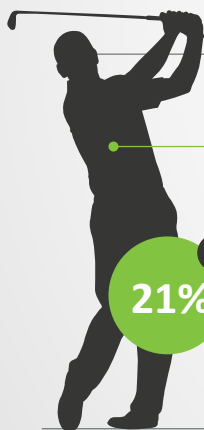


What's Behind Declining Sports Participation in Canada?

In Canada, participation in sports declined in 2018, for the third year in a row. The decline is led by a specific consumer set: Active Adventurers, a group that feels it is good to keep fit but are less engaged in dedicated workouts.

Despite this shift, overall hiking footwear has seen growth, but that younger cohort has posted 3 straight years of declines.



Golf saw declines among men, down 2 pts compared to 2016, now at 21% participation among males.

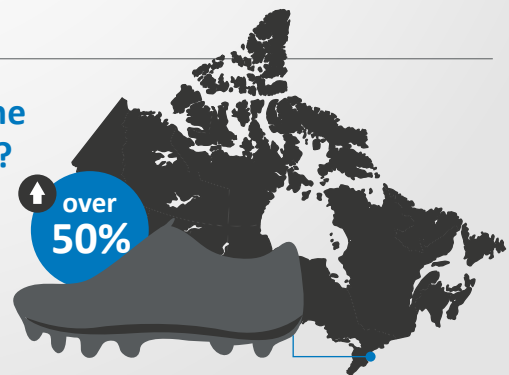
Golf is no longer the top sport for men, as working out/training now rivals its importance.

Golf has among the lowest participation rates from 13- to 24-year-olds, at 6%, making it the smallest performance footwear category among this cohort.

6%

Are growing sales of baseball cleats tied to the Toronto Blue Jays' success in 2016 and 2017?

We noted a 50%+ increase in sports participation among Gen Z. This group's purchases of cleats jumped by double digits, only to fall back to earth in 2018 as the Jays dipped in the standings.



The headline that people are less active, although accurate, masks the micro opportunities in Canada. Our data and industry expertise give top brands and retailers a read on how the sports landscape in Canada is trending and how to translate that into winning business decisions.

Source: The NPD Group/Sports and Outdoor Activity Participation 2018

To learn more about sports apparel and footwear, contact Frank Turco at frank.turco@npd.com or call 647.723.7765.

