

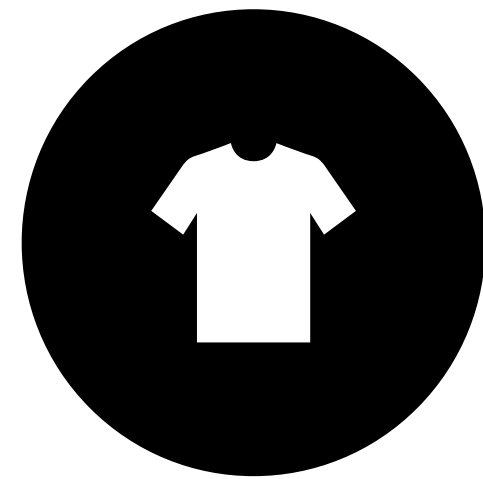
# Measuring the European Outdoor Market

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## Outdoor



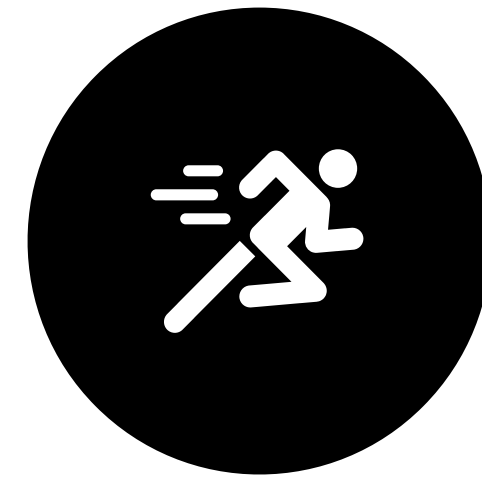
Wintersport



Sports Fashion



Cycling



Running / Walking



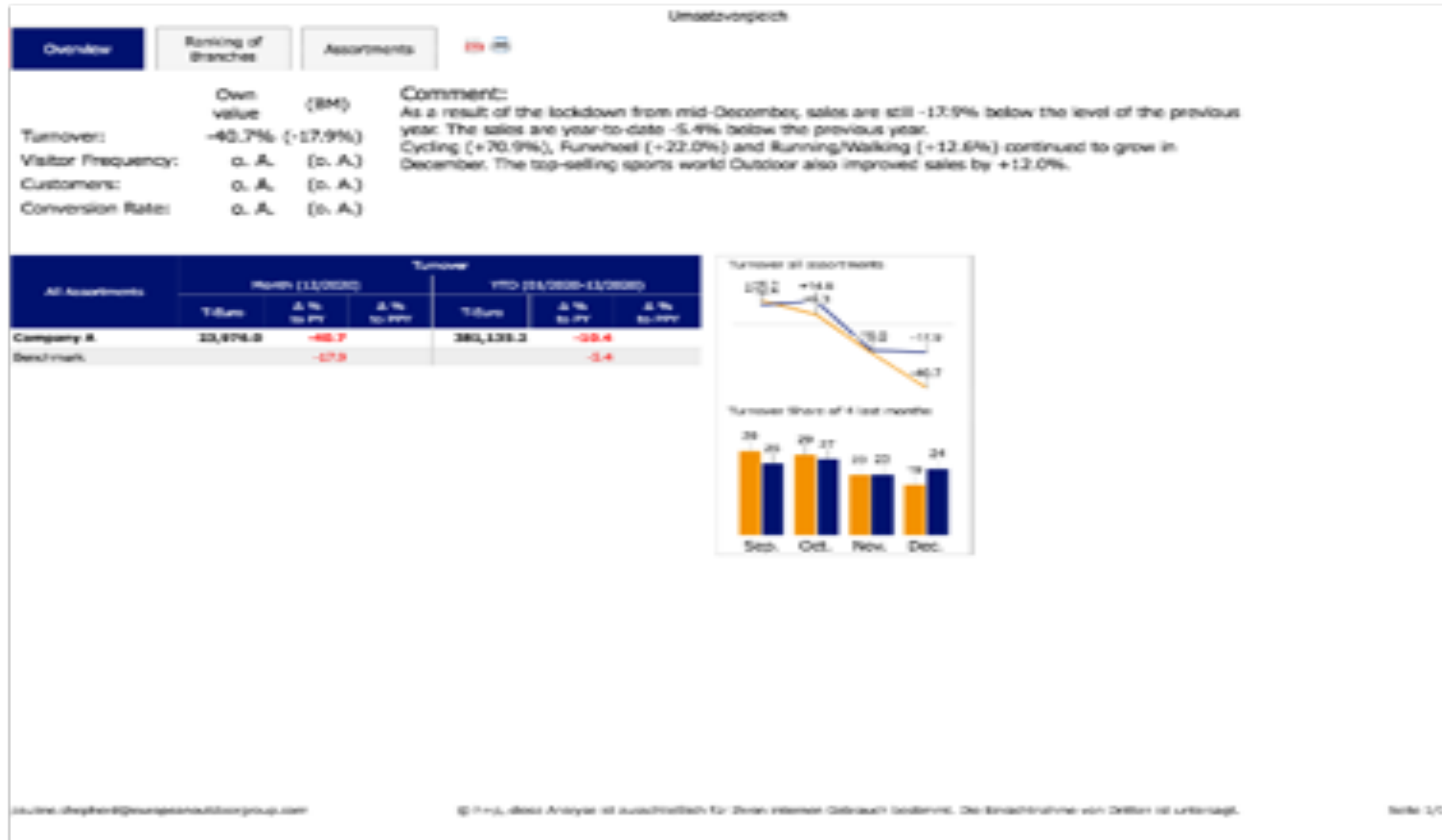
Water Sports

- Outdoor Retail Benchmark Report - 12 segments in total racket sports, football
- 1000 doors, 25% online 75% B&M
- 7 Countries

# Data Classification

APPAREL	FOOTWEAR	HARDWARE & ACC'S
Jackets	Climbing	Backpacks
T-Shirts/Tops/Polos/ Pullover/Sweatshirts	Cycling	Bags & Trolleys
Shirts/Blouses	Leisure	Books & Maps
Suits/Dresses/Overalls	(Trail-) Running	Camping (Chairs, Tables)
Vests	Sandals	Care (1st Aid, Hygiene, Traveltowels.)
Trousers/Shorts/Skirts	Trekking/Hiking	Climbing & Hiking Equipment
Bodywear	Winter	Cooking/Food
Socks		Cycling (MTB, Touring, Commuter, Leisure)
Accessoires		Electricity, Navigation, Watches, Tools & Knives
		Product care & repair
		Sleepingbags and -pads
		Sunglasses
		Tents & -Equipment
		Travelgadgets
		Water Sports
		Winter Equipment

# Online Secure Portal - EXAMPLE



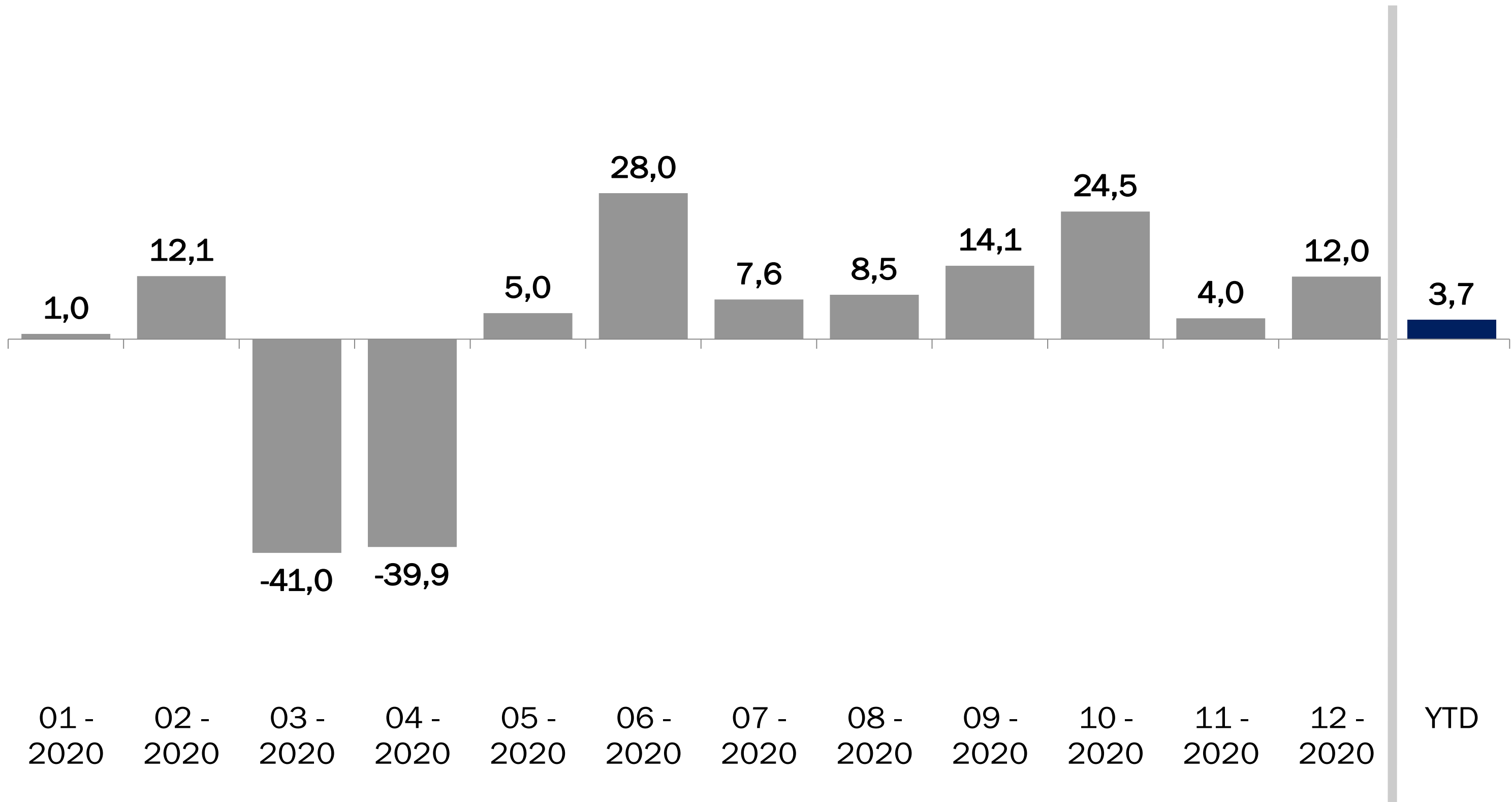
# Outdoor Retail Benchmark Report

## Outdoor



### Sportsworld Outdoor: Benchmark

Turnover of the last months and year-to-date in % to PY



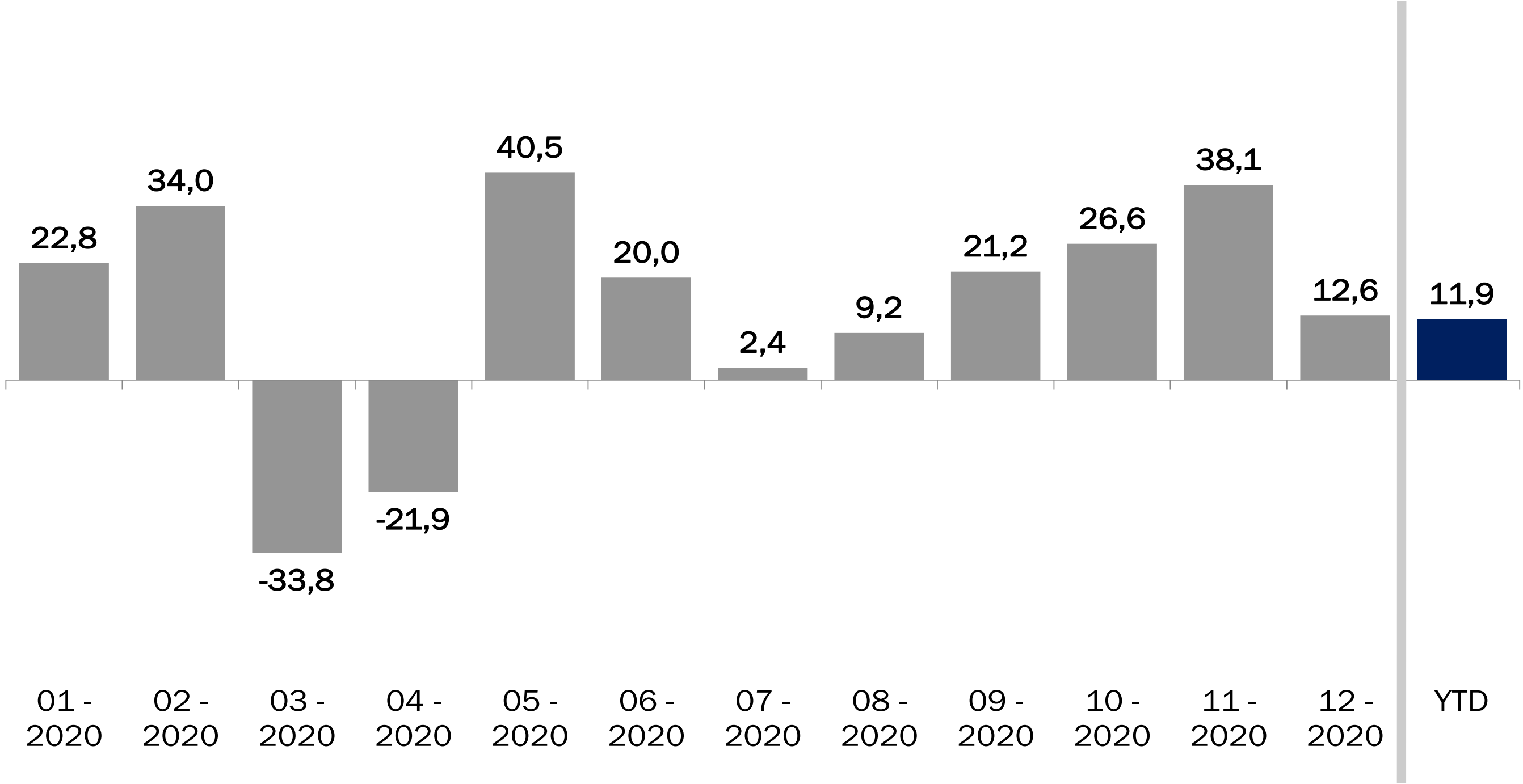
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# Outdoor Retail Benchmark Report

## Running



**Sportsworld Running: Benchmark**  
 Turnover of the last months and year-to-date in % to PY



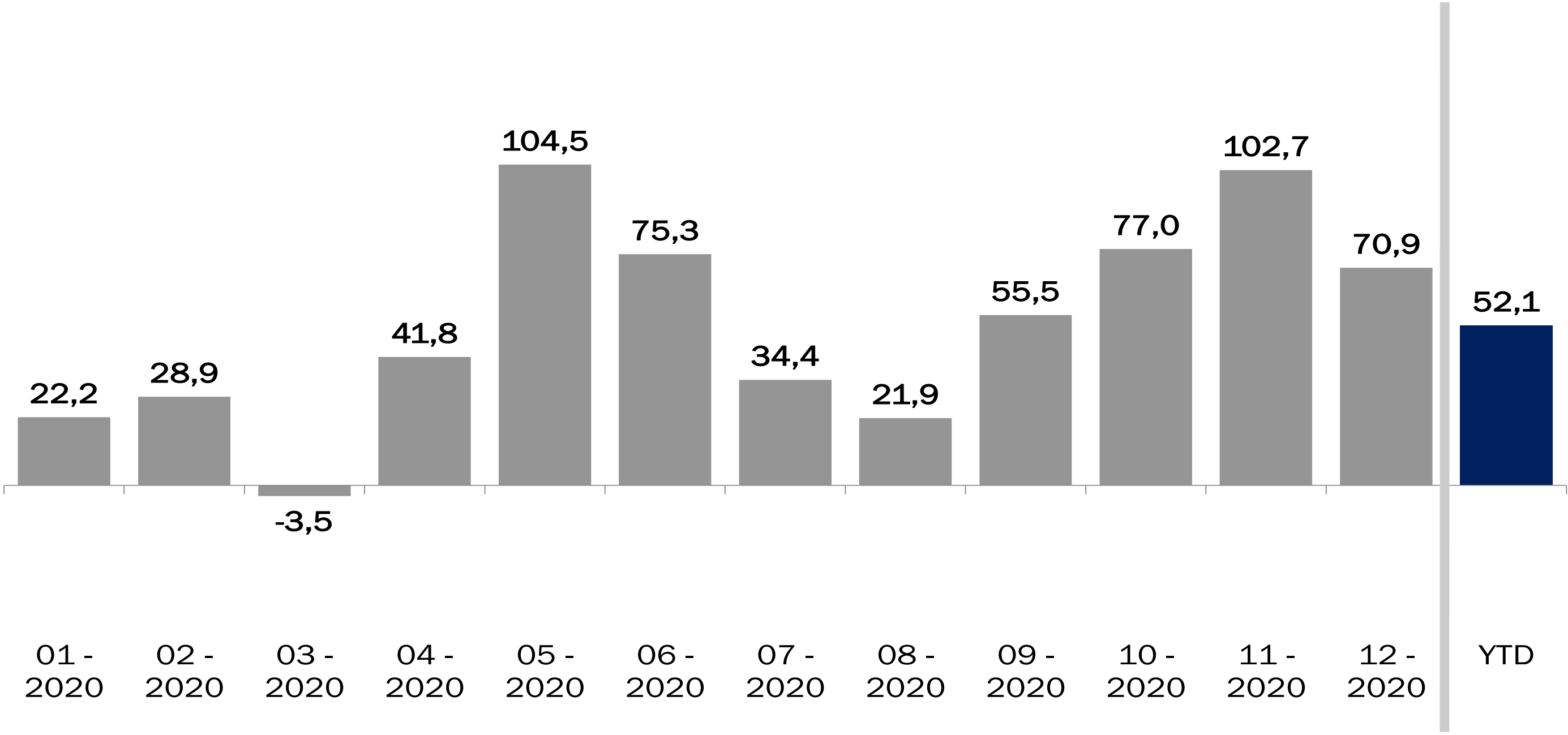
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# Outdoor Retail Benchmark Report

## Cycling



**Sportsworld Cycling: Benchmark**  
 Turnover of the last months and year-to-date in % to PY



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