

## Table 1213. **Sporting Goods Sales by Product Category: 1990 to 2007, and Projection, 2008**

[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	2002	2003	2004	2005	2006	2007	2008, proj.
<b>Sales, all products . . . . .</b>	<b>50,725</b>	<b>74,442</b>	<b>77,726</b>	<b>79,779</b>	<b>85,811</b>	<b>88,434</b>	<b>90,472</b>	<b>90,802</b>	<b>87,348</b>
Annual percent change <sup>1</sup> . . . . .	(NA)	4.6	4.6	2.6	7.6	3.1	2.3	0.4	-3.8
Percent of retail sales . . . . .	(NA)	2.5	2.5	2.4	2.5	2.4	2.3	2.3	2.2
Athletic and sport clothing . . . . .	10,130	11,030	9,801	10,543	11,201	10,898	10,580	10,834	10,770
Athletic and sport footwear <sup>2</sup> . . . . .	11,654	13,026	14,144	14,446	14,752	15,719	16,910	17,366	17,715
Aerobic shoes . . . . .	611	292	239	222	237	261	262	280	285
Basketball shoes . . . . .	918	786	789	890	877	878	964	892	887
Cross training shoes . . . . .	679	1,528	1,421	1,407	1,327	1,437	1,516	1,584	1,617
Golf shoes . . . . .	226	226	243	222	230	259	232	244	247
Gym shoes, sneakers . . . . .	2,536	1,871	2,042	2,059	2,221	2,314	2,434	2,699	2,745
Jogging and running shoes . . . . .	1,110	1,638	1,733	1,802	1,989	2,157	2,260	2,193	2,239
Tennis shoes . . . . .	740	533	503	544	508	528	505	452	471
Walking shoes . . . . .	2,950	3,317	3,415	3,468	3,496	3,673	4,091	4,197	4,319
Athletic and sport equipment <sup>2</sup> . . . . .	14,439	21,608	21,699	22,394	23,328	23,735	24,497	25,267	24,884
Archery . . . . .	265	259	279	320	332	372	396	402	396
Baseball and softball . . . . .	217	319	334	340	352	372	388	401	396
Billiards and indoor games . . . . .	192	516	574	625	622	572	574	543	527
Camping . . . . .	1,072	1,354	1,442	1,487	1,531	1,447	1,526	1,453	1,410
Exercise . . . . .	1,824	3,610	4,378	4,957	5,074	5,177	5,239	5,508	5,439
Fishing tackle . . . . .	1,910	2,030	2,024	1,981	2,026	2,139	2,218	2,247	2,205
Golf . . . . .	2,514	3,805	3,258	3,046	3,198	3,466	3,669	3,824	3,770
Hunting and firearms . . . . .	2,202	2,274	2,449	2,654	3,175	3,563	3,732	3,977	3,921
Optics . . . . .	438	729	826	847	859	887	1,014	1,049	1,033
Skin diving and scuba . . . . .	294	355	348	338	351	358	369	376	367
Snow skiing <sup>3</sup> . . . . .	475	495	527	462	452	643	501	531	518
Tennis . . . . .	333	383	358	343	362	397	418	440	442
Recreational transport . . . . .	14,502	28,779	32,083	32,397	36,531	38,082	38,485	37,334	33,979
Bicycles and supplies . . . . .	2,423	5,131	4,961	4,736	4,898	5,343	5,161	5,393	5,285
Pleasure boats, motors, & accessories . . . . .	7,644	13,224	15,382	14,705	16,054	17,634	17,907	17,549	15,800
Recreational vehicles . . . . .	4,113	9,529	10,960	12,058	14,753	14,366	14,732	13,704	12,200
Snowmobiles . . . . .	322	894	779	898	826	739	685	688	694

NA Not available. <sup>1</sup> Represents change from immediate prior year. <sup>2</sup> Includes other products not shown separately.

<sup>3</sup> Data through 2004 categorized as "Skiing Downhill."

Source: National Sporting Goods Association, Mt. Prospect, IL, *The Sporting Goods Market in 2008*; and prior issues (copyright). See also <<http://www.nsga.org/i4a/pages/index.cfm?pageid=3345>>.