

Table 1210. Sporting Goods Sales by Product Category: 1990 to 2006, and Projection, 2007

[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 2000), except recreational transport, which was provided by industry associations. Excludes Alaska and Hawaii. Minus sign (-) indicates decrease]

Selected product category	1990	2000	2001	2002	2003	2004	2005	2006	2007, proj.
Sales, all products	50,725	74,442	74,337	77,726	79,779	85,811	88,434	90,511	90,767
Annual percent change ¹	(NA)	4.6	-0.1	4.6	2.6	7.6	3.1	2.3	0.3
Percent of retail sales	(NA)	2.5	2.4	2.5	2.4	2.5	2.4	2.3	(NA)
Athletic and sport clothing	10,130	11,030	10,217	9,801	10,543	11,201	10,898	10,699	10,999
Athletic and sport footwear ²	11,654	13,026	13,814	14,144	14,446	14,752	15,719	16,902	17,497
Aerobic shoes	611	292	281	239	222	237	261	262	268
Basketball shoes	918	786	761	789	890	877	878	964	987
Cross training shoes	679	1,528	1,476	1,421	1,407	1,327	1,437	1,516	1,561
Golf shoes	226	226	223	243	222	230	259	232	233
Gym shoes, sneakers	2,536	1,871	2,004	2,042	2,059	2,221	2,314	2,434	2,531
Jogging and running shoes	1,110	1,638	1,670	1,733	1,802	1,989	2,157	2,260	2,337
Tennis shoes	740	533	505	503	544	508	528	505	510
Walking shoes	2,950	3,317	3,280	3,415	3,468	3,496	3,673	4,091	4,294
Athletic and sport equipment ²	14,439	21,608	21,594	21,699	22,394	23,328	23,735	24,520	25,245
Archery	265	259	276	279	320	332	372	398	410
Baseball and softball	217	319	316	334	340	352	372	388	402
Billiards and indoor games	192	516	528	574	625	622	572	571	568
Camping	1,072	1,354	1,371	1,442	1,487	1,531	1,447	1,535	1,571
Exercise	1,824	3,610	3,889	4,378	4,957	5,074	5,177	5,226	5,383
Fishing tackle	1,910	2,030	2,058	2,024	1,981	2,026	2,139	2,219	2,263
Golf	2,514	3,805	3,871	3,258	3,046	3,198	3,466	3,662	3,809
Hunting and firearms	2,202	2,274	2,206	2,449	2,654	3,175	3,563	3,709	3,798
Optics	438	729	783	826	847	859	887	1,014	1,115
Skin diving and scuba	294	355	348	348	338	351	358	369	376
Snow skiing ³	475	495	515	527	462	452	643	615	633
Tennis	333	383	371	358	343	362	397	420	441
Recreational transport	14,502	28,779	28,712	32,083	32,397	36,531	38,082	38,389	37,035
Bicycles and supplies	2,423	5,131	4,725	4,961	4,736	4,898	5,343	5,161	5,393
Pleasure boats, motors, & accessories	7,644	13,224	14,558	15,382	14,705	16,054	17,634	17,811	17,454
Recreational vehicles	4,113	9,529	8,598	10,960	12,058	14,753	14,366	14,732	13,475
Snowmobiles	322	894	831	779	898	826	739	685	713

NA Not available. ¹ Represents change from immediate prior year. ² Includes other products not shown separately. ³ Data through 2004 categorized as "Skiing Downhill."

Source: National Sporting Goods Association, Mt. Prospect, IL, *The Sporting Goods Market in 2007*; and prior issues (copyright). See <<http://www.nsga.org/14a/pages/index.cfm?pageid=3345>>.