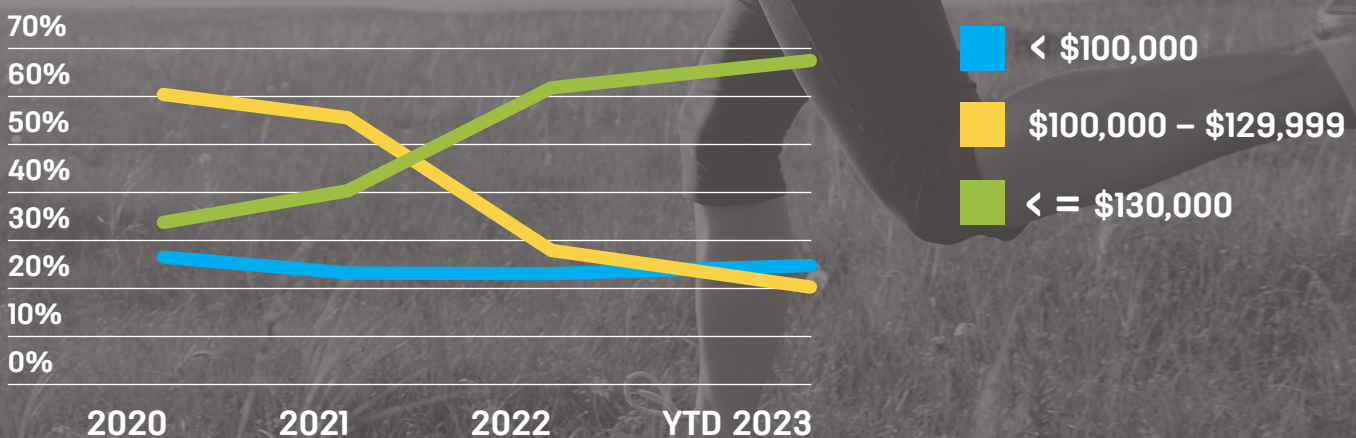


## By the Numbers

2023 is looking like another banner year for run specialty across all categories. Overall growth is in a healthy and manageable range, with mid-high single digit growth.

- Footwear continues to lead the way in overall sales, up 7% in units and 10% in dollars.
- Footwear price points continue their steady rise as increasing numbers of consumers are opting for product solutions above \$130.
- Apparel sales have grown as well. An increase of 15% in dollar sales compared to an increase of 7% in unit sales of apparel reflects the shift toward premium price points. The same holds true for accessory sales.

### Running Shoes: Unit Share by Price Point

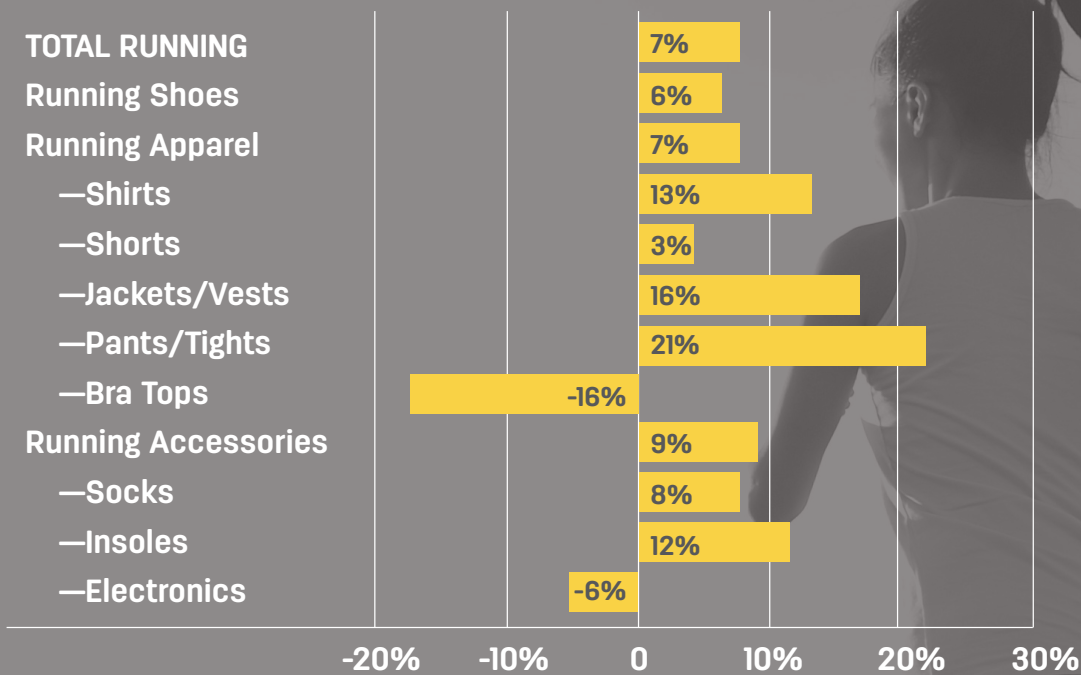


**Attention RIA Retail Members!** Are you interested in receiving critical run specialty market data that will inform your decision making? It's yours for free when you send your POS to Sports Marketing Surveys.

FOR MORE INFORMATION PLEASE CONTACT: [keith.storey@sportsmarketingsurveysusa.com](mailto:keith.storey@sportsmarketingsurveysusa.com)

## YTD Q3 2023 Percent Changes

### UNITS



### DOLLARS



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