

By the Numbers

2024 proved to be another year of record growth for the run specialty channel. Footwear sales are a solid barometer for success, and the channel realized mid-single digit gains. For more information, check out the full report and analysis.

ANALYSIS: While some may have expected 2024 to deliver the double-digit gains seen in 2021 and 2022, the mid-single-digit growth recorded this year remains a positive signal for the run specialty channel. The steady increase reflects solid inventory planning, which has led to **HIGHER OVERALL MARGINS** and reduced reliance on promotions that can erode profitability for both brands and retailers.

The strong fourth quarter performance suggests momentum heading into 2025, and barring any significant economic disruptions, **RIA MEMBERS SHOULD ANTICIPATE AND PLAN FOR ANOTHER HEALTHY YEAR AHEAD.**

Footwear Sales Performance

| QUARTER | YEAR-OVER-YEAR UNIT SALES CHANGE | Full Year +4.75% (approx.) |
|---------|----------------------------------|---|
| Q1 | +4% | |
| Q2 | Flat (0%) | |
| Q3 | +4% | |
| Q4 | +10% | |

PRICE + DOLLAR SALES GROWTH

- Average Selling Price (ASP): Increased 3%, from \$132.54 to \$136.58
- Total Dollar Sales Growth: +7% over 2023

Attention RIA Retail Members! Are you interested in receiving critical run specialty market data that will inform your decision making? It's yours for free when you send your POS to Sports Marketing Surveys.

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