



SPORTING GOODS[®] INTELLIGENCE

News and analysis of the international market

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GLOBAL EQUIPMENT MARKET
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rate basis or broken out by target sports products producers like Adidas. In most cases, we are also able to eliminate apparel and footwear sales from global equipment producers like Amer. For private companies, we try to obtain management input but also use market estimates when that is not available. All foreign currency figures are translated into US\$ at the average OECD exchange rate for the year.

The relatively stagnant growth in the equipment market has presented a significant opportunity for

BEACHBODY will enter the softgoods market with industry veteran Killick Datta in producing a line of performance footwear and apparel for the global market. Beachbody is said to have global sales of \$1.5 billion and, as one of the premier informational marketers in the fitness market, spends some \$130 million annually in media. The new venture plans to sell the softgoods line through this channel as well as develop wholesale accounts through distributors throughout the world. It is also looking for a distributor in the U.S.

ability.

China's outdoor market sees growth slowing.

Retail: Foot Locker, NPD, Ossia International.

Companies: Beachbody, Dakine, Perry Ellis, Under Armour.

Stocks & Earnings: G-III, Hanesbrands.

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