

The Power of Consumer Segmentation

Competing in the hot-and-getting-hotter U.S. athletic and outdoor markets makes it necessary to understand the purchase behavior of every kind of consumer, from core athletes to those who are barely active. You can use NPD's segments or create your own to gain targeted insight into your consumers up close.

Here's a look at what the data can tell you . . .

Among those who play basketball, dollar share of spend on **Brand X footwear** was

2.5 times greater

than their share of spend on **Brand X apparel**.



Looking at Core Athletes who made an athletic footwear purchase online, spend was **\$5 more on average**, compared to an in-store purchase.



Outdoor Enthusiasts pay full price; their share of spend on active apparel non-sale items was significantly higher than Non-Outdoorsmen.



NPD's Athletic and Outdoor Segmentation provides a powerful way to understand purchase behavior across the spectrum of apparel and footwear consumers. It's how to find new opportunities, fine-tune your merchandising mix, make strategic decisions about channel expansion, and more. Get a winning advantage.

Source: The NPD Group/Consumer Tracking Service, Athletic and Outdoor segmentation

Learn more about consumer segmentation. Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

