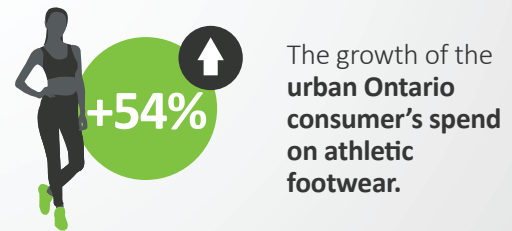


Athletic Footwear Quickens Its Pace in Canada's Urban Areas

Having infiltrated high-fashion runways, it's no wonder that consumers have been ramping up their athletic spend. In fact, Canadians grew their athletic footwear spend by double digits in the last three years. **Where, exactly, is the growth coming from?**



Are you taking advantage of athletic footwear opportunities in Canada's urban areas? How can you rejuvenate interest and spending in rural areas? We can help you understand what's happening, what's ahead, and what it all means for your business.

Source: The NPD Group / Consumer Tracking Service, 12 ME May 2018

Get more insights like this. Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

