
RETAIL MARKET RESEARCH REPORT ©



March-April (sales) Retail Market Research Report ©

A Survey of Independent Surf/Skate/Snow Retailers

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About the Report //

In conducting this survey, we received 39 responses from independent surf/skate/snow retailers. In terms of geography, all states and territories are represented, and we break out our data by primary geographic distribution; NSW (8), Queensland (7), Victoria (10). All other states and territories (WA, SA, TAS, NT, ACT) are combined as other as they are not as statistically significant. We received (14) in total.

In terms of distribution, we break out our data by three distinct channels; Surf (37 retailers), Skate (4), and Snow (2). Surf, skate and snow shops are characterized as retailers that specialize in those respective areas. Some retailers fit into multiple categories and are recorded in each channel. Although the survey went to retailers in New Zealand and Indonesia, only 2 results were recorded.

Our survey is not intended to be statistically significant. Instead, our objective is to illustrate trends across a sample of (39) surf/skate/snow retailers.

Participating stores receive a copy of the 8 page full report.

Key Observations //

// Retail sales differential for March-April was up 20%.

// Surf is the primary distribution channel that retailers identify with (93%) whilst 6% identified with skate and 3% with snow.

// Retail margin differential was up 25% for March and April.

// Clearance inventory differential was up 21% for March and April.

// Billabong and Quiksilver were the hottest guys apparel brands.

// Roxy was the hottest girls apparel brand.

// Globe was the hottest footwear brand.

// Oakley was the hottest eyewear brand.

// The most widely distributed brand in stores was Rip Curl, which is represented in 88% of the stores surveyed.

// Expectation differential for June-July sales was up 30% amongst the 39 respondents to our survey.

Definition of Terms //

Throughout this report, we refer to the 'Differential' of results. We define this term as the difference in the percentage of 'positive' and 'negative' responses. For example, 56% of survey respondents believe sales will be up, versus 4% that believe sales will be down. The results combine for a Differential of 52% (= 56% - 4%). The Differential allows us to compare results across periods.

Our Response Rate //

The survey went out to over 1200 retail doors. We received only 39 responses. We also note that a comparative report in the USA, the RW Baird (formerly DA Davidson) Boardsport Report reveals only 100 respondents (from all retail doors in the USA) and has been operating for 5 years. The ASB Retail Market Research Report© has been in the market for 3 years. Overtime we believe it will gain traction and relevance.

2 responses were recorded from New Zealand and none from Indonesia.

// Disclosures /

Information contained herein has been obtained by sources we consider reliable, but is not guaranteed and we are not soliciting any action based upon it. Any opinions expressed are based on our interpretation of data available to us at the time of the original publication of the report. These opinions are subject to change at any time without notice

PRIMARY DISTRIBUTION

Surf 93%
 Skate 6%
 Snow 3%

We listed 44 brands in our questionnaire and provided space for (other) brands. The brands listed are apparel, eyewear and footwear brands, although some companies fall into multiple categories.

Aloha
Arnette
Aztec Rose
Balin
Billabong
Cuit
DC
Dragon
DVS
Electric
Element
Etnies
Emily
Ezekiel
Gallaz
Globe
Gravis
Haviannas
Hurley
Insight
Kustom
Mambo
O'Neill
Oakley
Ocean & Earth
Odyssey 20/20
OP
Otis
Quiksilver
Reef
Rhythm
Rip Curl
Roxy
Rusty
Sandolls
Smith
Spy
Vans
Volcom
Von Zipper
West
Other:

BRANDS**Brands most carried in stores (distribution):**

Rip Curl 88%, Quiksilver/Billabong/Roxy 85%

Three hottest brands in stores:

1. Billabong 62%
2. Quiksilver 51%
3. Roxy 36%

Brand	% Instore	%ottest
Rip Curl	88	28
Quiksilver	85	51
Billabong	85	62
Roxy	85	36
Rusty	82	13
Globe	79	13
Gallaz	74	5
Haviannas	74	10
Reef	67	5
Von Zipper	67	5
Kustom	64	0
Element	64	5
Oakley	64	5
Volcom	62	3
Electric	59	0
Arnette	56	0
Ocean & Earth	56	5
Etnies	54	0
DC	49	0
Hurley	46	17
Insight	46	3
Dragon	44	0
Smith	41	0
O'Neill	38	3
Cult	38	0
Aztec Rose	38	0
Balin	36	3
Otis	31	0
Odyssey 20/20	28	0
Vans	28	0
Fox	26	0
DVS	23	0
Rhythm	21	5
Mambo	18	0
Spy	18	0
West	18	0
Armourdillo	8	0
Emily	8	0
Ezekiel	8	0

NB Table is ranked by distribution in stores then by hottest brand.

GUYS BRANDS**Guy's brands in stores (distribution):**

Quiksilver 85%, Billabong / Rip Curl 83%, Rusty 75%

Three hottest guys apparel brands:

1. Quiksilver 71%
2. Billabong 67%
3. Rip Curl 46%

Brand	% Instore	% Hottest
Rip Curl	80	46
Quiksilver	70	71
Element	70	20
Volcom	70	10
Billabong	70	67
DC	50	5
Rusty	50	10
Globe	40	0
Hurley	40	5
Rhythm	35	5
Insight	35	10
Reef	30	0
Von Zipper	30	0
Fox	25	0
O'Neill	25	0
Electric	25	0
Jet Pilot	23	0
Etnies	20	0
West	20	20
Cult	15	5
Dragon	10	5
Kustom	10	0
Oakley	10	0
Armourdillo	10	0
Ocean & Earth	10	5

GIRLS BRANDS**Girl's brands in stores (distribution):**

Roxy 81%, Rusty 79%, Billabong / Rip Curl 74%

Three hottest girls brands

1. Roxy 71%
2. Billabong 60%
3. Rip Curl 43%

Brand	% Instore	% Hottest
Rip Curl	75	43
Roxy	70	71
Billabong	70	60
Element	60	5
Volcom	60	10
Aztec Rose	50	10
Rusty	45	15
Insight	40	15
Hurley	35	0
O'Neill	25	0
Electric	25	0
Von Zipper	25	0
DC	25	5
Cult	15	5
West	15	10
Ocean & Earth	10	0
Mambo	5	0
DVS	5	0
Balin	5	5
Ezekiel	5	5
Fox	5	0

FOOTWEAR BRANDS**Footwear brands in stores (distribution):**

Globe 75%, Kustom 64% Gallaz 63%

Three hottest footwear brands

1. Globe 61%
2. Havaiana's 39%
3. DC 37%

Brand	% Instore	% Hottest
Globe	65	61
Gallaz	65	35
DC	65	37
Reef	60	20
Havaianas	55	39
Kustom	50	20
Etnies	35	10
Quiksilver	25	10
Roxy	30	5
Rip Curl	25	5
Vans	25	5
DVS	20	5
Billabong	15	5
Element	10	0
Oakley	5	0
Rusty	5	0
Volcom	5	0
Emerica	5	0
Sanuk	5	0

EYEWEAR BRANDS**Eyewear brands in stores (distribution):**

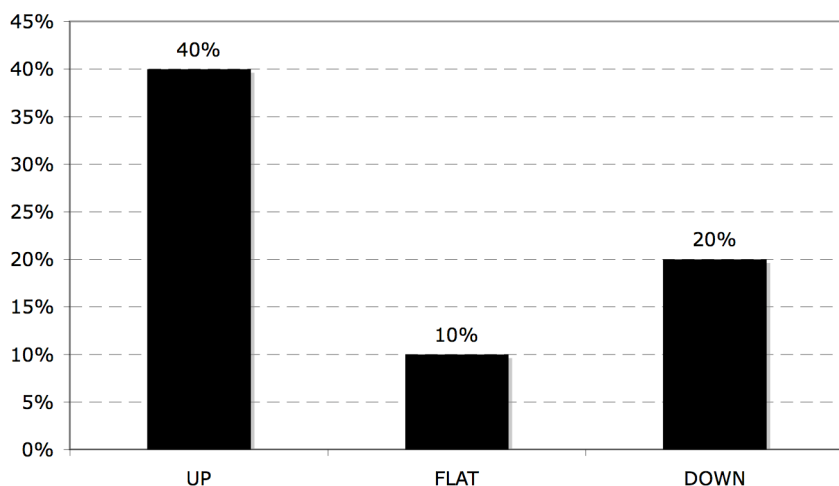
Von Zipper 64%, Oakley / Electric 60% , Arnette 56%

Three hottest eyewear brands:

1. Oakley 58%
2. Electric 46%
3. Von Zipper/Arnette 43%

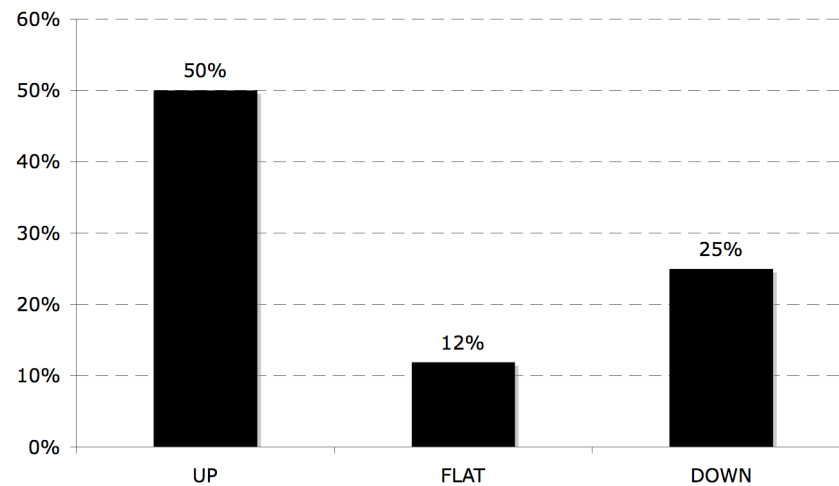
Brand	% Instore	% Hottest
Oakley	55	58
Von Zipper	55	43
Arnette	45	43
Electric	55	46
Otis	20	20
Smith	25	10
Odyssey 20/20	20	10
Quiksilver	14	10
Dragon	25	5
Roxy	10	5
Rip Curl	10	5
Spy	10	0
Carve	5	0
Filtrate	5	0
Dirty Dog	5	0

SALES

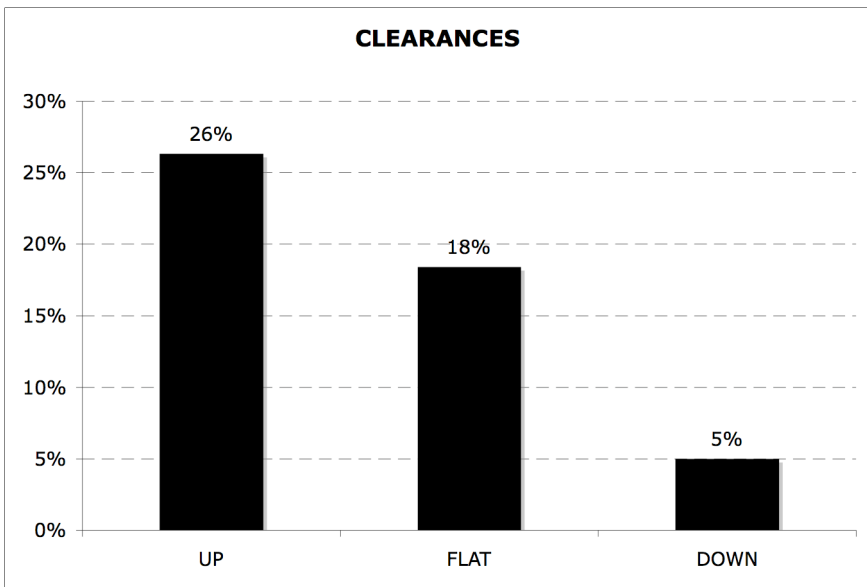


NSW	
Differential	+80%
QLD	
Differential	+75%
VIC	
Differential	+ 100%
OTHER (SA/WA/TAS/ACT/NZ)	
Differential	+33%
NATIONAL	
Differential	+20%

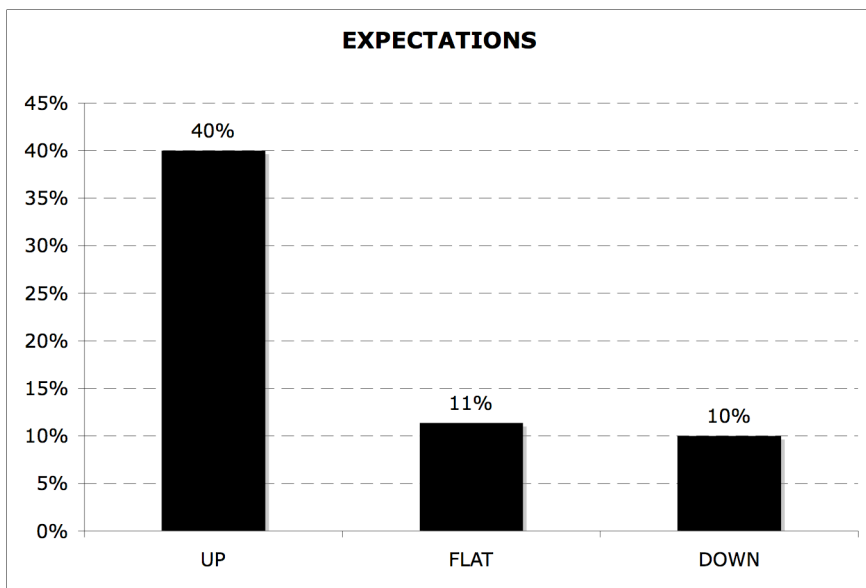
MARGINS



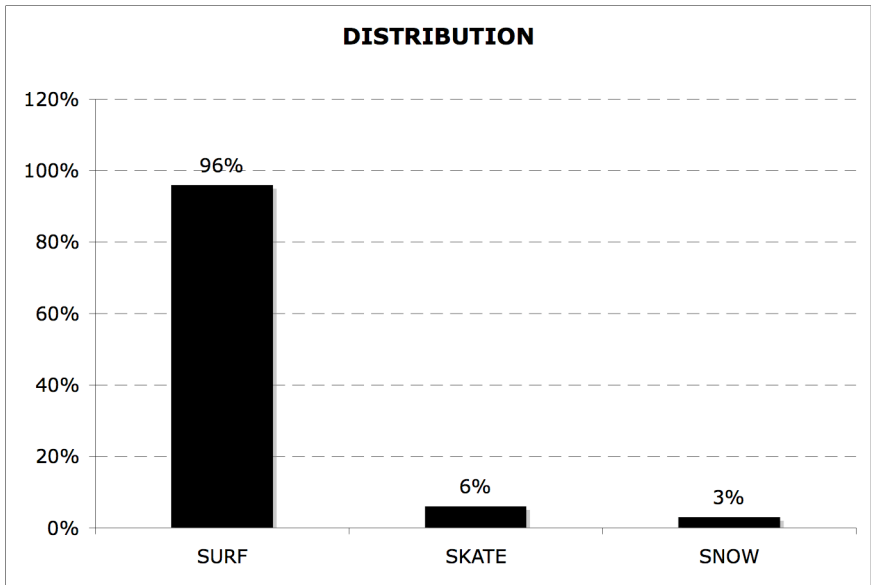
NSW	
Differential	+50 %
QLD	
Differential	+75 %
VIC	
Differential	+27 %
OTHER (SA/WA/TAS/ACT/NZ)	
Differential	-20 %
NATIONAL	
Differential	+25 %



NSW	
Differential	+20 %
QLD	
Differential	+50 %
VIC	
Differential	+100%
OTHER (SA/WA/TAS/ACT/NZ)	
Differential	+13 %
NATIONAL	
Differential	+21%



NSW	
Differential	+50 %
QLD	
Differential	+60 %
VIC	
Differential	+100 %
OTHER (SA/WA/TAS/ACT/NZ)	
Differential	+33 %
NATIONAL	
Differential	+30 %



0

DISTRIBUTION	%
NSW	
SURF	74
SKATE	13
SNOW	13
QLD	
SURF	100
SKATE	0
SNOW	0
VIC	
SURF	70
SKATE	30
SNOW	0
OTHER	
SURF	100
SKATE	14
SNOW	8
NATIONAL	
SURF	96
SKATE	6
SNOW	3