



State of Trade 2019

Thursday, 30 July 2020

FOR EOG MEMBERS

TOTAL MARKET BY COUNTRY	VALUES2018	VALUES2019	% Value	UNITS2018	UNITS2019	% Unit
AT - Austria	301,850,671	303,767,976	0.6%	10,962,705	11,106,521	1.3%
BE/LU - Belgium/Luxembourg	77,712,768	79,983,336	2.9%	3,061,940	3,170,911	3.6%
CH - Switzerland	349,101,167	347,716,186	-0.4%	11,029,529	10,925,637	-0.9%
CZ - Czech Republic	100,931,973	99,456,972	-1.5%	4,061,536	4,097,759	0.9%
DE - Germany	1,494,137,861	1,477,676,529	-1.1%	51,291,626	51,020,545	-0.5%
DK - Denmark	131,380,107	132,826,559	1.1%	4,265,650	4,466,117	4.7%
ES/PT - Spain/Portugal	265,584,613	272,495,114	2.6%	10,087,159	10,469,646	3.8%
FI - Finland	155,711,993	157,265,634	1.0%	6,497,305	6,790,236	4.5%
FR - France	649,060,626	656,774,253	1.2%	28,059,267	29,533,027	5.3%
GB/IE - United Kingdom/Ireland	782,760,550	790,195,672	0.9%	35,689,765	36,766,013	3.0%
HU - Hungary	21,764,927	21,833,538	0.3%	1,206,891	1,257,001	4.2%
IT - Italy	372,863,698	379,030,423	1.7%	13,319,228	13,766,906	3.4%
NL - Netherlands	148,229,479	150,931,609	1.8%	5,724,529	5,809,730	1.5%
NO - Norway	286,706,639	280,534,328	-2.2%	9,751,085	9,706,264	-0.5%
PL - Poland	112,747,578	116,823,886	3.6%	4,490,844	4,715,384	5.0%
RU - Russia	214,880,261	222,055,388	3.3%	8,454,550	8,852,504	4.7%
SE - Sweden	264,493,022	262,283,280	-0.8%	10,878,958	11,440,501	5.2%
SI - Slovenia	51,091,051	51,830,745	1.4%	2,729,638	2,835,926	3.9%
SK - Slovakia	22,837,730	23,032,672	0.9%	1,008,000	1,051,809	4.3%
Grand Total	5,803,846,715	5,826,514,099	0.4%	222,570,205	227,782,437	2.3%

TOTAL MARKET BY CATEGORY	VALUES2018	VALUES2019	% Value	UNITS2018	UNITS2019	% Unit
Apparel	2,905,945,631	2,899,891,900	-0.2%	111,051,481	111,859,824	0.7%
Backpacks & Luggage	398,401,171	408,492,317	2.5%	16,202,870	16,654,854	2.8%
Climbing Equipment	142,363,996	146,953,921	3.2%	7,764,673	8,189,190	5.5%
Footwear	1,692,185,339	1,690,967,171	-0.1%	40,606,821	42,538,139	4.8%
Outdoor Accessories	400,676,517	411,782,370	2.8%	39,402,787	40,938,384	3.9%
Sleeping Bags & Mattresses	112,603,776	113,722,000	1.0%	4,820,528	4,771,792	-1.0%
Tents	151,670,285	154,704,419	2.0%	2,721,044	2,830,254	4.0%
Grand Total	5,803,846,715	5,826,514,099	0.4%	222,570,205	227,782,437	2.3%

Euro in Millions

UNIT'S TH'S

COUNTRY/CATEGORY	VALUES2018	VALUES2019	% Value	UNITS2018	UNITS2019	% Unit
AT - Austria	301.9	303.8	0.6%	1,096.3	1,110.7	1.3%
Apparel	138.8	140.2	1.0%	521.6	526.7	1.0%
Backpacks & Luggage	15.7	15.4	-2.1%	60.6	59.4	-2.0%
Climbing Equipment	11.2	11.6	3.2%	55.1	59.0	7.1%
Footwear	95.2	96.1	1.0%	192.4	200.0	3.9%
Outdoor Accessories	33.8	33.3	-1.3%	245.9	245.6	-0.1%
Sleeping Bags & Mattresses	3.7	3.8	2.9%	14.9	14.3	-3.6%
Tents	3.4	3.3	-3.0%	5.7	5.7	-0.4%
BE/LU - Belgium/Luxembourg	77.7	80.0	2.9%	306.2	317.1	3.6%
Apparel	43.9	44.3	1.0%	172.5	176.0	2.0%
Backpacks & Luggage	8.7	9.3	7.2%	37.1	39.4	6.3%
Climbing Equipment	1.8	1.8	2.8%	11.4	11.8	4.0%
Footwear	14.2	15.0	5.5%	31.5	33.8	7.1%
Outdoor Accessories	4.2	4.5	7.1%	36.8	38.7	5.3%
Sleeping Bags & Mattresses	2.8	2.8	-1.5%	12.7	12.9	1.2%
Tents	2.1	2.3	6.0%	4.3	4.5	5.3%
CH - Switzerland	349.1	347.7	-0.4%	1,103.0	1,092.6	-0.9%
Apparel	173.6	171.8	-1.0%	544.0	522.6	-3.9%
Backpacks & Luggage	25.1	24.6	-1.9%	81.9	80.5	-1.8%
Climbing Equipment	11.3	11.6	3.4%	56.1	60.3	7.3%
Footwear	95.2	96.0	0.9%	184.3	191.6	4.0%
Outdoor Accessories	34.5	34.0	-1.4%	220.2	221.6	0.6%
Sleeping Bags & Mattresses	6.4	6.6	3.0%	12.2	11.8	-3.5%
Tents	3.1	3.0	-3.0%	4.3	4.3	0.5%
CZ - Czech Republic	100.9	99.5	-1.5%	406.2	409.8	0.9%
Apparel	29.9	29.0	-3.0%	143.1	141.7	-1.0%
Backpacks & Luggage	6.6	6.5	-2.0%	32.4	31.8	-1.9%
Climbing Equipment	3.4	3.5	2.9%	27.7	28.8	4.1%
Footwear	50.2	49.8	-0.8%	128.7	133.9	4.1%

Outdoor Accessories	6.3	6.1	-1.9%	57.8	57.5	-0.5%
Sleeping Bags & Mattresses	2.3	2.3	2.9%	11.2	10.9	-3.3%
Tents	2.3	2.3	-3.0%	5.3	5.3	-0.1%
DE - Germany	1494.1	1477.7	-1.1%	5,129.2	5,102.1	-0.5%
Apparel	734.2	719.6	-2.0%	2,402.9	2,305.9	-4.0%
Backpacks & Luggage	130.9	132.2	1.1%	541.9	547.7	1.1%
Climbing Equipment	27.6	28.5	3.1%	143.2	150.6	5.1%
Footwear	442.6	436.6	-1.3%	990.1	1,028.8	3.9%
Outdoor Accessories	89.2	90.6	1.6%	863.2	882.4	2.2%
Sleeping Bags & Mattresses	29.4	29.9	1.4%	120.8	118.4	-2.0%
Tents	40.2	40.2	0.0%	67.0	68.3	2.0%
DK - Denmark	131.4	132.8	1.1%	426.6	446.6	4.7%
Apparel	74.5	74.5	0.0%	239.7	251.5	4.9%
Backpacks & Luggage	14.0	14.7	5.0%	42.5	44.6	4.9%
Climbing Equipment	1.0	1.0	3.0%	5.3	5.6	4.0%
Footwear	28.7	29.0	1.0%	72.0	74.9	4.0%
Outdoor Accessories	6.6	6.9	5.3%	52.1	54.9	5.3%
Sleeping Bags & Mattresses	3.5	3.5	-1.0%	10.1	10.1	0.1%
Tents	3.1	3.2	4.0%	4.8	5.0	5.3%
ES/PT - Spain/Portugal	265.6	272.5	2.6%	1,008.7	1,047.0	3.8%
Apparel	137.5	141.6	2.9%	571.8	585.9	2.5%
Backpacks & Luggage	13.5	14.2	4.9%	64.9	68.6	5.8%
Climbing Equipment	9.2	9.6	4.3%	49.2	51.8	5.4%
Footwear	86.9	87.9	1.2%	232.6	246.7	6.1%
Outdoor Accessories	11.2	11.8	5.1%	73.6	76.9	4.5%
Sleeping Bags & Mattresses	3.3	3.3	0.2%	10.5	10.5	-0.1%
Tents	3.9	4.1	4.0%	6.2	6.5	4.8%
FI - Finland	155.7	157.3	1.0%	649.7	679.0	4.5%
Apparel	78.3	78.3	0.1%	380.1	398.4	4.8%
Backpacks & Luggage	10.4	11.0	5.1%	35.1	36.9	5.3%
Climbing Equipment	1.4	1.4	3.1%	6.4	6.7	4.1%
Footwear	50.7	51.2	0.8%	155.3	161.5	4.0%

Outdoor Accessories	9.7	10.2	4.7%	58.8	61.2	4.2%
Sleeping Bags & Mattresses	3.1	3.1	-0.8%	11.2	11.2	-0.1%
Tents	2.0	2.1	4.0%	3.0	3.2	5.1%
FR - France	649.1	656.8	1.2%	2,805.9	2,953.3	5.3%
Apparel	296.7	301.8	1.7%	1,289.6	1,366.0	5.9%
Backpacks & Luggage	39.0	40.1	2.8%	168.4	174.8	3.8%
Climbing Equipment	28.2	29.0	3.1%	151.5	159.3	5.2%
Footwear	184.5	182.3	-1.2%	532.3	558.6	5.0%
Outdoor Accessories	67.2	69.5	3.4%	545.2	573.9	5.3%
Sleeping Bags & Mattresses	12.7	13.0	2.1%	74.9	74.1	-1.0%
Tents	20.7	21.1	2.0%	44.2	46.5	5.2%
GB/IE - United Kingdom/Ireland	782.8	790.2	0.9%	3,569.0	3,676.6	3.0%
Apparel	459.0	461.6	0.6%	1,883.0	1,907.5	1.3%
Backpacks & Luggage	52.1	54.1	4.0%	214.9	221.3	3.0%
Climbing Equipment	13.5	13.9	3.1%	75.5	80.2	6.2%
Footwear	139.1	137.2	-1.4%	273.7	293.1	7.1%
Outdoor Accessories	56.7	59.2	4.4%	953.0	1,002.2	5.2%
Sleeping Bags & Mattresses	18.1	18.4	2.0%	87.4	87.0	-0.5%
Tents	44.4	45.8	3.1%	81.3	85.3	4.9%
HU - Hungary	21.8	21.8	0.3%	120.7	125.7	4.2%
Apparel	10.7	10.7	0.0%	62.3	65.3	4.9%
Backpacks & Luggage	1.6	1.5	-2.9%	11.0	11.4	3.2%
Climbing Equipment	0.8	0.8	2.9%	3.3	3.4	4.0%
Footwear	6.7	6.8	1.8%	18.7	19.5	4.3%
Outdoor Accessories	0.9	0.9	-2.4%	21.8	22.5	3.2%
Sleeping Bags & Mattresses	0.6	0.6	2.3%	2.5	2.4	-3.4%
Tents	0.4	0.4	-3.0%	1.1	1.2	3.6%
IT - Italy	372.9	379.0	1.7%	1,331.9	1,376.7	3.4%
Apparel	167.2	168.7	0.9%	678.3	686.2	1.2%
Backpacks & Luggage	16.9	17.5	3.8%	65.2	68.8	5.6%
Climbing Equipment	17.2	17.8	3.4%	95.0	100.8	6.1%
Footwear	135.9	137.9	1.5%	299.7	318.1	6.2%

Outdoor Accessories	26.3	27.5	4.6%	163.9	172.6	5.3%
Sleeping Bags & Mattresses	5.0	5.0	-0.6%	22.1	21.9	-0.6%
Tents	4.5	4.6	3.0%	7.8	8.2	5.0%
NL - Netherlands	148.2	150.9	1.8%	572.5	581.0	1.5%
Apparel	65.1	64.4	-1.1%	253.9	244.0	-3.9%
Backpacks & Luggage	14.6	15.2	4.1%	60.0	63.7	6.2%
Climbing Equipment	2.2	2.2	3.2%	9.2	9.6	4.1%
Footwear	42.1	44.0	4.4%	79.2	84.6	6.9%
Outdoor Accessories	11.2	11.7	5.2%	137.7	145.8	5.9%
Sleeping Bags & Mattresses	4.8	4.8	-1.1%	20.0	20.0	0.2%
Tents	8.4	8.7	4.0%	12.5	13.3	5.7%
NO - Norway	286.7	280.5	-2.2%	975.1	970.6	-0.5%
Apparel	181.6	176.4	-2.9%	526.3	498.6	-5.3%
Backpacks & Luggage	17.1	18.1	5.9%	71.6	76.4	6.8%
Climbing Equipment	3.2	3.3	2.9%	17.5	18.2	4.0%
Footwear	61.9	58.8	-5.0%	167.8	174.6	4.1%
Outdoor Accessories	12.6	13.4	6.5%	166.1	176.4	6.2%
Sleeping Bags & Mattresses	5.3	5.2	-1.3%	18.2	18.3	0.4%
Tents	5.0	5.3	5.0%	7.6	8.0	5.8%
PL - Poland	112.7	116.8	3.6%	449.1	471.5	5.0%
Apparel	43.8	45.5	4.0%	172.1	181.5	5.4%
Backpacks & Luggage	5.1	5.3	4.0%	28.2	30.2	6.9%
Climbing Equipment	3.2	3.3	2.8%	17.7	18.4	4.0%
Footwear	52.7	54.4	3.3%	141.8	147.6	4.1%
Outdoor Accessories	5.2	5.5	5.0%	73.4	77.7	5.9%
Sleeping Bags & Mattresses	1.3	1.3	-0.3%	12.1	12.1	0.0%
Tents	1.4	1.5	4.0%	3.7	3.9	5.7%
RU - Russia	214.9	222.1	3.3%	845.5	885.3	4.7%
Apparel	77.7	80.7	4.0%	390.6	413.8	5.9%
Backpacks & Luggage	5.8	5.9	2.0%	32.0	33.0	3.1%
Climbing Equipment	2.9	3.0	2.9%	27.0	28.2	4.1%
Footwear	115.2	118.8	3.2%	324.8	338.1	4.1%

Outdoor Accessories	7.1	7.2	1.9%	47.9	49.2	2.7%
Sleeping Bags & Mattresses	3.8	3.9	1.3%	17.7	17.4	-1.5%
Tents	2.5	2.5	1.0%	5.4	5.6	3.6%
SE - Sweden	264.5	262.3	-0.8%	1,087.9	1,144.1	5.2%
Apparel	162.5	159.6	-1.8%	685.1	718.0	4.8%
Backpacks & Luggage	18.1	19.3	6.9%	53.4	57.0	6.8%
Climbing Equipment	2.1	2.2	3.1%	10.9	11.3	4.1%
Footwear	61.6	59.9	-2.8%	160.3	169.8	5.9%
Outdoor Accessories	12.5	13.5	8.1%	157.0	166.2	5.8%
Sleeping Bags & Mattresses	5.0	4.9	-1.4%	16.5	16.7	1.4%
Tents	2.6	2.8	7.0%	4.7	5.0	6.2%
SI - Slovenia	51.1	51.8	1.4%	273.0	283.6	3.9%
Apparel	19.1	19.1	-0.1%	126.4	131.5	4.1%
Backpacks & Luggage	2.3	2.5	5.1%	13.9	14.4	3.3%
Climbing Equipment	1.6	1.6	2.9%	10.8	11.2	4.0%
Footwear	21.3	21.6	1.2%	61.0	63.4	4.0%
Outdoor Accessories	4.3	4.6	6.4%	53.2	55.3	3.9%
Sleeping Bags & Mattresses	1.1	1.1	-1.7%	5.3	5.3	0.4%
Tents	1.3	1.3	5.0%	2.4	2.5	3.7%
SK - Slovakia	22.8	23.0	0.9%	100.8	105.2	4.3%
Apparel	12.0	12.0	-0.1%	61.8	64.9	4.9%
Backpacks & Luggage	1.1	1.1	3.8%	5.3	5.5	3.5%
Climbing Equipment	0.6	0.6	2.8%	3.6	3.7	4.0%
Footwear	7.5	7.6	1.3%	14.6	15.2	4.1%
Outdoor Accessories	1.1	1.2	4.3%	12.9	13.2	2.8%
Sleeping Bags & Mattresses	0.3	0.3	-0.5%	1.9	1.9	-0.2%
Tents	0.2	0.2	3.5%	0.7	0.7	3.7%
Grand Total	5803.8	5826.5	0.4%	22,257.0	22,778.2	2.3%