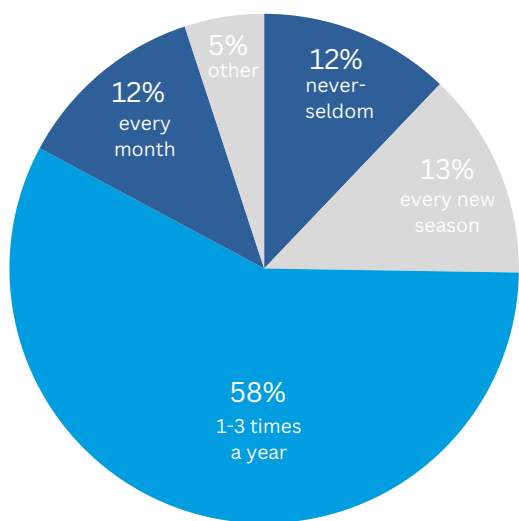


Sporting Goods Industry

The shopping habits and purchasing motivations of sporty women

A recent survey of 1,434 people, aged 18+, who identify as women gives the sporting goods industry an insight into what sports products women buy, how often, and why. The majority of participants (43%) took part in sports a minimum of three times a week and almost a third, 1-2 times per week.

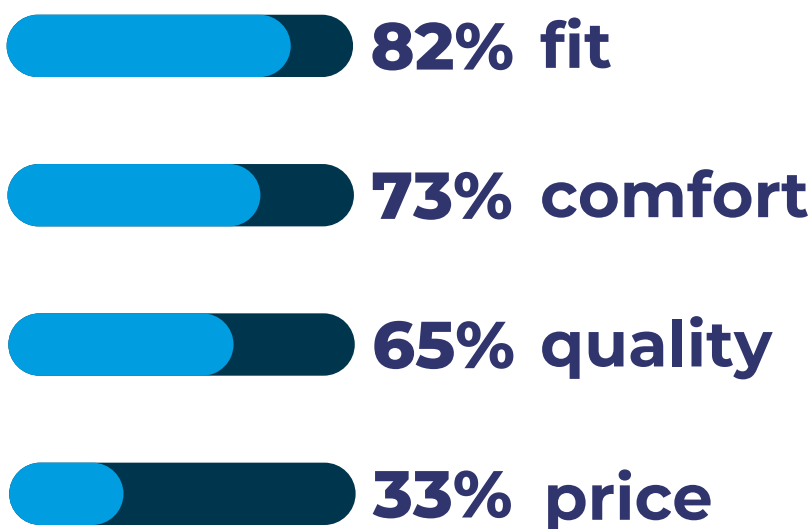


The majority of women asked **buy new sports products** (textiles, sports shoes and hardware)

1-3 TIMES A YEAR

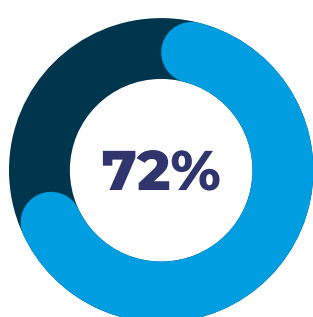
KEY FACTORS

that are **most important** when buying a new sports product

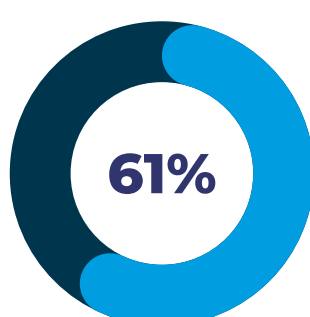


“I BUY PRODUCTS SPORTS PRODUCTS WHEN ...”

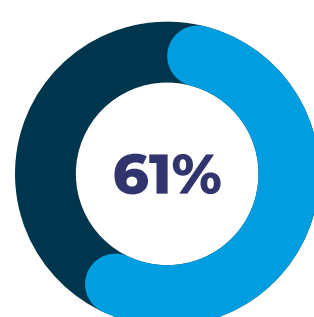
my old one is **broken**



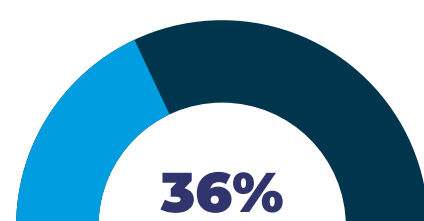
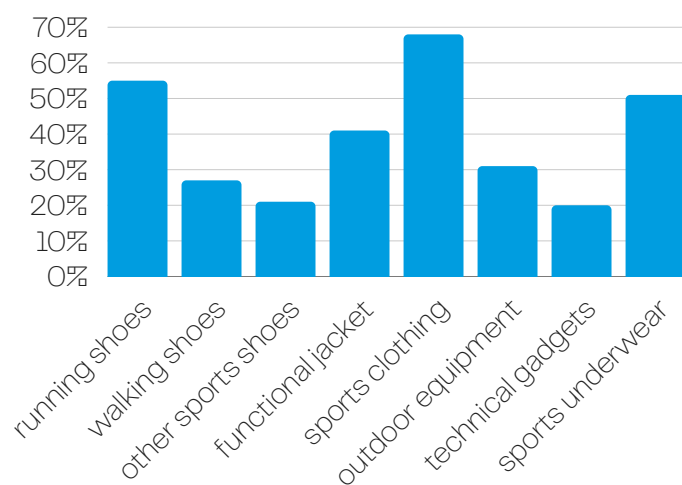
I see something **I like**



I can **try it out**



Sports articles bought in the last 12 months



say the internet is their favorite place to buy sports products