**Sporting Goods Market 2022**

**Sales Moderate After Strong Years**

The pandemic drove many people outdoors to escape and increase their physical activity. Unsurprisingly, therefore, total 2021 sales at sporting goods stores increased 24.2% from 2020; however, 2022 sales to date (through April) have decreased 2.2%.

The NPD Group reports specific sporting goods categories fared better during Q1 2022, with sales for baseball, lacrosse, soccer and racquet sports equipment increasing 19% YOY, although the impact of inflation was much less during Q1 than Q2 2022.

The NPD Group also cited the increased emphasis on health and wellness propelled activewear sales to a 39% increase during the January–April 2022 period, compared to 2019. January–April outdoor equipment sales increased 25%, compared to 2019.

**Comparison of Sporting Goods Store Sales, 2020–2022**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Period | 2022 Sales | Change from 2021 | Change from 2020 | Period | 2021 Sales | Change from 2020 | Change from 2019 |
| January | $4.07 B | +0.02% | +38.0% | October | $5.01 B | +9.3% | +43.6% |
| February | $4.20 B | +12.0% | +37.7% | November | $5.62 B | +24.1% | +48.7% |
| March | $5.50 B | -8.4% | +61.8% | December | $7.54 B | +13.2% | +42.8% |
| April | $5.41 B | -6.1% | +110.5% | Fourth quarter | $18.17 B | +15.2% | +44.8% |
| January–April | $19.19 B | -2.2% | +60.4% | 2021 (All) | $65.72 B | +24.2% | +45.6% |

US Census Bureau, July 2022 \*NAICS 45111

**Competing Against Inflation and Inventory Issues**

The rapid increase in inflation during Q2 2022 forced most consumers to spend more for essential products and services, such as groceries and gasoline, and less for discretionary products, such as exercise and sports equipment.

The Morning Consult July 2022 Supply Chains & Inflation survey found consumers were more price sensitive for exercise and sports equipment. They were more likely to trade down or make no purchases except for apparel and personal care goods or services.

The Morning Consult June 2022 US Household Finances & Spending Report stated 52% of adults said they had money after paying their monthly expenses during May 2022, compared to 58% during February 2022 and almost 62% during June 2021.

**Supply Chain Index Changes of Consumer Inflation Pressures, March–June 2022**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Consumer Inflation Pressures | March | April | May | June |
| No purchase, unavailable products | -0.6% | -2.4% | -0.6% | -5.3% |
| No purchase prices too high | -1.4% | +10.7% | +2.6% | +7.0% |
| Substituted for lower-price product | -0.4% | +2.3% | -0.4% | +2.1% |
| Difficulty finding certain items | -7.5% | -6.4% | -6.2% | -8.4% |
| Deliveries were slower than previous month | +6.5% | +9.2% | +4.5% | +9.2% |

Morning Consult, July 2022 (minus numbers are positive trends, indicating the inflation pressure was less; positive numbers are negative trends, indicating the inflation pressures were more)

**The Outdoors Consumer**

Provoke Insights’ March 2022 outdoors consumer survey found 9% of Americans had purchased outdoor gear during the past month. Almost two-thirds (63%) made those purchases at a store, 27% from an e-commerce site and 9% from a brand’s Website.

The profile of the outdoors gear shopper is men (57% vs. 45% of all consumers), have children (49% vs. 35% of all consumers), employed full-time (75% vs. 63% of all consumers) and environmentally conscious (70% vs. 56% of all consumers).

Almost two-thirds (63%) of surveyed consumers who purchased outdoor gear said they preferred to purchase it from small businesses, 56% were willing to pay more for sustainably-sourced items and 27% looked for the cheapest brand available.

**Consumers Are Less Loyal to Outdoor Gear**

**Brands Than Other Brand Categories, March 2022**

|  |  |  |  |
| --- | --- | --- | --- |
| Top 5 Brands by Loyalty | Score | Bottom 5 Brands by Loyalty | Score |
| #1: Automobiles | 14.31 | #11: Fitness gear | -8.39 |
| #2: Major appliances | 12.61 | #12: Furniture | -9.39 |
| #3: Airline | 11.11 | #13: **Outdoor gear** | -11.89 |
| #4: Cruise line | 9.01 | #14: Apparel | -15.99 |
| #5: Power tools | 7.71 | #15: Toys | -19.99 |

Provoke Insights, June 2022 (score is mean overall industry score minus each category’s score)

**Outdoor Activities Trends**

The Provoke Insights survey also revealed 51% of consumers said they exercise during their free time, 31% participate in camping and hiking, 23% go biking and 13% play golf.

Research from Placer.ai indicated foot traffic at national and state parks, which are primary destinations for camping and hiking, decreased 9.7% YOY during April 2022 and 35.7% YOY during May 2022, compared to YOY increases during Q3 and Q4 2021.

The high gas prices had a significant negative impact on foot traffic at national and state parks during the 2022 Memorial Day Weekend: 5/27 at -55.3% YOY, 5/28 at -40.9% YOY, 5/29 at -35.5% YOY and 5/30 at -36.2% YOY.

**Indices of Outdoor Activities Among Adults 25–64**

**During the Past 4 Weeks, in Selected Markets, 2021**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Activities | Tampa-St. Petersburg | Columbus | Little Rock | Denver | Spokane |
| Jogging, running or walking | * 111 | * 104 | * 108 | * 105 | * 102 |
| Biking/Cycling | * 102 | * 113 | * 122 | * 114 | * 106 |
| Hiking | 117 | * 107 | * 115 | * 112 | * 109 |
| Swimming | * 100 | * 103 | * 92 | * 90 | * 71 |
| Camping | * 116 | * 119 | * 110 | * 117 | * 120 |
| Boating/Sailing | * 124 | * 111 | * 120 | * 121 | * 121 |

Based on The Media Audit’s 2021/2022 surveys

**Golf Industry Update**

Media Group Online’s Golf Industry 2022 Profiler explained rounds played across the US through March 2022 had decreased from 2021. This trend continued with rounds played during April decreasing -6.8 YOY, however, May’s rounds increased 2.7%.

It’s likely weather, inflation and the continued pandemic caused these declines, but April 2021’s rounds increased 81.5% and May 2021’s rounds 18.1%. These decreases must be measured against a 16% increase in total golfers from 2016 to 2021.

Although the golf industry doesn’t want courses to close, the National Golf Foundation is projecting 95 18-hour courses will close during 2022, but approximately 275 closed during 2019 and 130 during 2021.

**Change in June 2022 National Golf Rounds Played, by Regions**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Region | YOY Change | YTD | Region | YOY Change | YTD |
| New England | * -3.0% | * -5.5% | * West North Central | * +7.0% | * -9.6% |
| Mid-Atlantic | * -1.1% | * -9.5% | * Mountain | * +1.9% | * -3.1% |
| South Atlantic | * +2.9% | * -2.6% | * Pacific | * -4.6% | * -7.9% |
| South Central | * +5.6% | * +0.8% | * US Total | * +2.7% | * -5.7% |
| East North Central | * +6.8% | * -10.7% |  |  |  |

National Golf Foundation, July 2022

**Major Chains News**

Dick’s Sporting Goods reported a 7.5% decrease in Q1 sales, but this must be measured against a 119% sales increase during Q1 2021. Plus, Q1 2022 net sales increased more than 40%, compared to Q1 2019.

Academy Sports + Outdoors is targeting 80 to 100 new stores during the next five years, a significant increase from its 260 stores in 16 states. It recently added its first two locations in the Tampa Bay area and will open its first Virginia and West Virginia stores during 2022.

Despite Dick’s Sporting Goods’ softer financials, research from Placer.ai shows visits increased 6.4% at the flagship stores, 10.8% at its Field & Stream stores and 9.2% at its Golf Galaxy stores during April 2022, compared to April 2019.

**Dick’s Sporting Goods’ Weekly Visits, March/April/May 2022**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Week | Compared to 2021 | Compared to 2019 | Week | Compared to 2021 | Compared to 2019 |
| 3/7/22 | * -3.5% | * -3.8% | * 4/11/22 | * -17.5% | * +2.3% |
| 3/14/22 | * -8.7% | * +11.4% | * 4/18/22 | * -3.6% | * +5.5% |
| 3/21/22 | * -8.2% | * +6.8% | * 4/25/22 | * -5.7% | * +7.6% |
| 3/28/22 | * -2.8% | * +4.1% | * 5/2/22 | * -4.7% | * +5.8% |
| 4/4/22 | * -18.3% | * +5.8% | * 5/9/22 | * -0.5% | * +6.0% |

Placer.ai May 2022

**More Valuable Insights**

The Media Audit’s 49-Market 2021 Aggregate Report provides numerous insights about consumers’ sporting goods purchases either at a local store or online.

**Indices of Adults 18+ Who Purchased Sporting Goods Either at a Local**

**Store or Online by Generation and Their Heavy Exposure to Media, 2021**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Heavy Exposure to Media | Gen Zers | Millennials | Gen Xers | Younger Baby Boomers | Older Baby Boomers |
| Radio | * 108 | * 116 | * 99 | * 44 | * 61 |
| TV | * 90 | * 93 | * 95 | * 155 | * 140 |
| Newspaper | 108 | * 113 | * 96 | * 76 | * 60 |
| Outdoor | 73 | * 103 | * 109 | * 94 | * 112 |
| Direct mail | * 92 | * 104 | * 105 | * 70 | * 89 |
| Internet | * 98 | * 108 | * 99 | * 69 | * 93 |
| Social Media | * 160 | * 117 | * 74 | * 34 | * 40 |

Based on The Media Audit’s 49-Market 2021 Aggregate Report

**The Media Audit: Heavy Exposure to Media, 2021**

|  |  |
| --- | --- |
| Media | Time |
| Radio | 180+ minutes during an average day |
| TV | 300+ minutes during an average day |
| Newspaper | 60+ minutes during an average day |
| Outdoor | 200+ miles during an average week |
| Direct mail | 75+ read weekly |
| Internet | 180+ minutes during a typical day |
| Social media | 180+ minutes during a typical day |

*Sources:* US Census Bureau Website, 7/22; The NPD Group Website, 7/22; Morning Consult Website, 7/22; Provoke Insights Website, 7/22; The Media Audit Website, 7/22; Placer.ai Website, 7/22; National Golf Foundation Website, 7/22; Retail Dive Website, 7/22; Chain Store Age, 7/22.

*Updated*: July 2022

© 2022 Media Group Online, Inc. All rights reserved.

**Local Market and Station Information**