

# Number Crunch

## Distribution Studies Chart Retail Patterns

**BY RAY KEENER**

Total specialty sales in 2008 totaled \$2.913 billion according to a report recently released by Leisure Trends. The Leisure Trends distribution study found 57 percent of those sales came through the single IBD, 22 percent through retailers in the other category, 11 percent through specialty sports, and 10 percent through pro custom.

Leisure Trends asked a representative sample of 423 retailers (out of an estimated 4,800 shops nationwide) to select a category for their store: pro custom, single IBD, specialty sports, and other, which includes local, regional and national chains.

As anticipated, big stores do most of the industry's business. Thirty-four percent of the dealers (1,632 stores) represent 67 percent of the sales (\$1.952 billion). To illustrate this another way, the top one-third have average annual sales of \$1.196 million per door, while the bottom two-thirds have average sales of \$303,000.

Why did Leisure Trends separate pro

custom stores from "regular" IBDs? "We've seen this retail differentiation in other industries we serve and wanted to determine if there were similar patterns in the IBD channel," said Charlie Cooper of Leisure Trends. "We wanted to see if high-end shops differ in their sales pattern from full-line specialty dealers."

The one figure that remains constant across the different store categories is the percentage of total sales represented by bicycles: 42 percent for pro custom, 42 percent for single IBD and 41 percent for specialty sports.

The figure that varies the most is aftermarket parts sales. These make up 20 percent of total sales for pro custom shops, 13 percent for single IBD stores and 10 percent for specialty sports stores.

Both Leisure Trends and Gluskin-Townley have recently released distribution studies on the specialty bicycle retail channel. Next month we'll look at numbers from the Gluskin-Townley study commissioned by the NBDA.