



**Australian Sporting Goods Association - Internationally Branded Sporting Apparel Survey  
January to June 2003**



Category	Item	Description	Units				Dollars						
			Mens	Womens	Childrens	Total	Mens	Womens	Childrens	Total	ASP		
<b>Non-licensed, branded</b>	Track suits	All construction types	24,368	22,093	11,894	58,355	\$1,419,570	\$1,135,419	\$434,938	\$2,989,926	\$51.24		
	Separate pants	All construction types	458,572	354,811	63,429	876,812	\$11,866,895	\$9,727,894	\$1,431,376	\$23,026,165	\$26.26		
	Jackets	Non-sport specific	130,243	161,862	14,529	306,635	\$6,044,493	\$5,921,778	\$415,985	\$12,382,256	\$40.38		
	T-shirts	Non-sport specific	348,797	220,891	43,581	613,269	\$5,324,563	\$3,632,071	\$573,681	\$9,530,316	\$15.54		
	Polos	Non-sport specific	69,939	37,025	894	107,858	\$1,494,311	\$807,876	\$13,006	\$2,315,193	\$21.47		
	Singlets/tanks	Non-sport specific	47,826	62,644	1,312	111,781	\$593,955	\$936,180	\$8,108	\$1,538,243	\$13.76		
	Separate tops	Non-sport specific	354,461	204,023	48,669	607,153	\$9,865,643	\$5,443,243	\$1,125,502	\$16,434,388	\$27.07		
	Shorts	All non-sport specific	181,307	40,360	17,091	238,757	\$2,703,085	\$724,696	\$187,998	\$3,615,779	\$15.14		
	Running singlets	Performance fabrication only	18,838	5,098	0	23,936	\$426,252	\$110,235	\$0	\$536,487	\$22.41		
	Running shorts	Performance fabrication only	38,707	12,767	0	51,474	\$663,468	\$250,742	\$0	\$914,210	\$17.76		
	Running t-shirts	Performance fabrication only	23,918	800	0	24,718	\$571,072	\$17,686	\$0	\$588,758	\$23.82		
	Running tights	Performance fabrication only	20,277	8,958	0	29,235	\$642,214	\$282,613	\$0	\$924,826	\$31.63		
	Running tops	Performance fabrication only	6,800	2,989	0	9,789	\$245,432	\$135,456	\$0	\$380,887	\$38.91		
	Gym/aerobics - shorts	Multi-purpose	13,067	18,181	0	31,249	\$234,725	\$323,420	\$0	\$558,145	\$17.86		
	Gym/aerobics - workout pants	Multi-purpose	480	82,178	3,290	85,947	\$15,482	\$2,227,950	\$72,984	\$2,316,416	\$26.95		
	Gym/aerobics - crop/bra tops/singlets	Multi-purpose	23,824	81,554	0	105,378	\$583,948	\$1,632,492	\$0	\$2,216,440	\$21.03		
	Tennis tops	Specific built	10,518	4,445	1,359	16,323	\$393,014	\$136,159	\$26,871	\$556,043	\$34.07		
	Tennis shorts	Specific built	5,418	342	1,330	7,090	\$167,939	\$5,689	\$25,903	\$199,531	\$28.14		
	Tennis skirts	Specific built	0	4,830	190	5,020	\$0	\$159,601	\$3,455	\$163,056	\$32.48		
	Tennis dresses	Specific built	0	73	50	123	\$0	\$2,895	\$1,893	\$4,788	\$38.93		
	Basketball shorts	Specific built & all construction types	28,902	9	704	29,615	\$563,340	\$144	\$13,508	\$576,992	\$19.48		
	Basketball singlets	Specific built & all construction types	28,768	107	175	29,050	\$662,491	\$1,408	\$2,849	\$666,748	\$22.95		
	Basketball shooting shirts	Specific built & all construction types	6,136	0	0	6,136	\$191,759	\$0	\$0	\$191,759	\$31.25		
	Basketball warm-ups	Specific built & all construction types	10,894	18	618	11,530	\$367,745	\$470	\$21,237	\$389,451	\$33.78		
	Australian Rules tops	Specific built	27,344	0	0	27,344	\$929,865	\$10,298	\$3,008	\$943,171	\$34.49		
	Australian Rules shorts	Specific built	11,007	0	0	11,007	\$194,591	\$0	\$0	\$194,591	\$17.68		
	Rugby tops	Specific built	7,009	0	0	7,009	\$306,209	\$0	\$0	\$306,209	\$43.69		
	Rugby league shorts	Specific built	292	0	0	292	\$3,653	\$0	\$0	\$3,653	\$12.51		
	Rugby union shorts	Specific built	5,840	0	0	5,840	\$83,338	\$0	\$0	\$83,338	\$14.27		
	Soccer tops	Specific built	19,446	0	1,710	21,156	\$412,632	\$0	\$45,286	\$457,918	\$21.64		
	Soccer shorts	Specific built	10,949	0	624	11,573	\$175,412	\$0	\$10,194	\$185,606	\$16.04		
	Bathers (pieces) <sup>(1)</sup>	Specific built	93,242	341,119	1,697	436,058	\$531,555	\$3,528,625	\$9,379	\$4,069,559	\$9.33		
	<b>Total non-licensed, branded</b>			<b>2,027,189</b>	<b>1,667,178</b>	<b>213,146</b>	<b>3,907,513</b>	<b>\$47,678,648</b>	<b>\$37,155,039</b>	<b>\$4,427,162</b>	<b>\$89,260,849</b>	<b>\$22.84</b>	
	<b>Licensed</b>	AFL - jumpers & guernseys		60,751	0	10,613	71,364	\$2,497,028	\$0	\$406,816	\$2,903,844	\$40.69	
		AFL - other licensed apparel		132,273	660	2,409	135,342	\$2,786,941	\$17,650	\$25,087	\$2,829,678	\$20.91	
		NRL - jumpers & guernseys		48,375	0	841	49,216	\$4,286,925	\$0	\$47,884	\$4,334,809	\$88.08	
		NRL - other licensed apparel		115,600	0	0	115,600	\$3,131,731	\$0	\$0	\$3,131,731	\$27.09	
		ARU		114,723	5	941	115,669	\$2,197,770	\$166	\$30,620	\$2,228,556	\$19.27	
		Soccer (domestic & international)		118,392	0	1,883	120,275	\$1,141,499	\$0	\$70,827	\$1,212,326	\$10.08	
		NBA		0	0	0	0	\$0	\$0	\$0	\$0	n/a	
		ACB		118	0	0	118	\$2,887	\$0	\$0	\$2,887	\$24.47	
		Other		9,062	1,042	75	10,179	\$313,246	\$2,732	\$871	\$316,849	\$31.13	
		<b>Total licensed</b>			<b>599,293</b>	<b>1,707</b>	<b>16,762</b>	<b>617,762</b>	<b>\$16,358,025</b>	<b>\$20,548</b>	<b>\$582,106</b>	<b>\$16,960,679</b>	<b>\$27.46</b>
		<b>Accessories</b>	Bags					265,002			\$3,800,025	\$14.34	
			Caps					200,077			\$2,255,353	\$11.27	
			Socks - gender-specific (pairs)		565,338	325,619	43,363	934,320	\$3,514,041	\$1,738,584	\$218,814	\$5,471,439	\$5.86
			Socks - unisex (pairs)					123,356			\$798,057	\$6.47	
Gift packs						0			\$0	n/a			
Other	Towels, headbands & sweatbands only						1,872			\$23,163	\$12.37		
<b>Total accessories</b>							<b>1,524,628</b>			<b>\$12,348,037</b>	<b>\$8.10</b>		
<b>Total apparel</b>						<b>6,049,903</b>			<b>\$118,569,565</b>	<b>\$19.60</b>			

**Notes:**

Figures include any product that was sold into non-traditional retail formats such as factory outlets & brand retail stores

Dollars are pre-GST invoiced value

<sup>(1)</sup> Error margin is extremely high

Participants: adidas, Asics, Burley Sekum, Champion, Everlast, Fiddes, New Balance, Nike, Puma

Uplift: Bella Bustiere, Bolle, Brooks, Canterbury, Classic Sportswear, Conquest, Fila, Full Boar, ISC Sportswear, Kappa Australia, Lotto, Reebok, Running Bare, Russell Athletic, Saucony, Sfida, Spank, Speedo, Top Heavy, Track N Field, TYR, Umbro

Uplift data supplied by: Rebel Sport, Rowe & Jarman