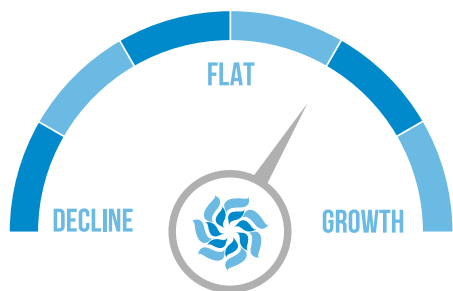


# LAUNCH OF NEW RETAIL POINT OF SALE BENCHMARKING REPORT



EUROPEAN  
OUTDOOR  
GROUP



## OVERVIEW

The European Outdoor Group (EOG) has set up a retail point of sale benchmarking report for the outdoor sector and invites retailers and brands with retail to join this important initiative for the industry.

### KEY METRICS FOR THE OUTDOOR SECTOR

- Performance of outdoor and sport segments
- Performance of product category for outdoor
- Total turnover bricks and mortar (B&M)
- Total turnover online
- Conversion rate
- Mark down
- Return rate
- Number of doors measured
- Number of B&M and online stores measured
- Number of countries measured and European overview

## PROGRESS TO DATE

Working in partnership with retail members of the EOG we have run an 18-month pilot, collecting sales data for the outdoor markets in apparel, footwear and all of the equipment and accessory markets.

The EOG is now launching the project to the industry and new retailers and brands with retail are invited to join the key project.

### WHAT MARKETS DO YOU COVER IN THE REPORT?

The report covers the outdoor markets in detail and also 8 other sport segments

A country by country analysis will be available as well as an aggregated summary for Europe.

### WHAT DO WE RECEIVE?

Participants receive a quarterly report and a monthly KPI score card of key metrics for the sector.

In addition, the EOG will add key consumer trends and market insights to complement the figures in the report.

### DATE SECURITY

Key quality controls are in place to ensure data quality and data protection for the participants. The anonymity of each EOG member, and every other contributor, is secured.

### NEXT STEPS

New companies can join straight away and receive a secure FTP log in, unique to your company.

Once you join you will start to receive the monthly metric score card and a market report each quarter.

### CONTACTS

The European Outdoor Group **+44 1539 727 255**

 [pauline.shepherd@europeanoutdoorgroup.com](mailto:pauline.shepherd@europeanoutdoorgroup.com)

 [anny.cardinahl@europeanoutdoorgroup.com](mailto:anny.cardinahl@europeanoutdoorgroup.com)

#### EUROPEAN OUTDOOR GROUP

Gartestrasse 2, Postfach 7142, 6302 Zug, Switzerland. T: +44 (0) 1539 727255  
[info@europeanoutdoorgroup.com](mailto:info@europeanoutdoorgroup.com) [www.europeanoutdoorgroup.com](http://www.europeanoutdoorgroup.com)