

SSI FOOTWEAR SALES SUMMARY

- Sport Footwear sales increased in the mid-single digits as unit sales rose in the mid teens in the week ended November 5 in the SSI Data measured market. The trailing 4-week dollar sales trend remained steady, just below the fiscal-year-to-date trend, as unit sales remained level with double-digit increases.
- Sport Footwear average selling prices (ASPs) declined 5 percent in the trailing 4-week period. Athletic Footwear & Sporting Goods segment ASPs declined in the high-single digits while Family Footwear and Mid-Tier Dept. Stores ASPs remained flat.
- Basketball Footwear sales increased in the mid-single digits for the week, pushing the trailing 4-week sales trend into positive territory. Fashion Basketball sales increased in the mid-single digits, driven by strong sales of Jordan Retro 3 and 1, Nike Kyrie 2 and Under Armour Curry.
- Casual Athletic Footwear continued its strong sales increases, posting mid teens growth in the trailing 4-week period. Lifestyle/Fashion Athletic Footwear sales remained on trend with strong sales of Skechers men's Afterburner and women's Gratis, Nike women's Juvenate and men's and women's Tanjun.

YEAR-OVER-YEAR SALES VARIANCE	REPORTED WEEK		TRAILING-4 WEEK		FISCAL YEAR-TO-DATE		TRAILING 52-WEEK	
	UNITS	\$	UNITS	\$	UNITS	\$	UNITS	\$
SPORT FOOTWEAR	+15.4%	+5.5%	+13.9%	+7.4%	+15.8%	+10.2%	+14.6%	+10.2%
BASKETBALL	+19.1%	+4.2%	+11.7%	+1.6%	+9.7%	+7.3%	+9.1%	+8.1%
RUNNING	+21.9%	+10.5%	+16.8%	+10.6%	+14.2%	+8.7%	+12.3%	+7.5%
CASUAL ATHLETIC	+21.7%	+10.0%	+19.8%	+14.0%	+22.2%	+19.4%	+22.6%	+21.4%
HIKING & TRAIL	+18.5%	+15.0%	+21.8%	+16.5%	+28.7%	+18.3%	+23.1%	+14.6%
WINTER BOOTS	-33.0%	-38.7%	-23.9%	-35.2%	+1.9%	-14.8%	+16.6%	+7.4%
FASHION/DRESS BOOTS	+23.2%	+12.1%	+30.6%	+22.7%	+42.7%	+24.1%	+39.8%	+20.4%
RUBBER/PVC BOOTS	-21.1%	-23.8%	-8.3%	-12.0%	-24.2%	-15.6%	-3.3%	+3.9%

CATEGORY FOCUS -- MEN'S ATHLETIC FOOTWEAR -- TRAILING 13 WEEKS

- Men's Athletic Footwear sales improved in the low-single digits while units grew in mid-single digits in the 13-week period ended November 5. Average selling prices (ASPs) declined to \$64.10 in the SSI Data measured market.
- Category share of men's Basketball declined in the trailing 13-week period, impacting Nike and Jordan market share and Adidas and Under Armour share improved.
- Men's Running Footwear and Casual Athletic Footwear, the #1 and #2 total sales volume categories, respectively, saw sales increase in the mid-single digits. Men's Basketball Footwear sales declined in the mid-single digits as fashion trends continued to shift.
- Men's Athletic Footwear sales in the Athletic Specialty & Sporting Goods segment remained flat while Family Footwear and Mid-Tier Dept. Stores sales grew in the low-single digits in the trailing 13-week period.

MARKET SHARE: MEN'S ATHLETIC FOOTWEAR				13-WK RANK	MEN'S ATHLETIC FOOTWEAR TOP SELLERS: TRAILING 13 WEEKS		
BRAND	13-WK CY	13-WK PY	POINT CHG		BRAND	MODEL	ASP
NIKE	46.6%	48.1%	-1.52	1	NIKE	M AIR FORCE 1 LOW 315122	\$87.26
JORDAN	11.9%	15.3%	-3.41	2	NIKE	M AIR FORCE 1 MID 315123	\$89.27
ADIDAS	8.8%	6.6%	+2.22	3	CONVERSE	M ALL STAR OXFORD	\$45.10
UNDER ARMOUR	7.5%	4.2%	+3.31	4	NIKE	M FLEX RUN 2016 830369	\$66.98
NEW BALANCE	4.7%	4.2%	+0.49	5	CONVERSE	M ALL STAR HI	\$49.36
ASICS	4.2%	6.3%	-2.07	6	NIKE	M FS LITE RUN 3 807144	\$54.55
CONVERSE	4.0%	4.1%	-0.16	7	JORDAN	M JRDN RETRO 11	\$168.73
SKECHERS	2.6%	2.2%	+0.38	8	JORDAN	M JRDN RETRO 5	\$186.44
BROOKS	1.5%	2.1%	-0.60	9	NIKE	M FREE RUN 2016 831508	\$90.42
VANS	1.3%	1.4%	-0.09	10	NIKE	M ROSHE RUN 511881	\$71.83

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