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March 2010						
Su	Mo	Tu	We	Th	Fr	Sa
28	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

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RETAIL INDUSTRY NEWS
Study shows a spike in action-sports retail sales

Nearly half of the specialty stores surveyed by Board-Trac report an uptick.

BY TAMIRRA STEWART
 Published: February 08, 2010

A study by the Trabuco Canyon-based sports marketing firm Board-Trac suggests that sales in the action-sports industry are on the rise.



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Nearly half – 43.3 percent – of the specialty retailers surveyed report an uptick in sales during the third quarter of 2009 compared to the previous period. Another 20.7 percent say sales were flat. And fewer retailers report a downturn – from 40.1 percent during the second quarter to 30.6 percent in the third.

Retailers credit weather as the top reason for the increase in sales. But, they say, new and better products and brands, along with improved customer service, also played a role, according to the report.

Board-Trac cites skateboard hard-goods, footwear and men's apparel as the three most important categories to retailers at the end of the third quarter.

What's more, the retailers forecast growth in footwear and men's apparel in the survey.

Orange County is home to a number of action-sports manufacturers, including The La Jolla Group and Sole Technology.



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