

# The Power of Consumer Segmentation

Winning in the hot-and-getting-hotter Canadian athletic and outdoor markets means you need to understand the purchase behaviour of every kind of consumer, from core athletes to those who are barely active. Our Sports and Outdoor Activity Participation Report details pre-defined segments to provide targeted insight so you can get to know your consumers – up close.

See what we see...



Among those who purchased apparel for aerobic/fitness, dollar share of spend on **Brand A apparel was**

**8 share points greater**

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



Consumers who bought apparel for running/jogging online spent

**\$14 more**

**than those who purchased in-store.**



53% of consumers who purchased footwear for basketball live in **Ontario**, and they paid **\$5 more on average** than those in rest of Canada.



NPD's Sports and Outdoor Activity Participation Report provides a powerful way to understand purchase behaviour 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/Sports and Outdoor Activity Participation Report, October 2017 and Consumer Tracking Service, 12 Months Ending September 2017*

Learn more about sports in Canada. Contact Silvia Xoyon at 647-723-7765 or [silvia.xoyon@npd.com](mailto:silvia.xoyon@npd.com). Visit us at [npdgroup.ca](http://npdgroup.ca) and on Twitter @npdcanada.

