030	2,058	2,024	1,981	2,026	2,139	2,182
Golf	2,514	3,194	3,805	3,871	3,258	3,046	3,198	3,474	3,509
Hunting and firearms	2,202	3,003	2,274	2,206	2,449	2,654	3,175	3,351	3,418
Optics	438	655	729	783	826	847	859	887	922
Skin diving and scuba	294	328	355	348	348	338	351	358	365
Skiing, downhill	475	562	495	515	527	462	452	442	457
Tennis	333	297	383	371	358	343	362	397	405
Recreational transport	14,502	19,259	28,779	28,712	32,083	32,397	36,531	38,493	36,856
Bicycles and supplies	2,423	3,390	5,131	4,725	4,961	4,736	4,898	5,343	4,940
Pleasure boats, motors, & accessories	7,644	9,064	13,224	14,558	15,382	14,705	16,054	17,017	17,358
Recreational vehicles	4,113	5,895	9,529	8,598	10,960	12,058	14,753	15,394	13,789
Snowmobiles	322	910	894	831	779	898	826	739	769

- Rounds to zero. NA Not available. ¹ Represents change from immediate prior year. ² Includes other products not shown separately.

Source: National Sporting Goods Association, Mt. Prospect, IL, *The Sporting Goods Market in 2006*; and prior issues (copyright); <<http://www.nsga.org/public/pages/index.cfm?pageid=869>>.