



# Run Specialty & eCommerce

## October 2023

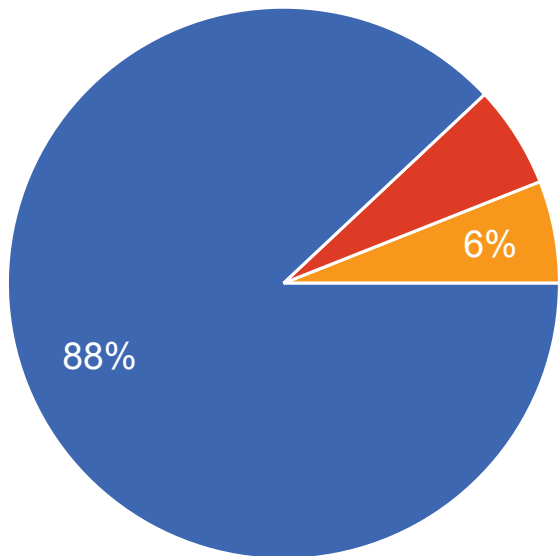
A grayscale photograph of a person's hand pointing at a laptop screen. The screen displays a grid of various running shoes. The person is wearing a ring on their finger. The background is blurred, showing the person's face and hair.

In this third installment from our recent retailer survey, we did a deep dive into the state of eCommerce within the RIA retail membership.

## KEY TAKEAWAYS:

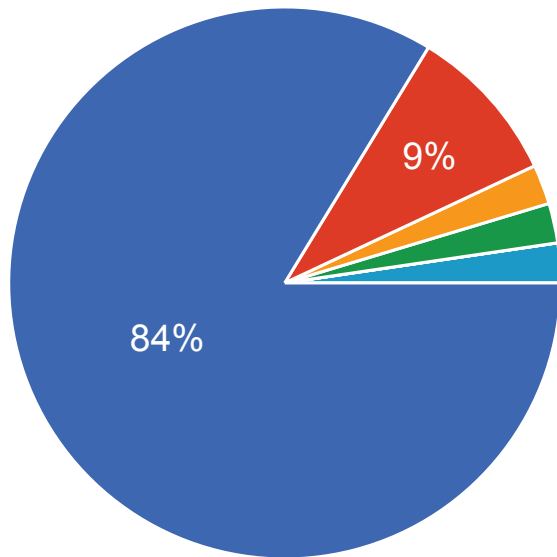
- ▶ The results showed that while 88% are participating in selling online, the eCommerce contribution to overall sales for the vast majority is under 10%.
- ▶ In addition, the majority of the products offered online (73%) reflect retailers' brick and mortar assortments. While that statistic would seem to indicate that stores are engaging in e-commerce to provide a convenient purchasing option for their local customers, most online sellers also reported that they are very interested in connecting to regional or national customers as well.
- ▶ When it comes to working with brands, most retailers (76%) report that their brand partners can do a better job in providing access to brands' DTC product offerings. However, 80% also report that DTC product access doesn't have much effect on how they order from those brands.

## 1 Are you currently selling products online?



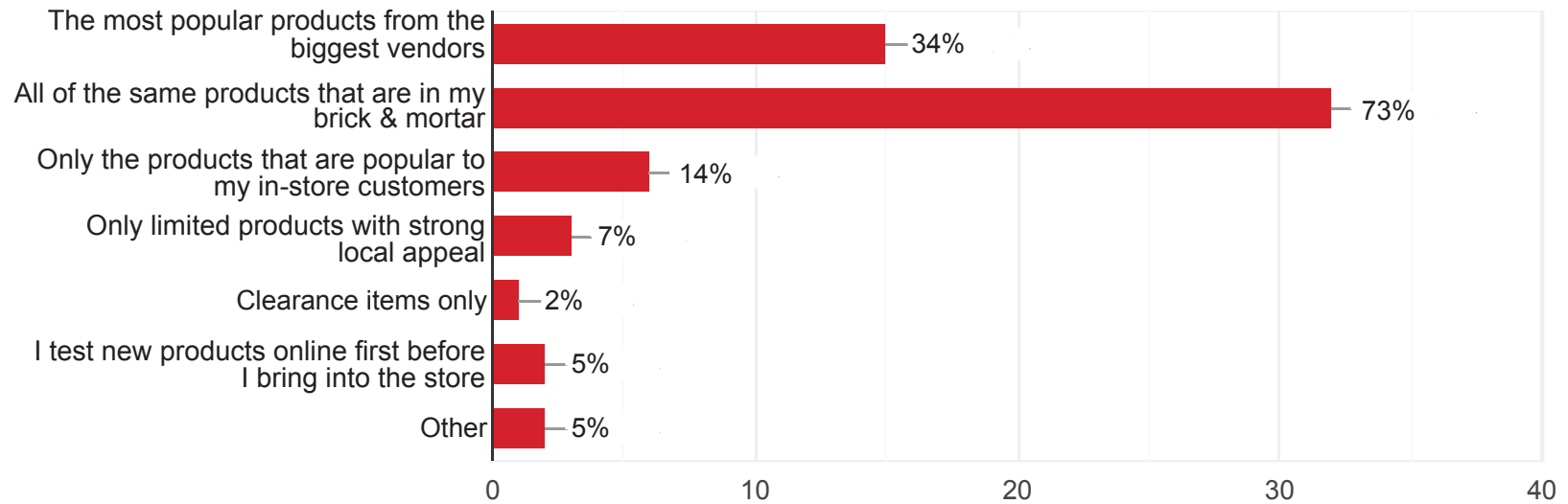
- Yes
- No
- No, but we're planning to add eCommerce to our sales strategy

## 2 What percentage of your overall sales came via eCommerce so far in 2023?



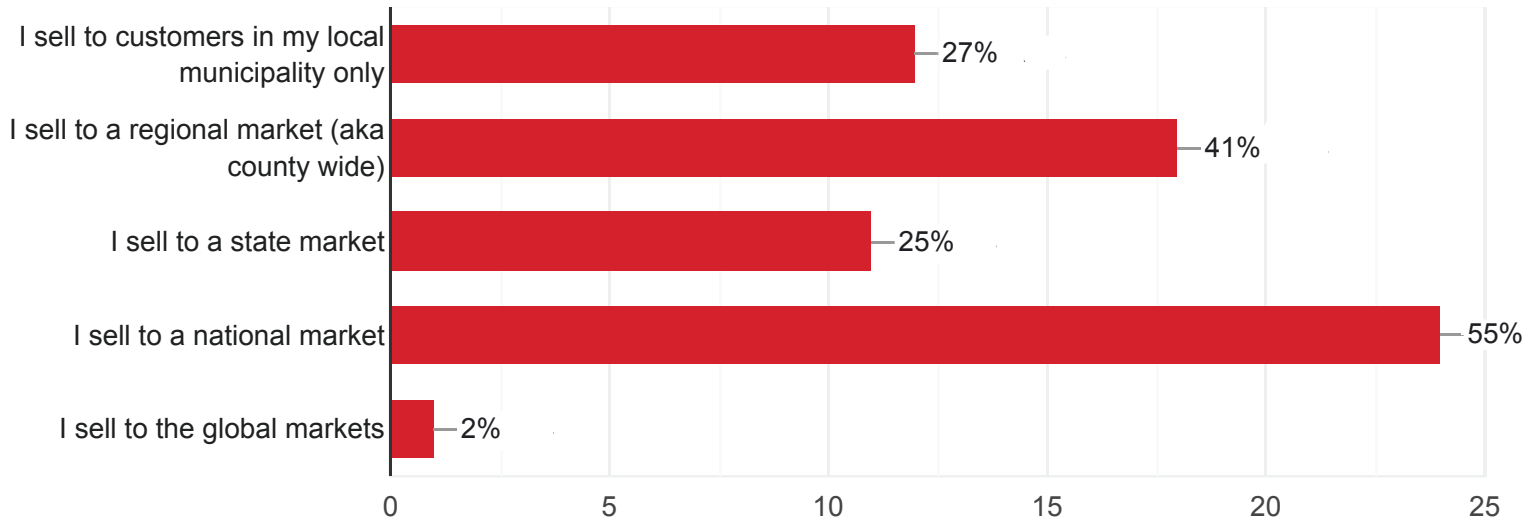
- 1-10%
- 11-20%
- 21-30%
- 31-40%
- 41-50%
- 51% or higher

## 3 If you sell via eCommerce, what kind of running products do you emphasize on your eCommerce site?

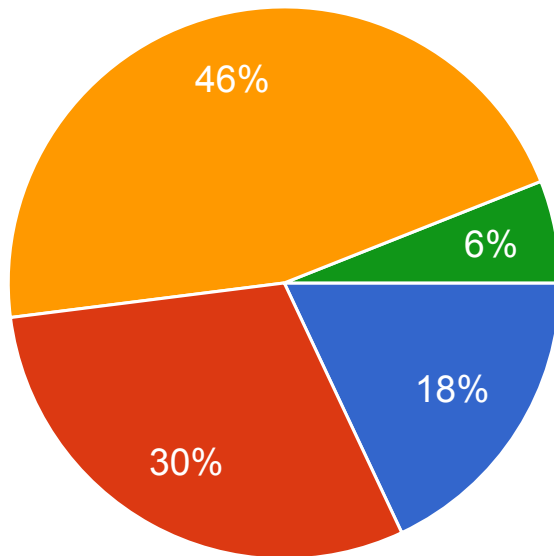


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**4** When it comes to your own eCommerce, do you consider yourself a local seller, or do you sell to your region and beyond?

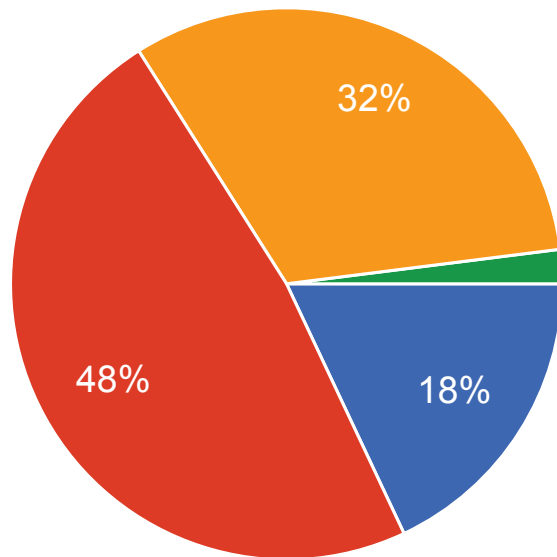


**5** In general, do your brand partners offer options for you to gain access to product that is out of stock on B2B, but available on brands' own eCommerce site?



- Yes, most of them allow us access to their eCommerce inventory.
- In general yes, but a few of my key brands don't offer access to their eCommerce inventory.
- In general, no. I only get access to eCommerce inventory from a few brands.
- I don't get access to eCommerce inventory from any of my brands.

**6** When you plan your assortments, are your plans influenced by each brand's DTC eCommerce strategy?  
Please select the answer that represents the best fit:



- Yes, our assortment planning takes into account every brand DTC policy.
- Yes, we take DTC policy in to account, but it doesn't change how much we order from our best selling brands.
- No, we are going to sell product no matter what our brands do, so we don't really pay much attention to their DTC policies.
- This is important for 1 or 2 brands and their advertising of discounts.