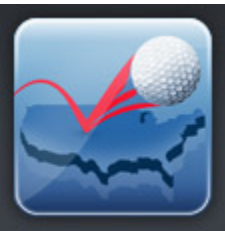


Q4 2019 BGIA Executive Dashboard

In Association with Golf Datatech



BRITISH GOLF
INDUSTRY ASSOCIATION

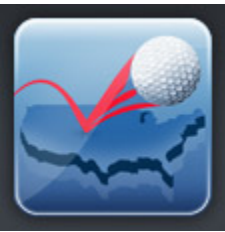


Executive Dashboard

- **Market Audit Overview – January to December 2019**

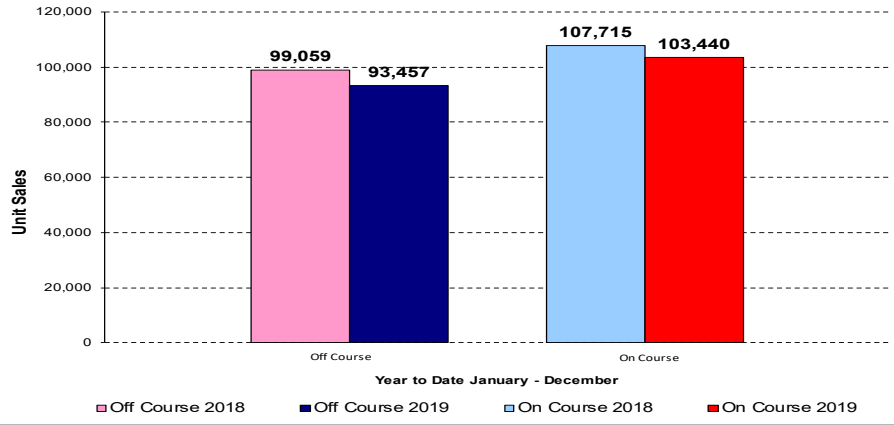


BGIA ASSOCIATE MEMBER 2014

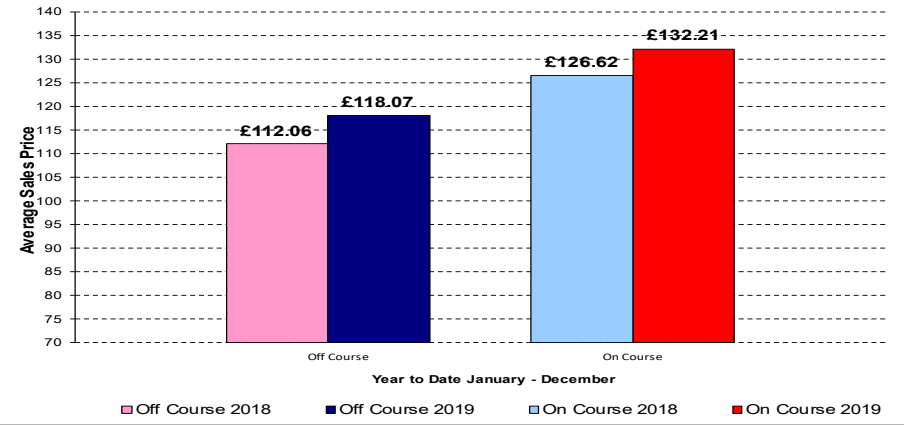


Market Audit Data – January to December 2019

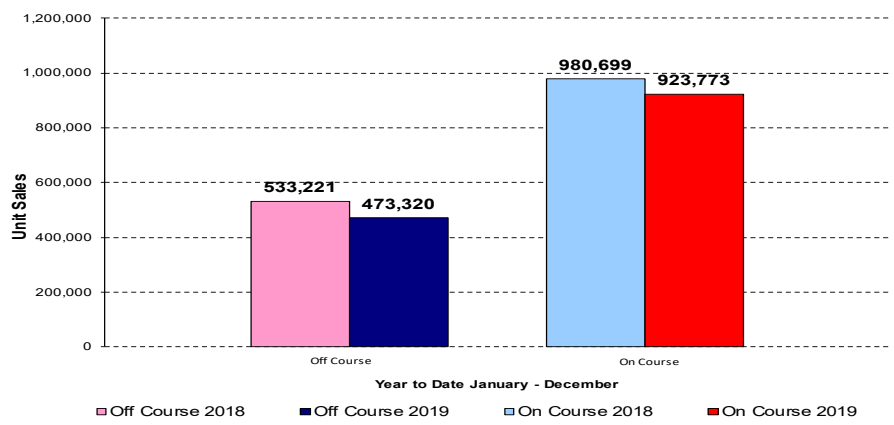
2018 v 2019 Bags - Unit Sales YTD



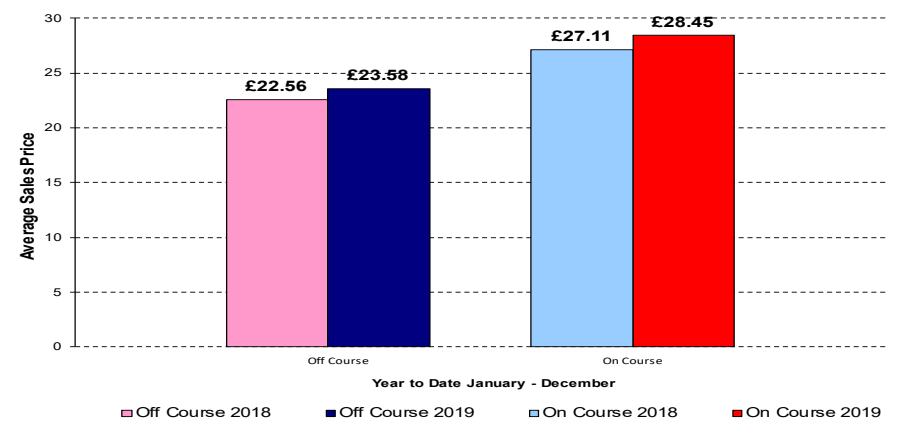
2018 v 2019 Bags - Average Sales Price YTD

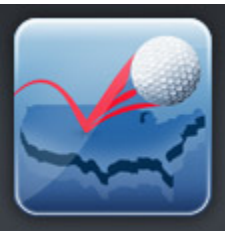


2018 v 2019 Balls - Unit Sales YTD



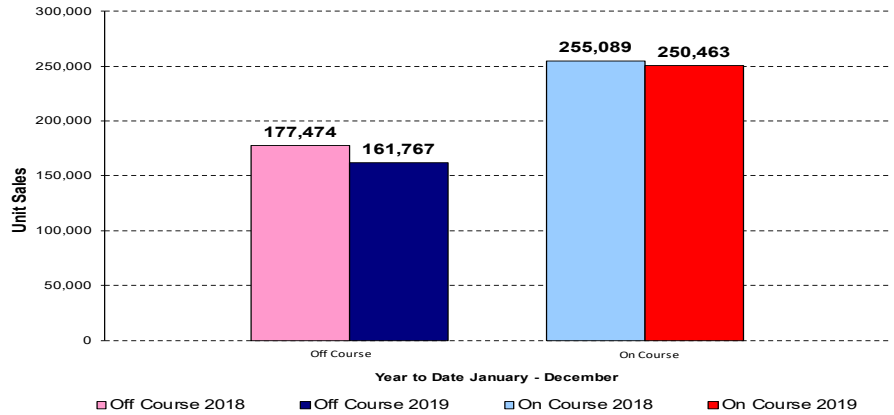
2018 v 2019 Balls - Average Sales Price YTD



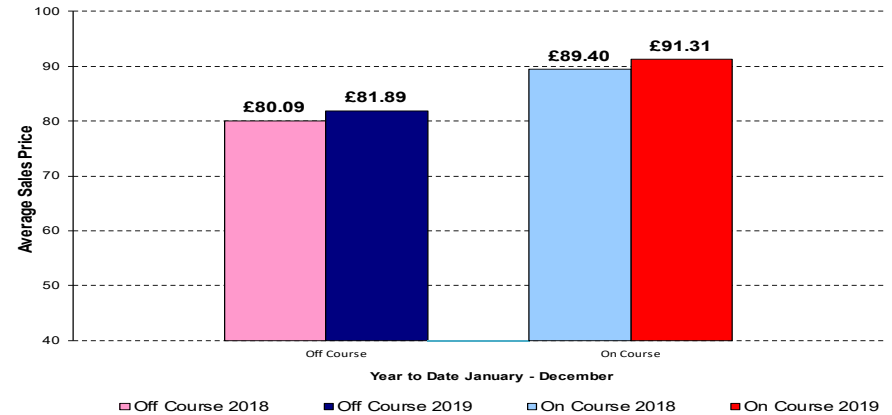


Market Audit Data – January to December 2019

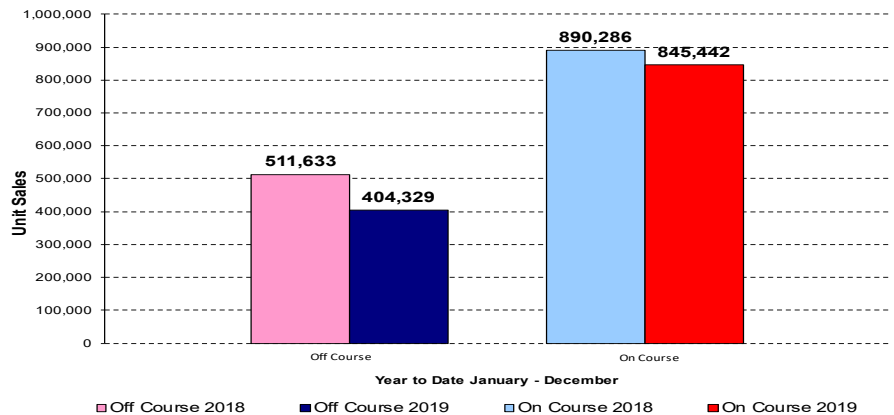
2018 v 2019 Footwear - Unit Sales YTD



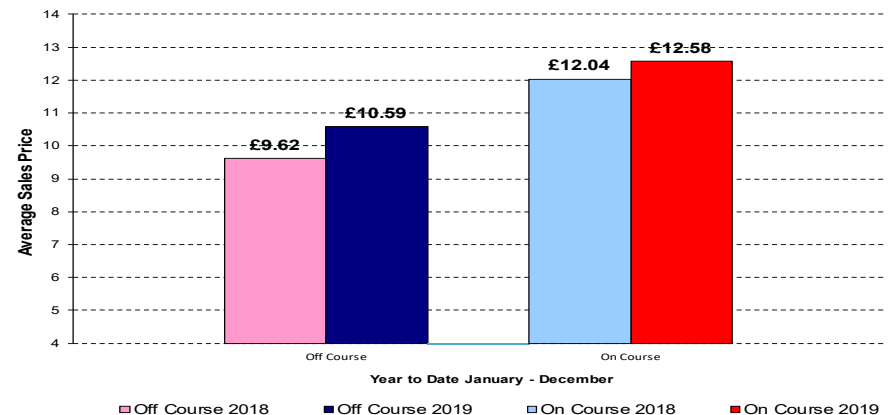
2018 v 2019 Footwear - Average Sales Price YTD

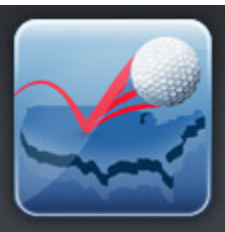


2018 v 2019 Gloves- Unit Sales YTD



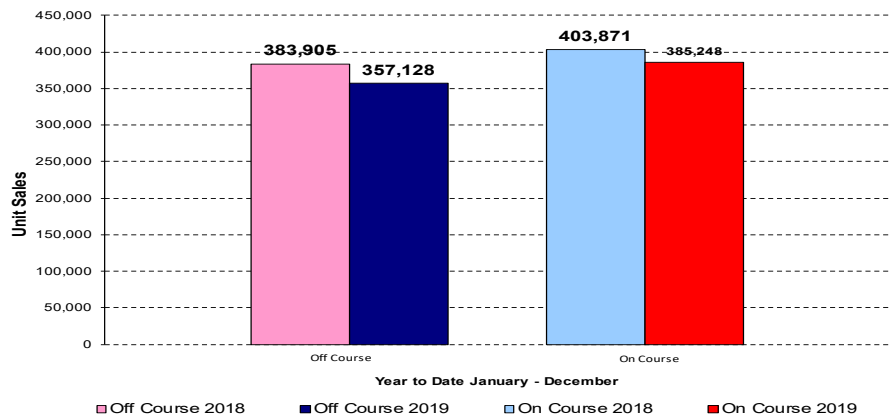
2018 v 2019 Gloves- Average Sales Price YTD



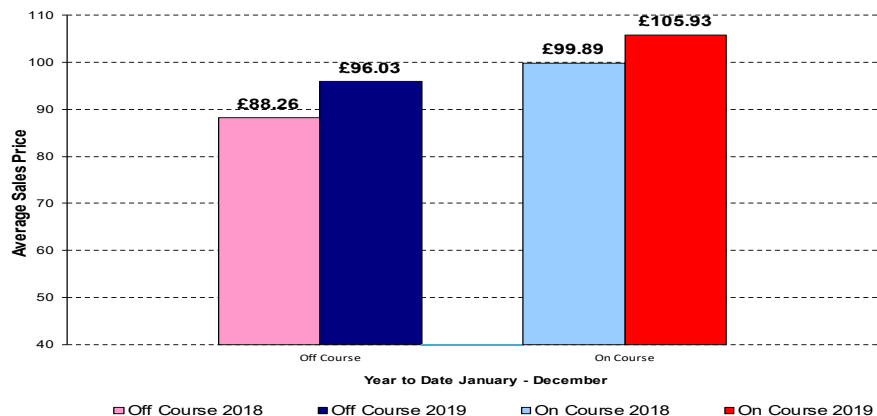


Market Audit Data – January to December 2019

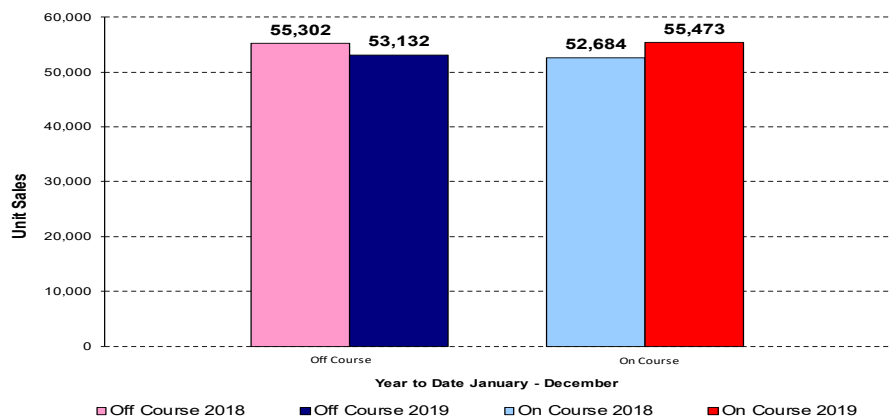
2018 v 2019 Irons - Unit Sales YTD



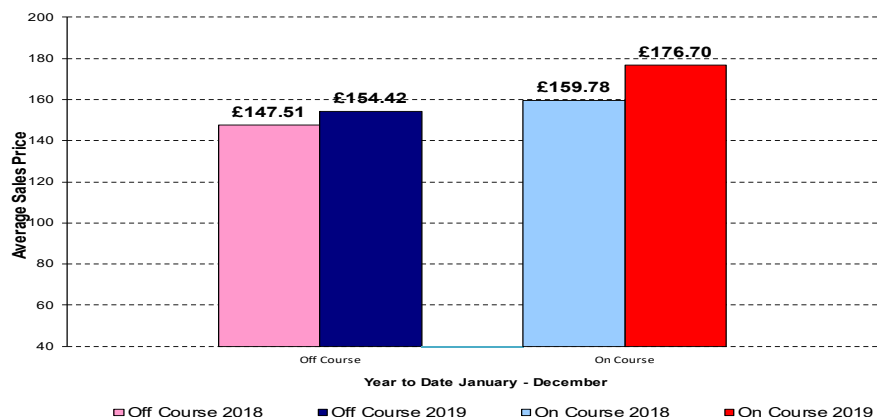
2018 v 2019 Irons - Average Sales Price YTD

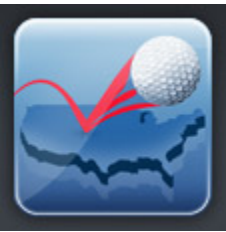


2018 v 2019 Putters - Unit Sales YTD



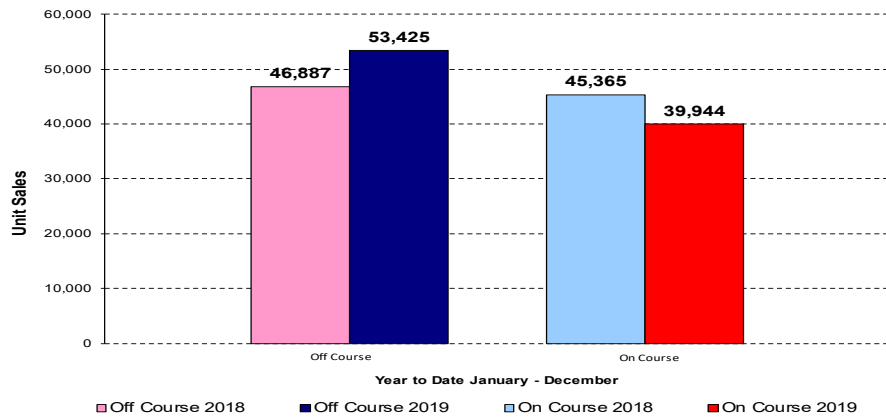
2018 v 2019 Putters - Average Sales Price YTD



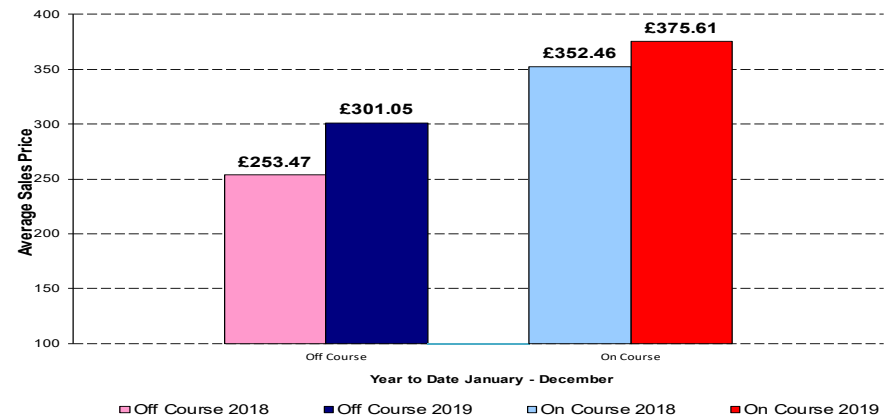


Market Audit Data – January to December 2019

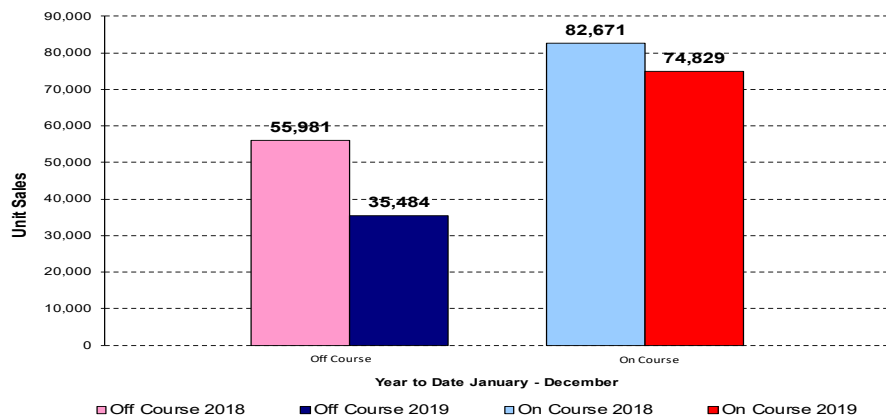
2018 v 2019 Trolleys - Unit Sales YTD



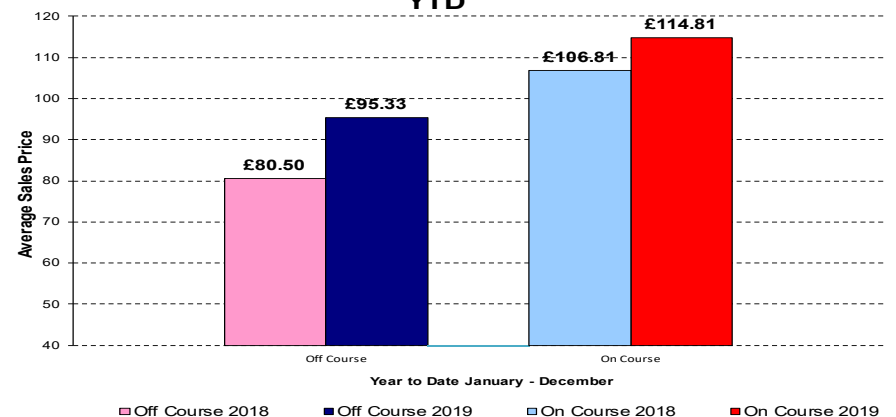
2018 v 2019 Trolleys - Average Sales Price YTD



2018 v 2019 Weatherwear- Unit Sales YTD



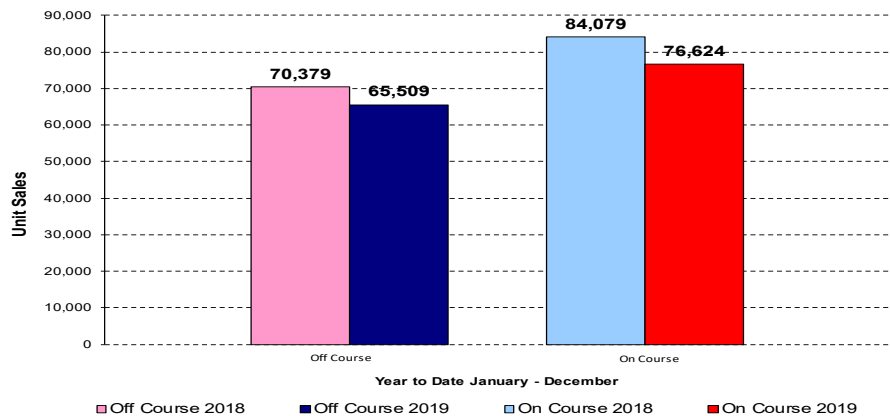
2018 v 2019 Weatherwear- Average Sales Price YTD



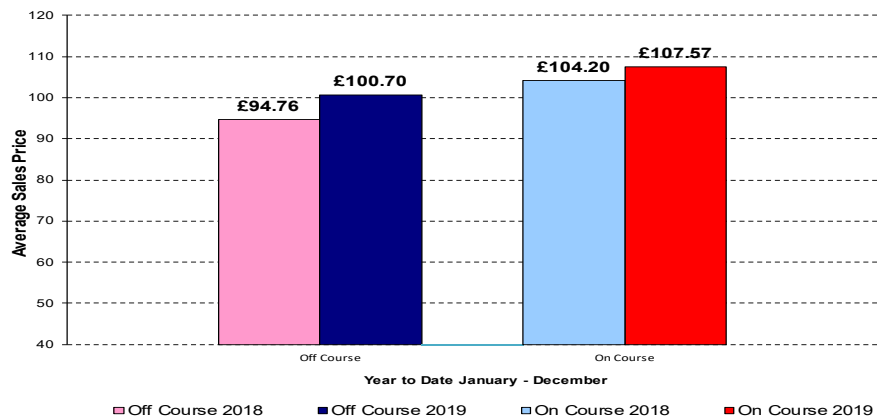


Market Audit Data – January to December 2019

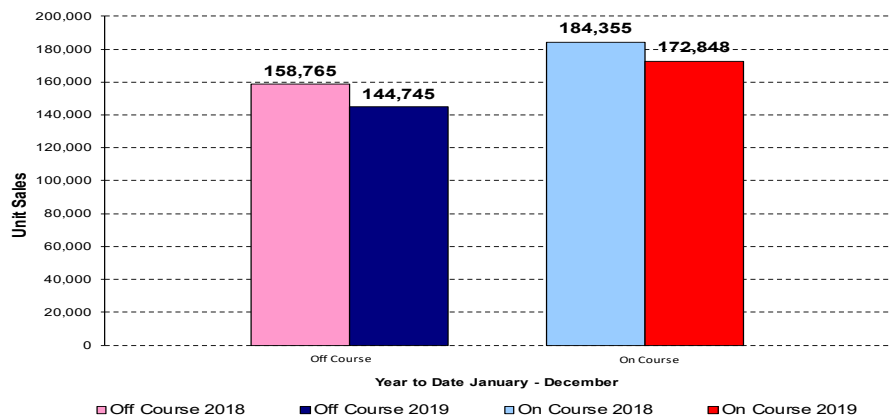
2018 v 2019 Wedges - Unit Sales YTD



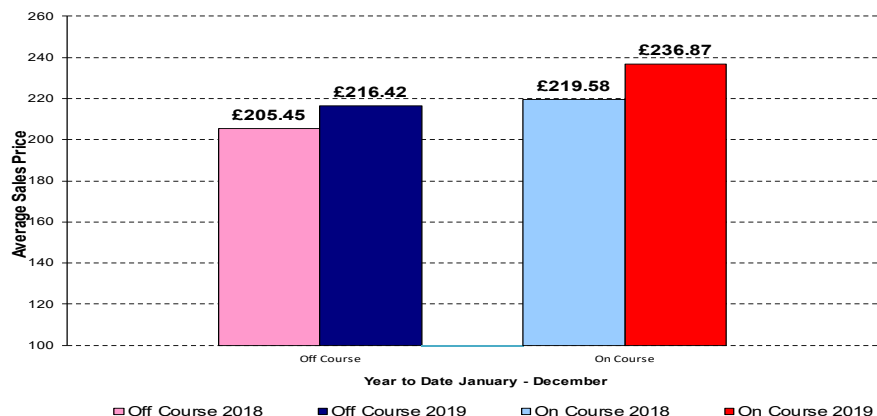
2018 v 2019 Wedges - Average Sales Price YTD

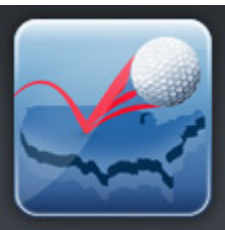


2018 v 2019 Woods - Unit Sales YTD



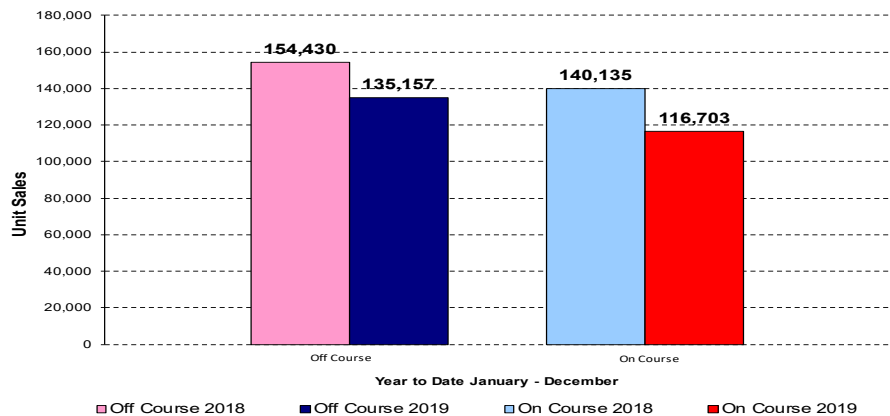
2018 v 2019 Woods - Average Sales Price YTD



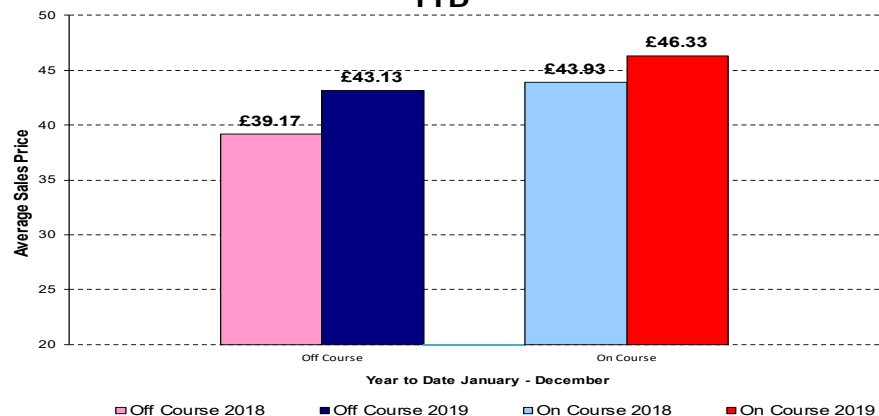


Market Audit Data – January to December 2019

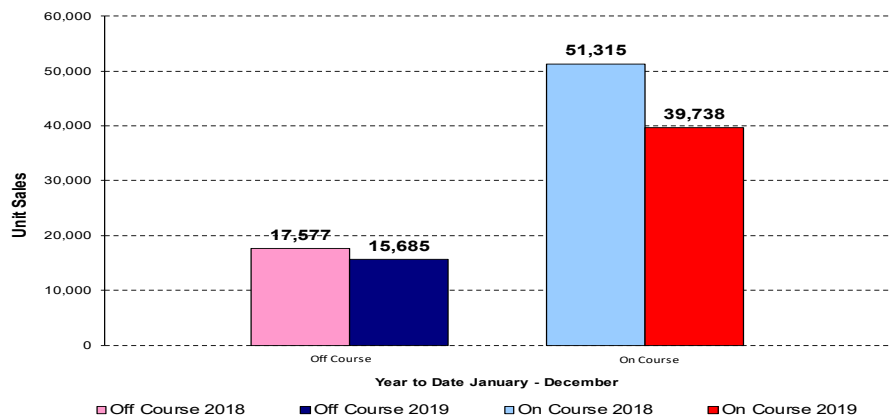
2018 v 2019 Bottoms Men - Unit Sales YTD



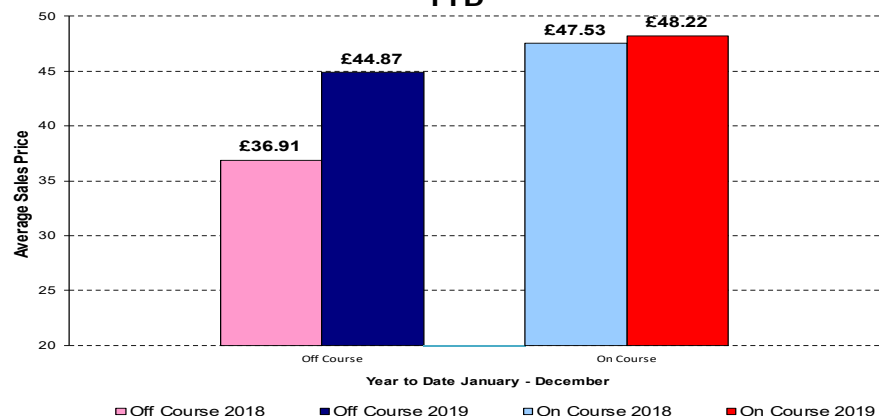
2018 v 2019 Bottoms Men - Average Sales Price YTD

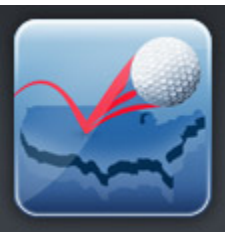


2018 v 2019 Bottoms Women - Unit Sales YTD



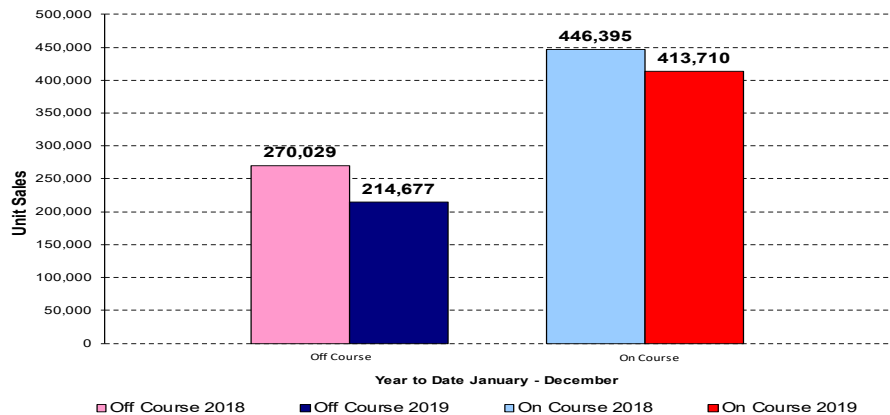
2018 v 2019 Bottoms Women - Average Sales Price YTD



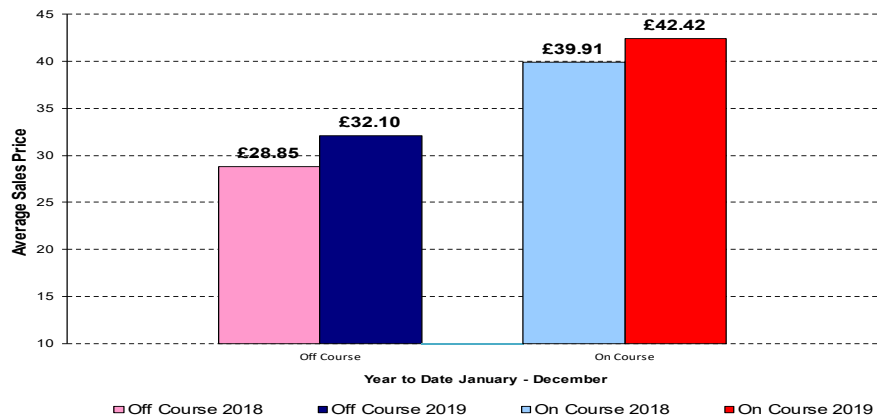


Market Audit Data – January to December 2019

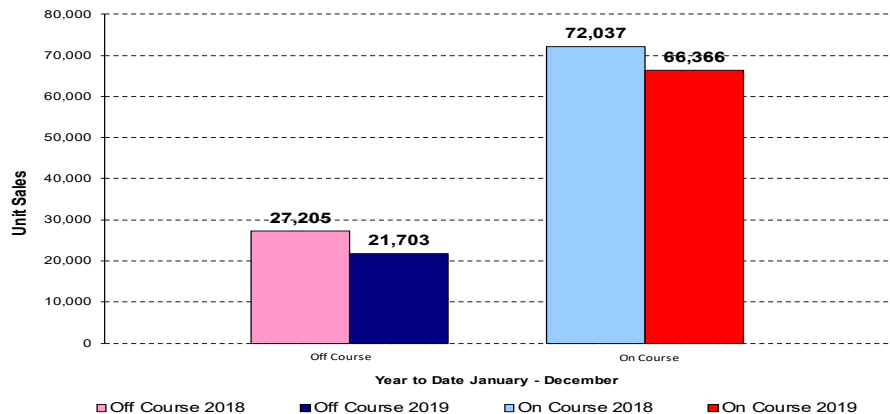
2018 v 2019 Shirts Men - Unit Sales YTD



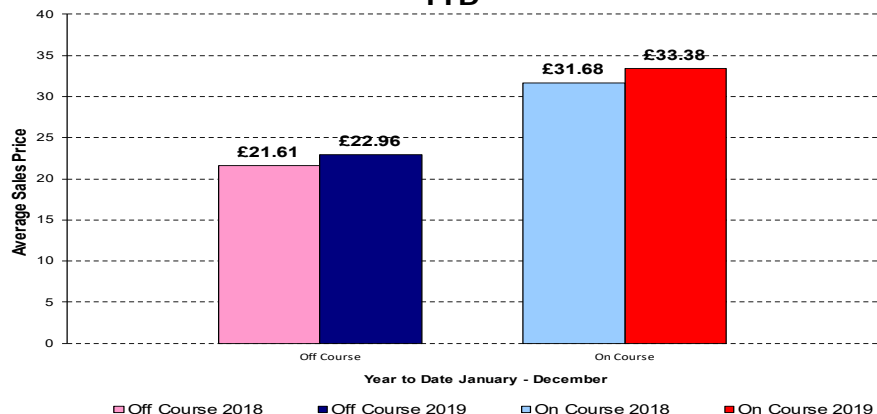
2018 v 2019 Shirts Men - Average Sales Price YTD

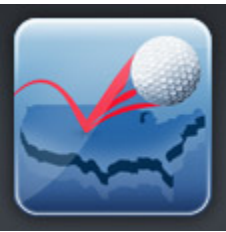


2018 v 2019 Shirts Women - Unit Sales YTD



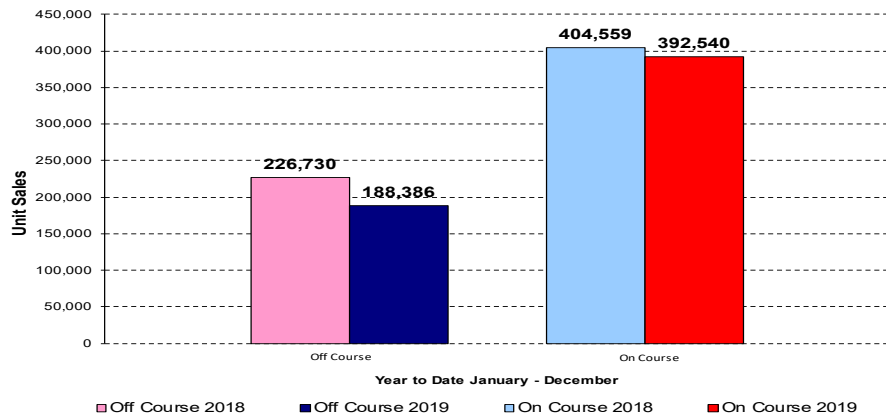
2018 v 2019 Shirts Women - Average Sales Price YTD



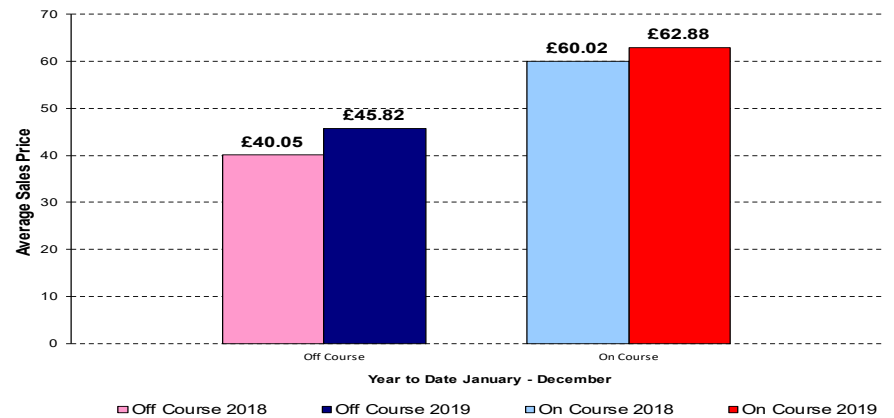


Market Audit Data – January to December 2019

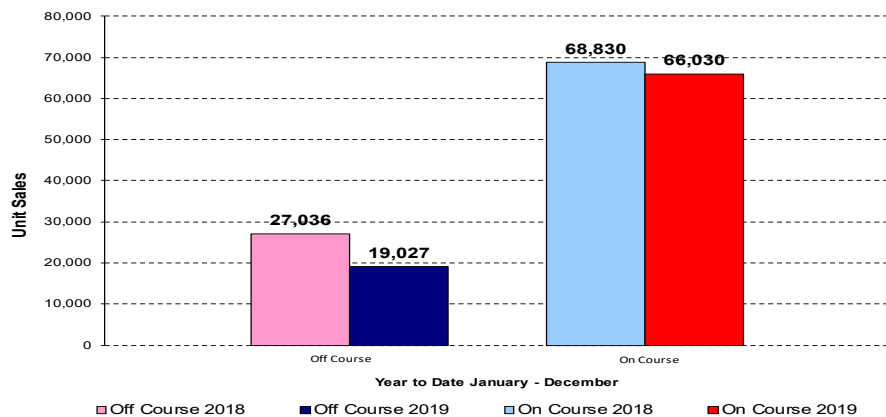
2018 v 2019 Tops Men - Unit Sales YTD



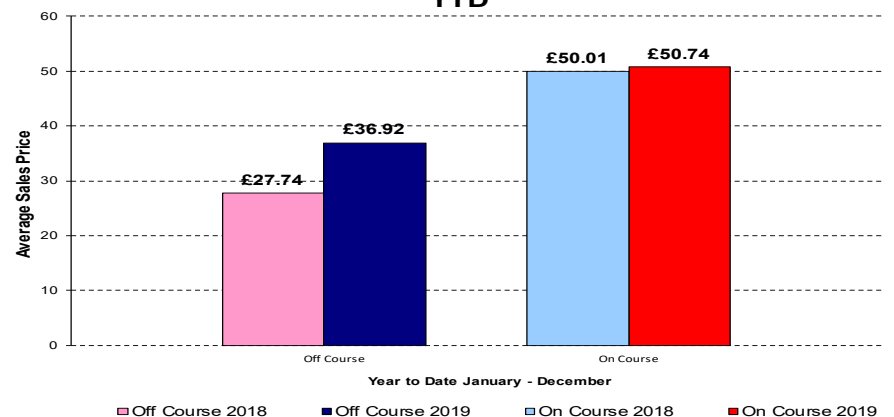
2018 v 2019 Tops Men - Average Sales Price YTD

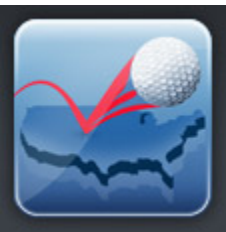


2018 v 2019 Tops Women - Unit Sales YTD



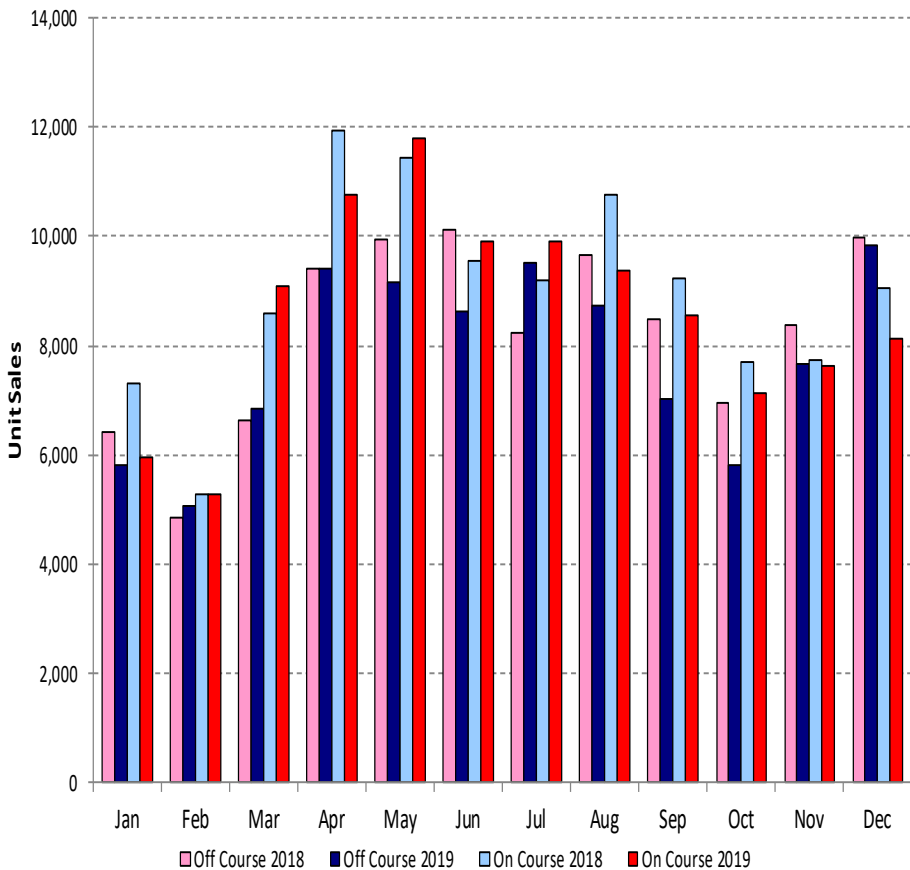
2018 v 2019 Tops Women - Average Sales Price YTD



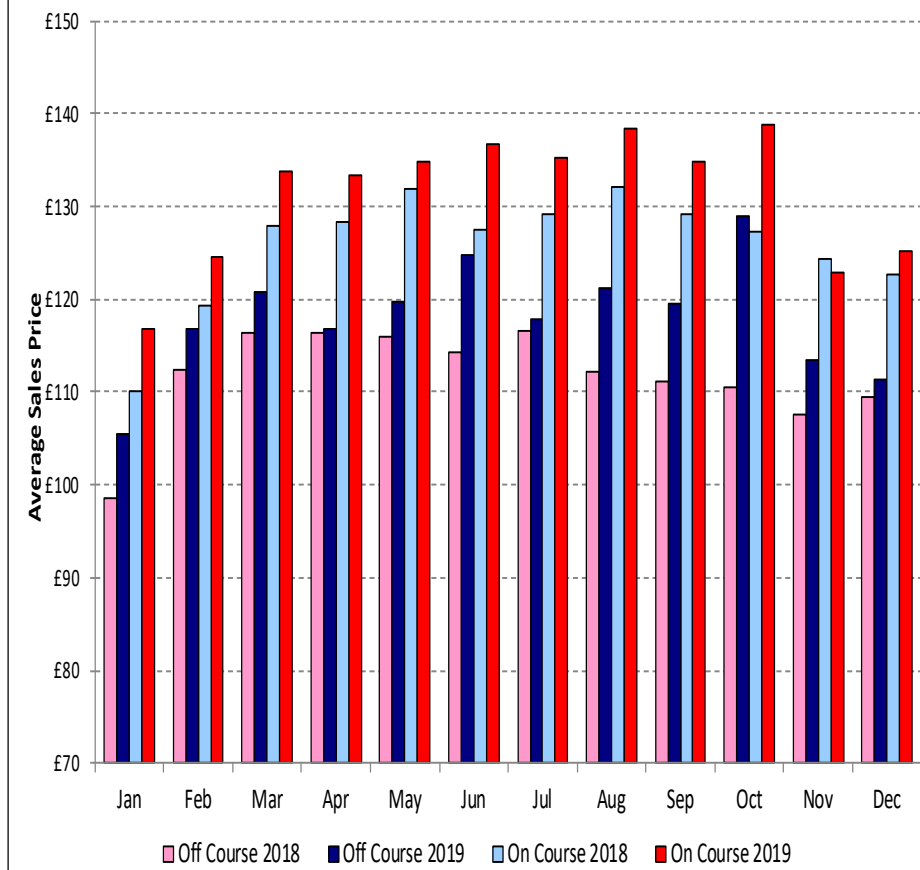


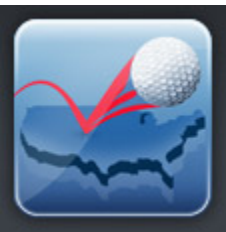
Market Audit Data – January to December 2019

2018 v 2019 Bags - Unit Sales



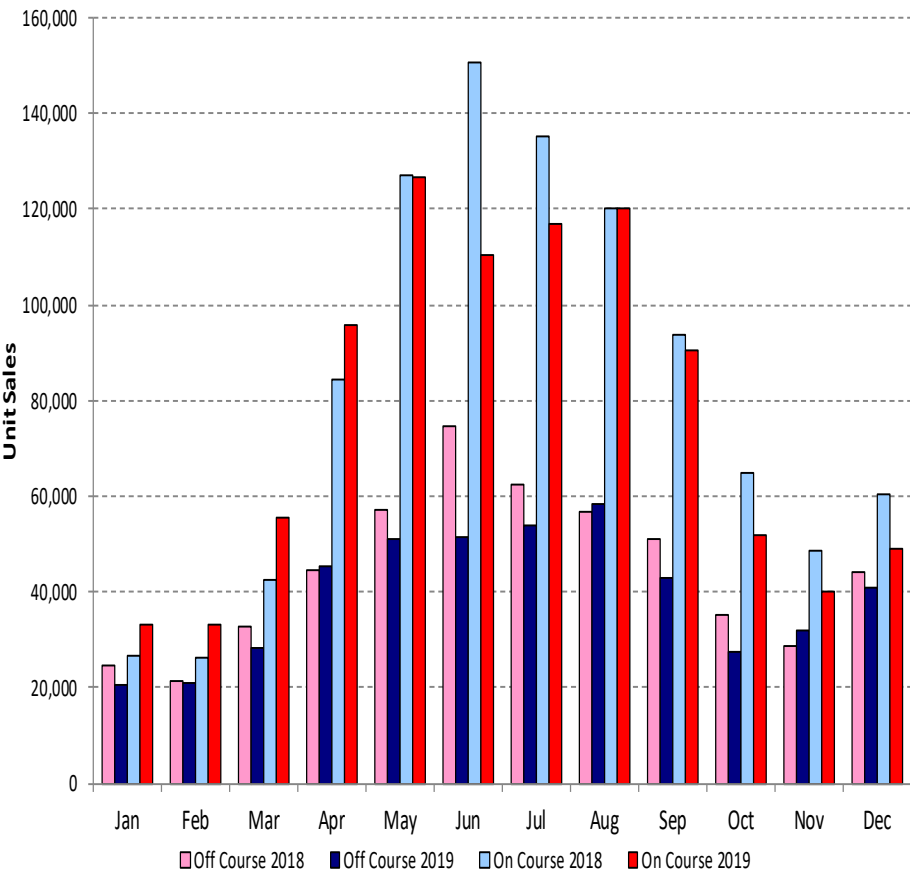
2018 v 2019 Bags - Average Sales Price



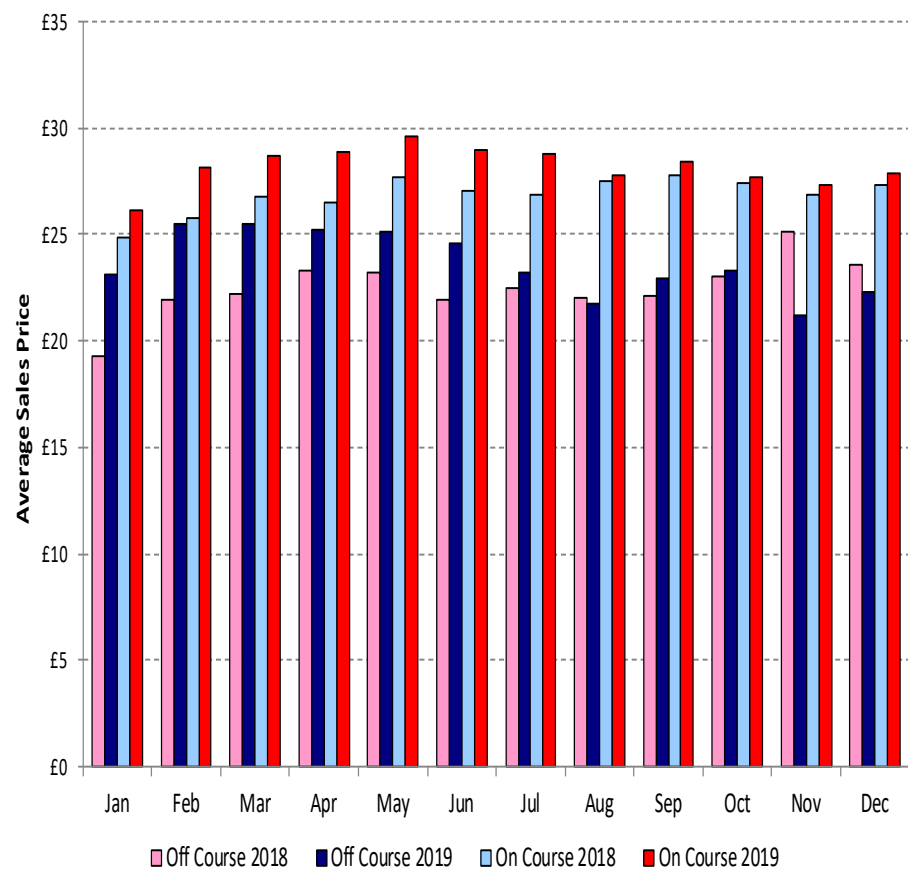


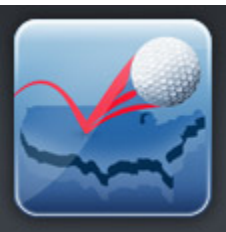
Market Audit Data – January to December 2019

2018 v 2019 Balls - Unit Sales



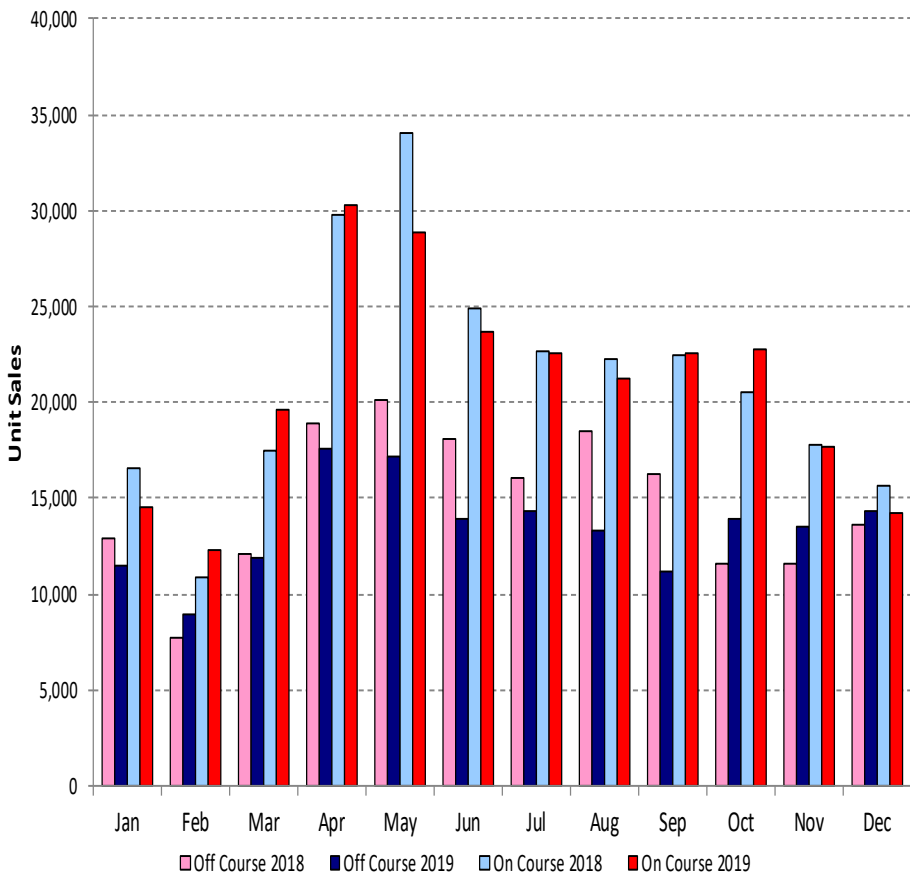
2018 v 2019 Balls - Average Sales Price



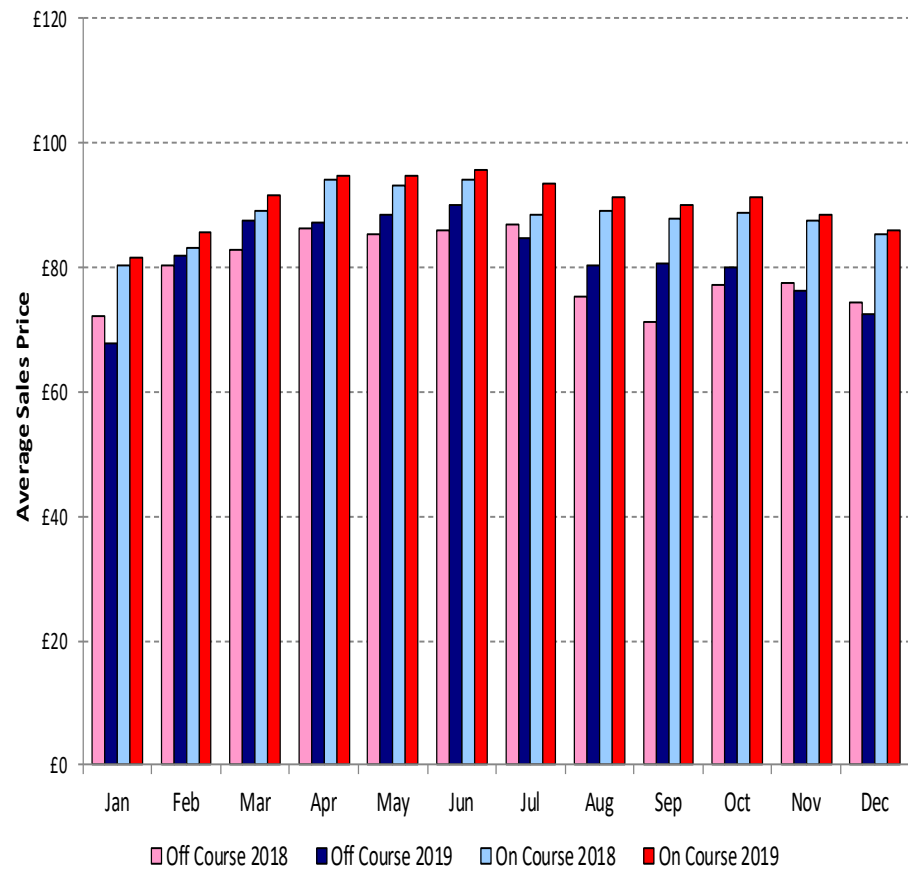


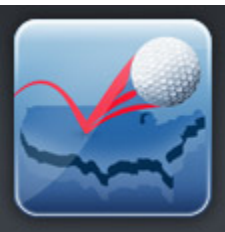
Market Audit Data – January to December 2019

2018 v 2019 Footwear - Unit Sales



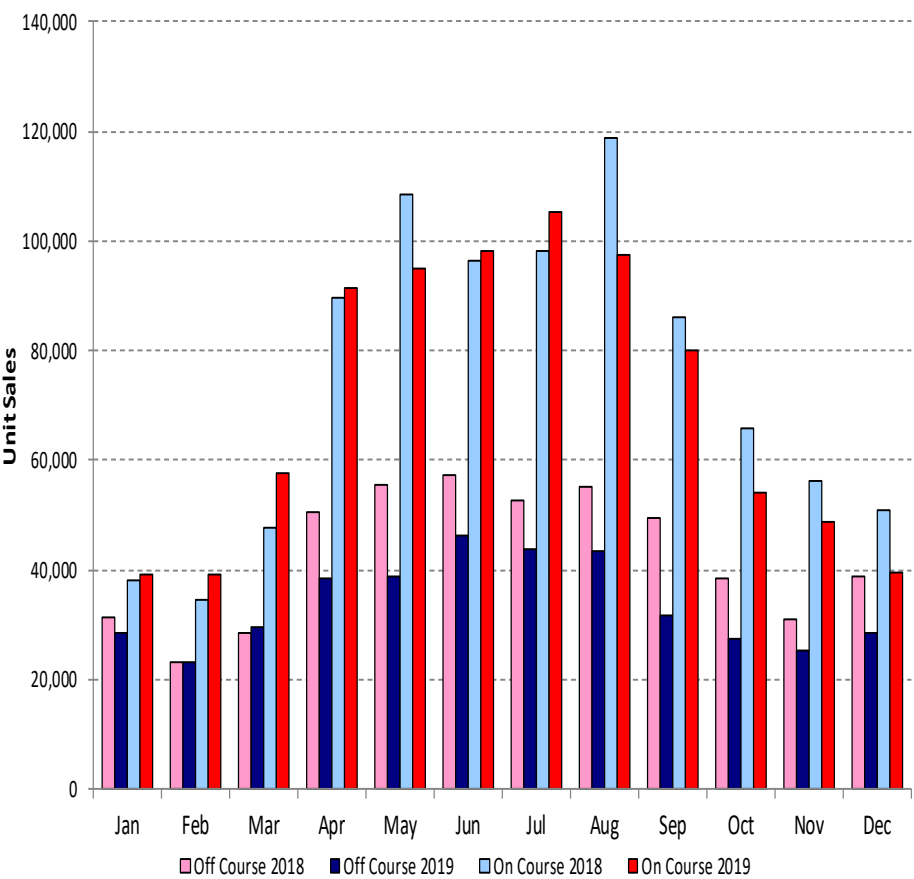
2018 v 2019 Footwear - Average Sales Price



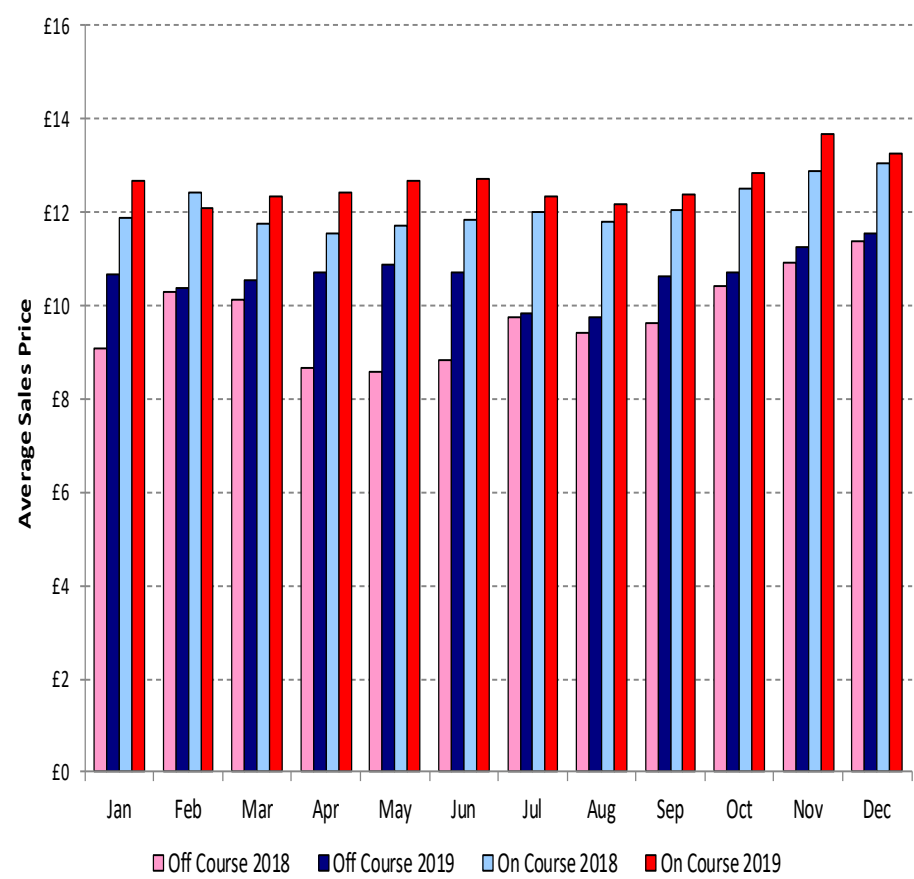


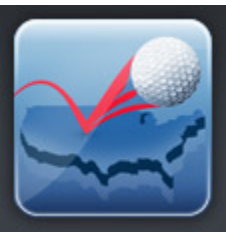
Market Audit Data – January to December 2019

2018 v 2019 Gloves- Unit Sales



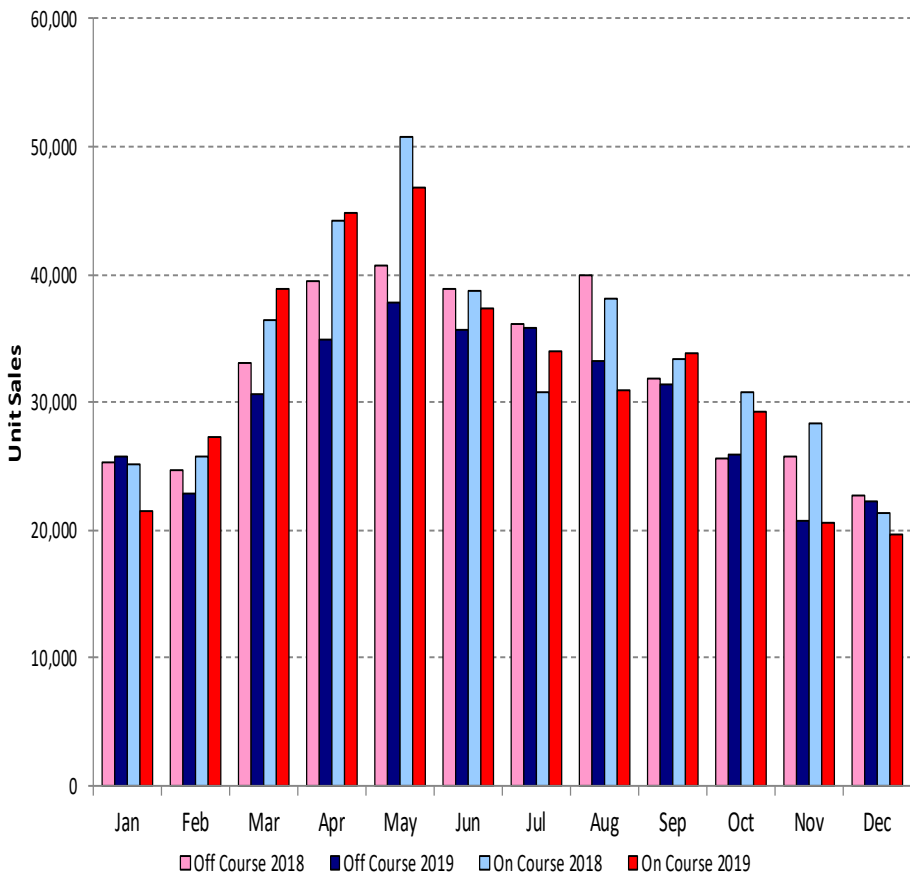
2018 v 2019 Gloves- Average Sales Price



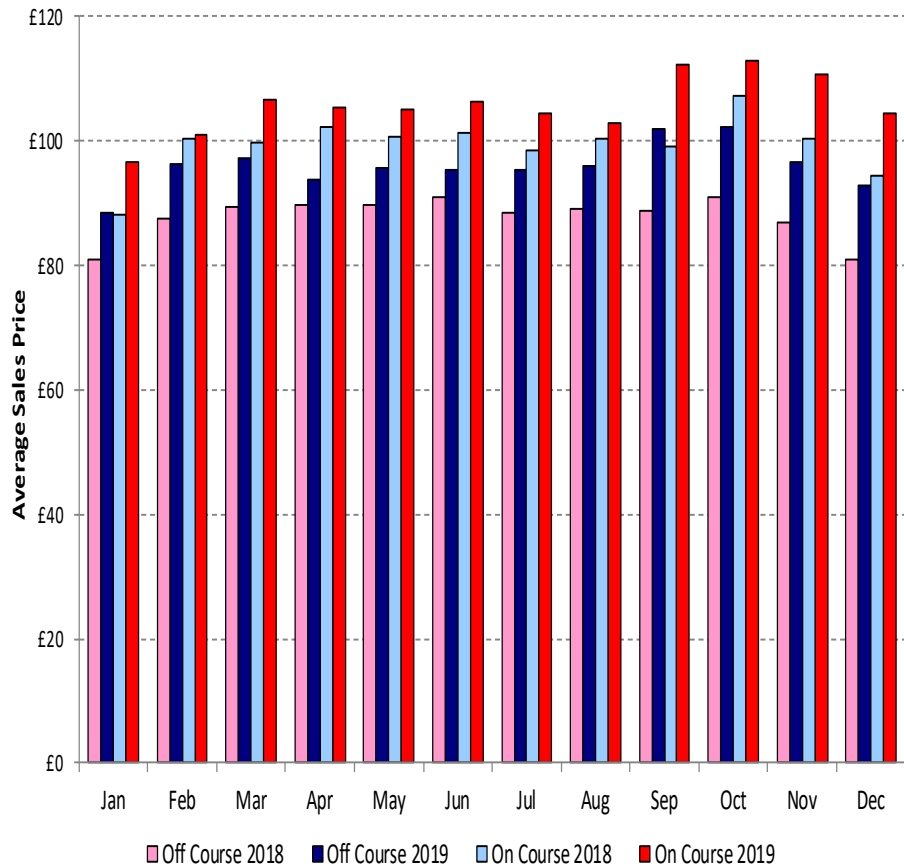


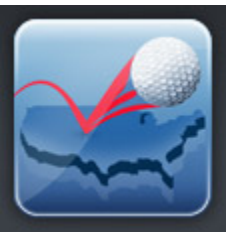
Market Audit Data – January to December 2019

2018 v 2019 Irons - Unit Sales



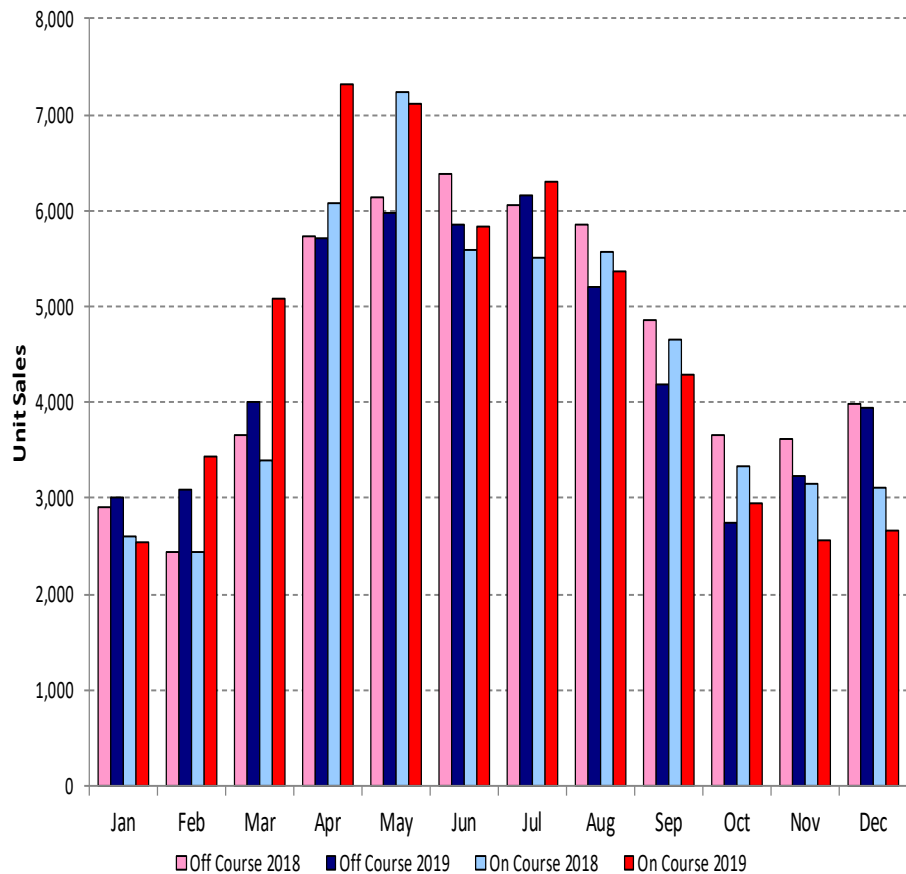
2018 v 2019 Irons - Average Sales Price



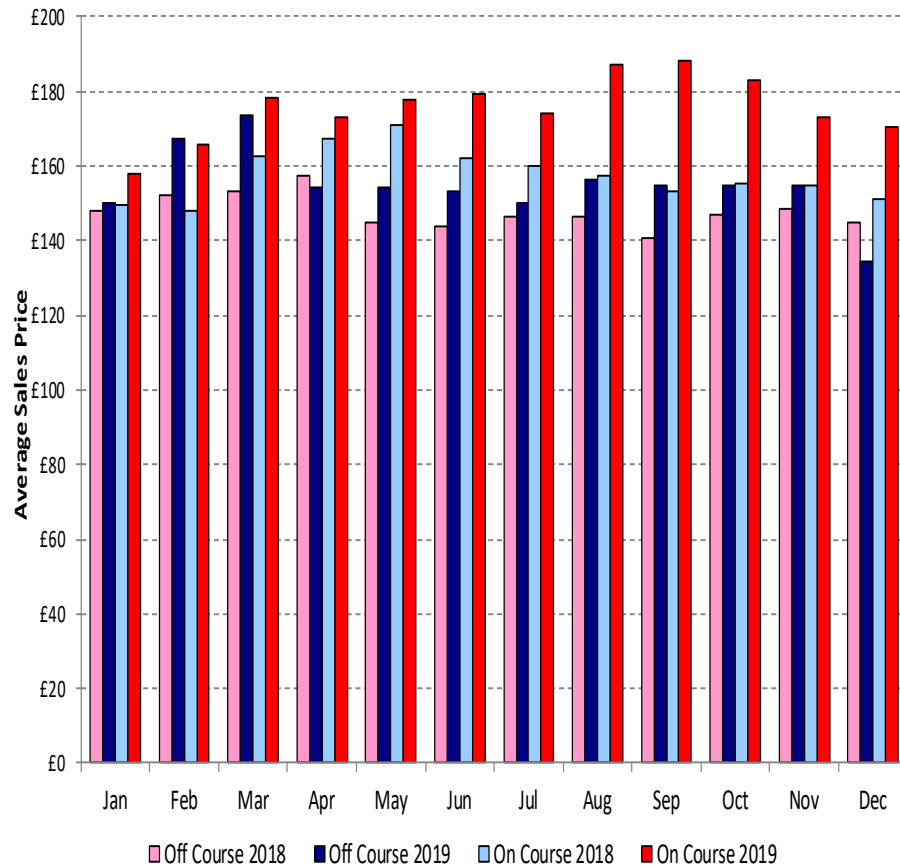


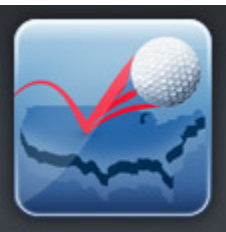
Market Audit Data – January to December 2019

2018 v 2019 Putters - Unit Sales



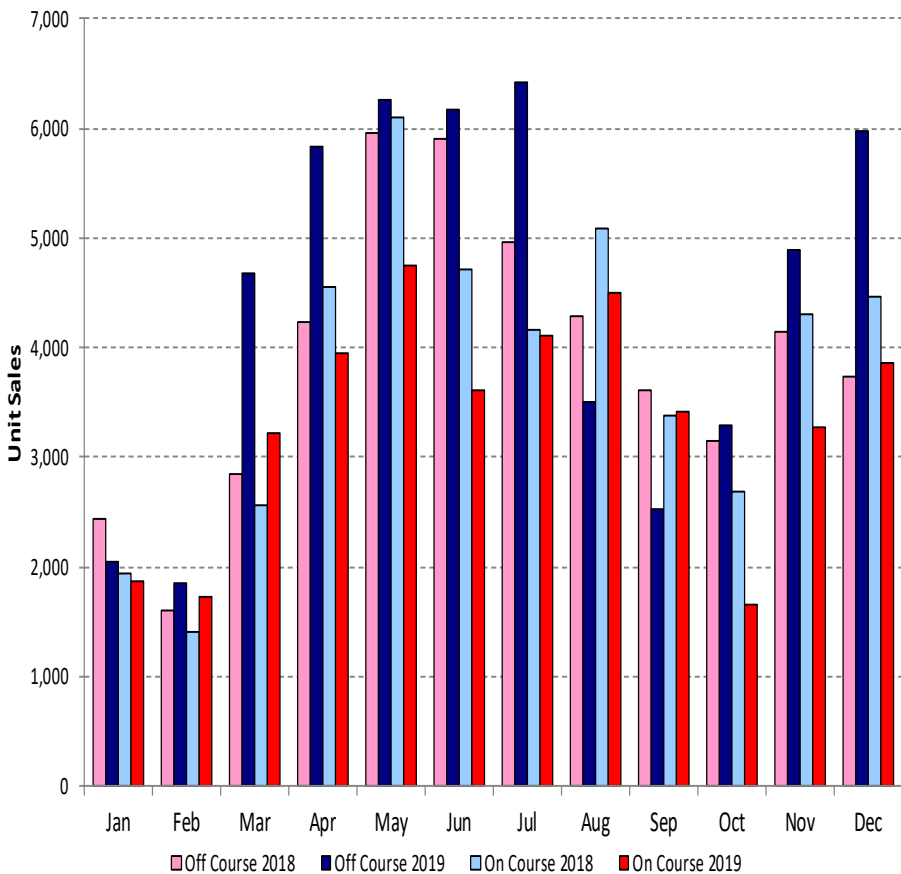
2018 v 2019 Putters - Average Sales Price



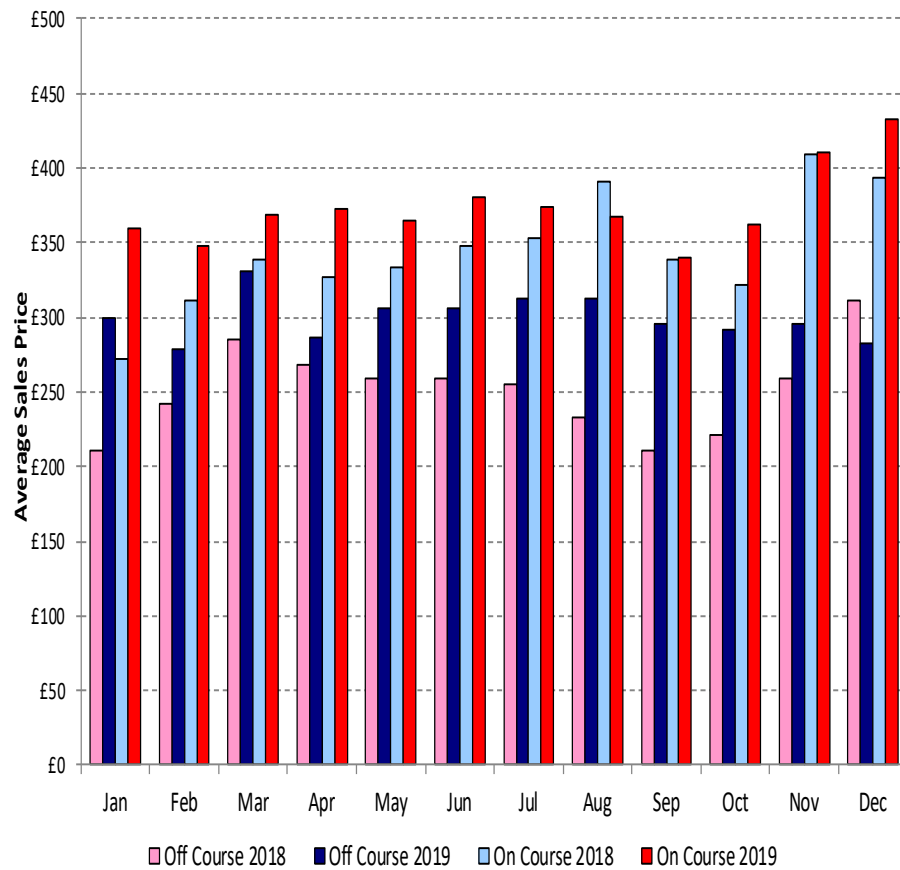


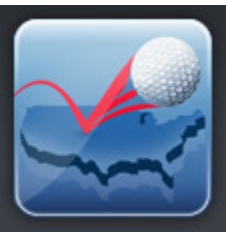
Market Audit Data – January to December 2019

2018 v 2019 Trolleys - Unit Sales



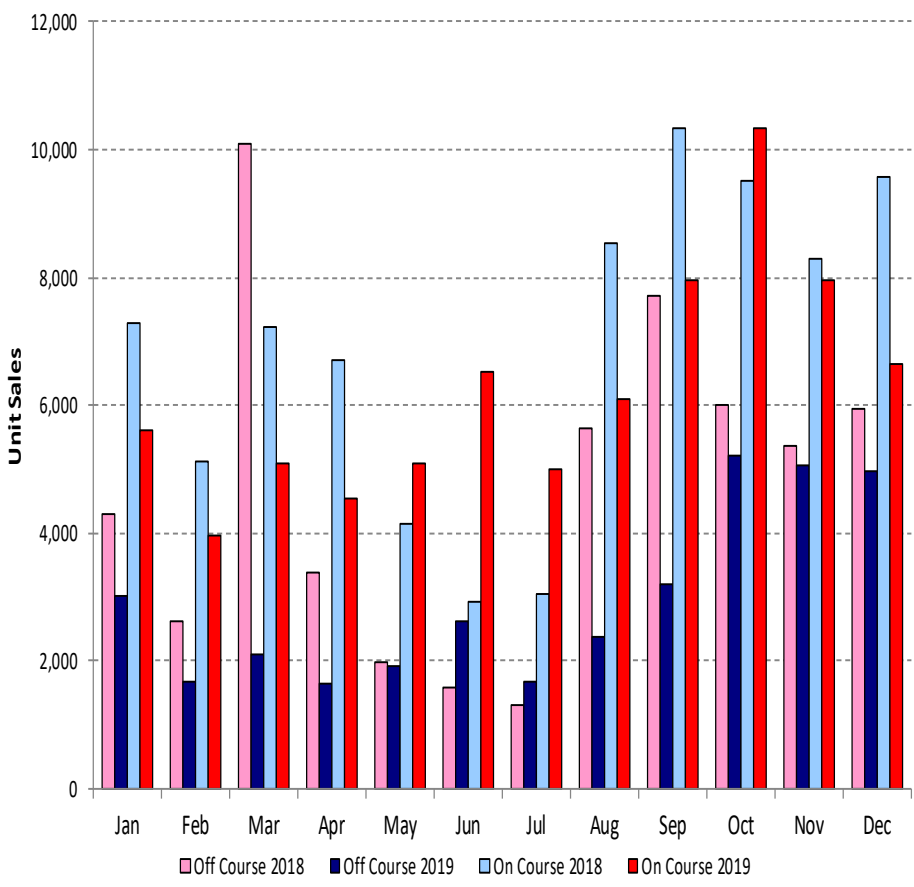
2018 v 2019 Trolleys - Average Sales Price



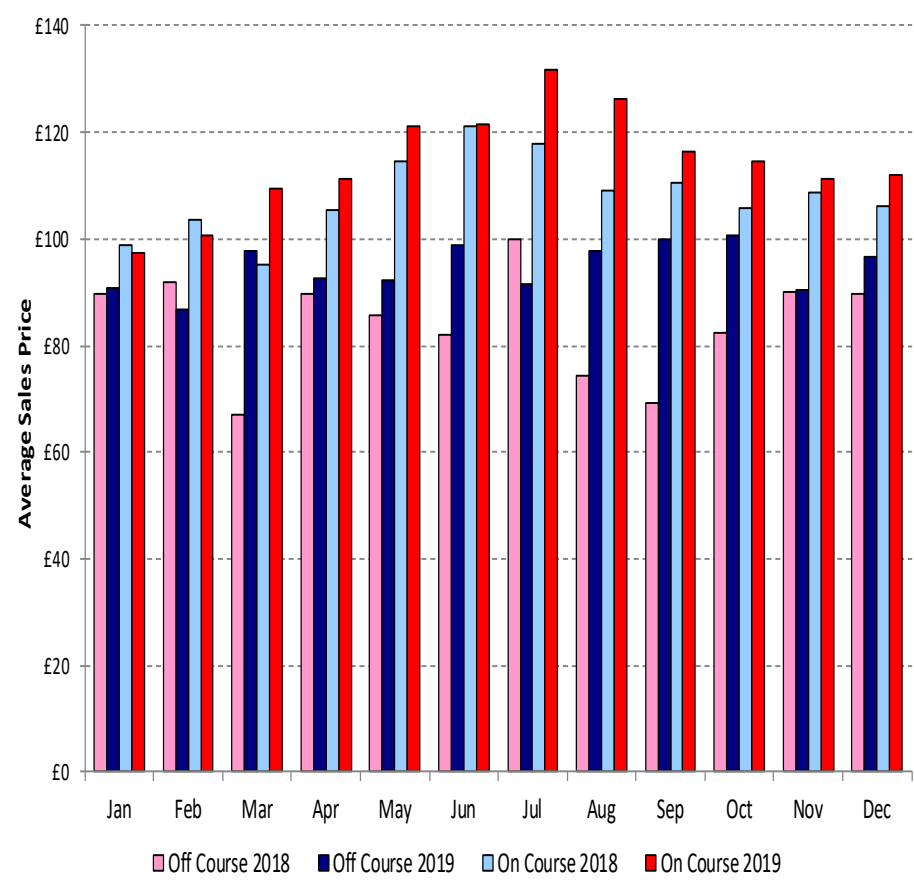


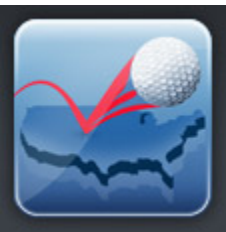
Market Audit Data – January to December 2019

2018 v 2019 Weatherwear- Unit Sales



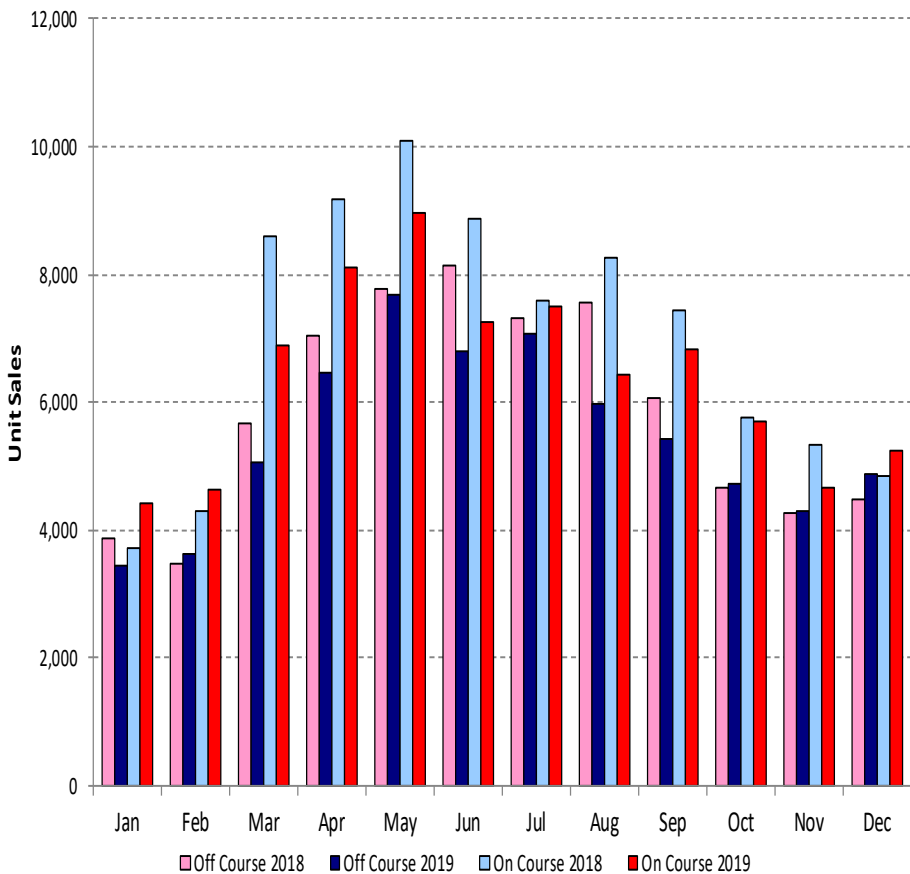
2018 v 2019 Weatherwear- Average Sales Price



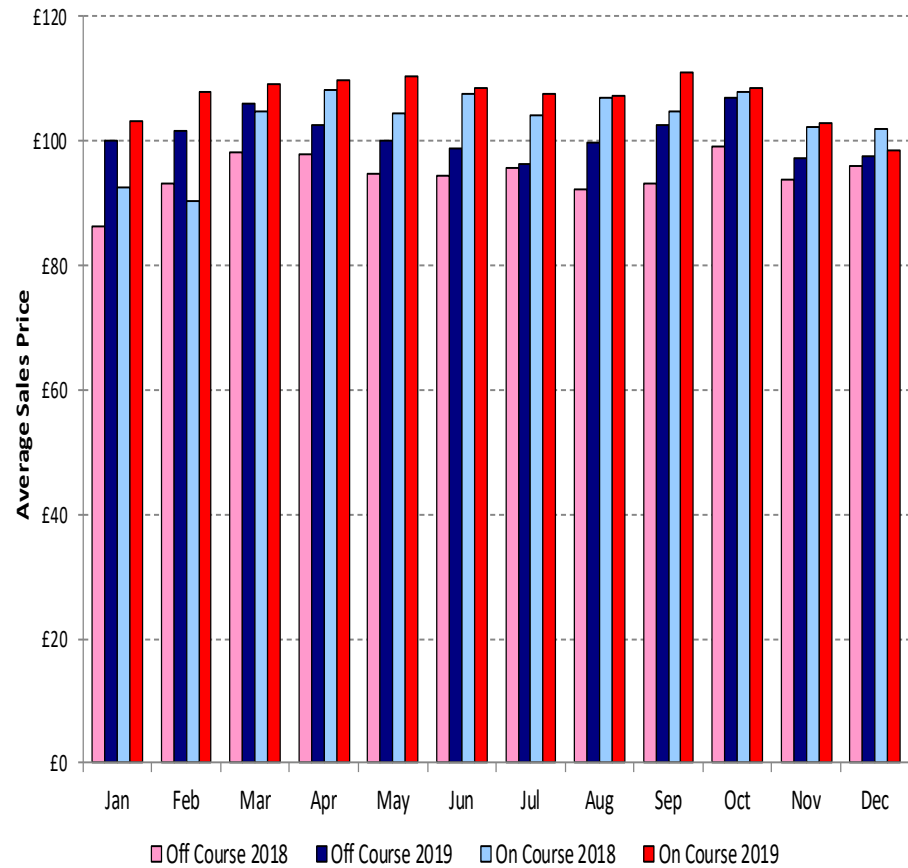


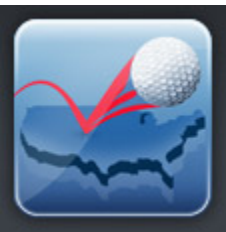
Market Audit Data – January to December 2019

2018 v 2019 Wedges - Unit Sales



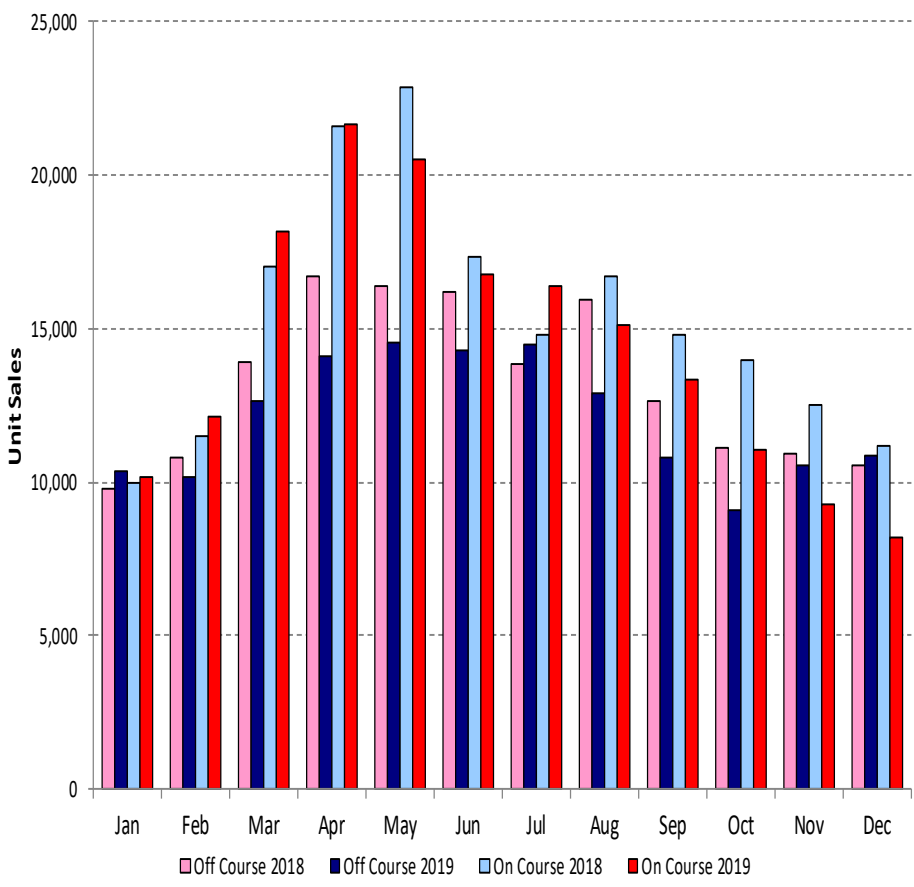
2018 v 2019 Wedges - Average Sales Price



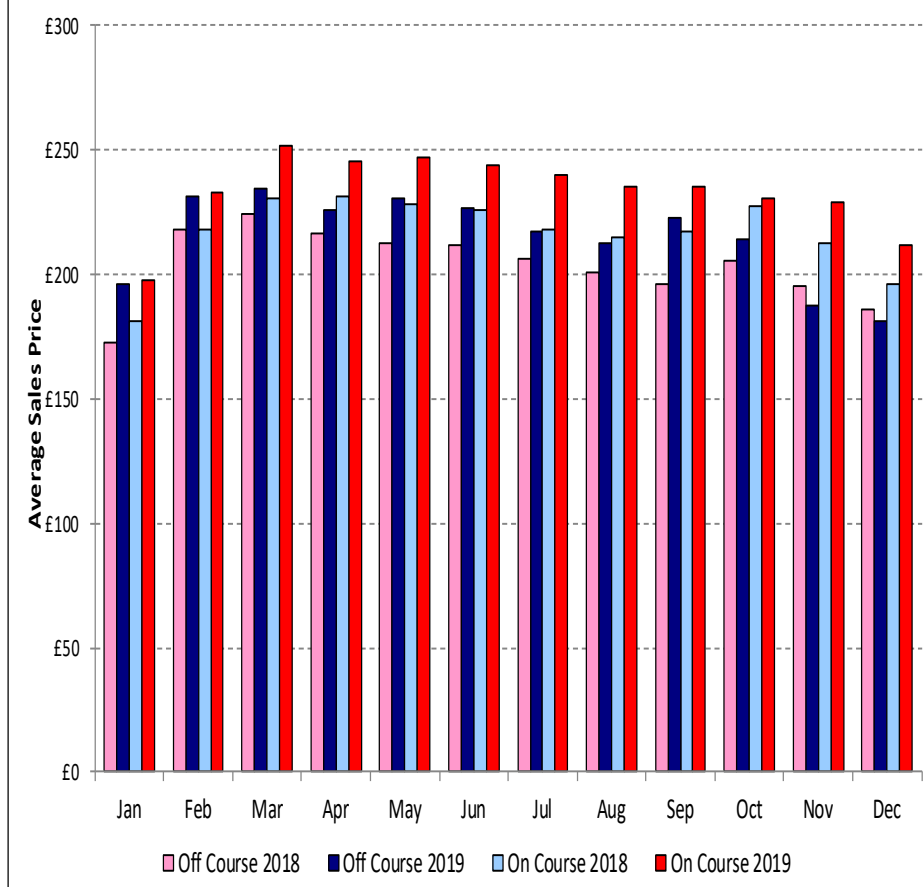


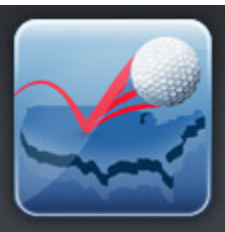
Market Audit Data – January to December 2019

2018 v 2019 Woods - Unit Sales



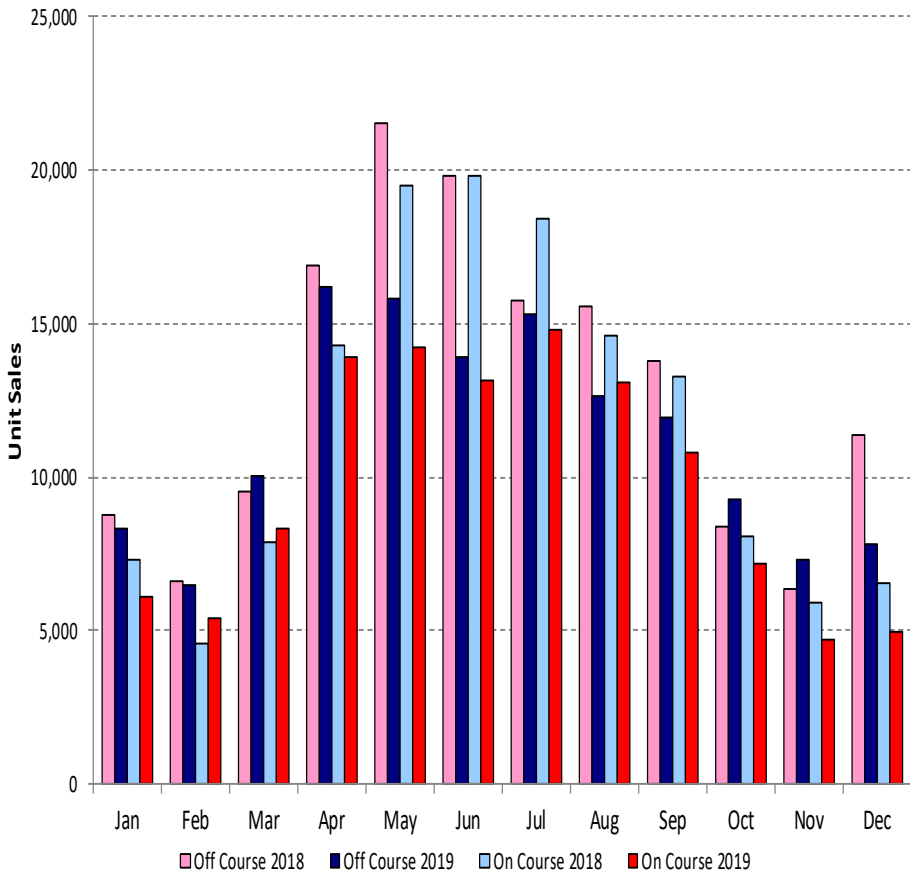
2018 v 2019 Woods - Average Sales Price



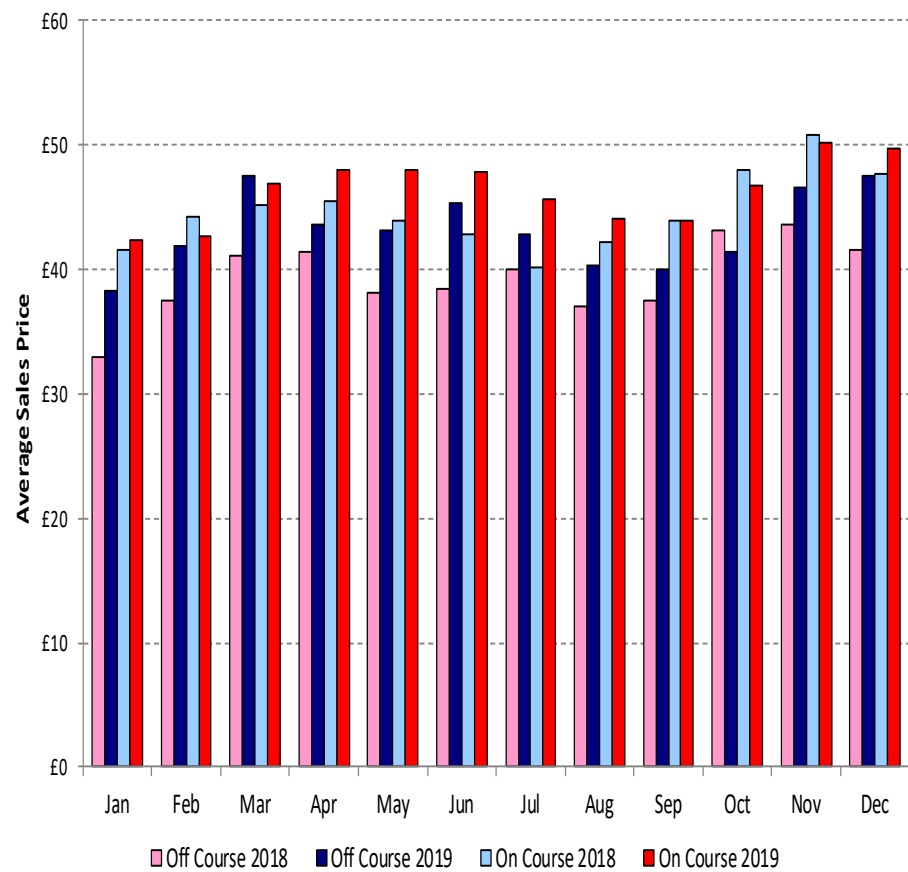


Market Audit Data – January to December 2019

2018 v 2019 Bottoms Men - Unit Sales



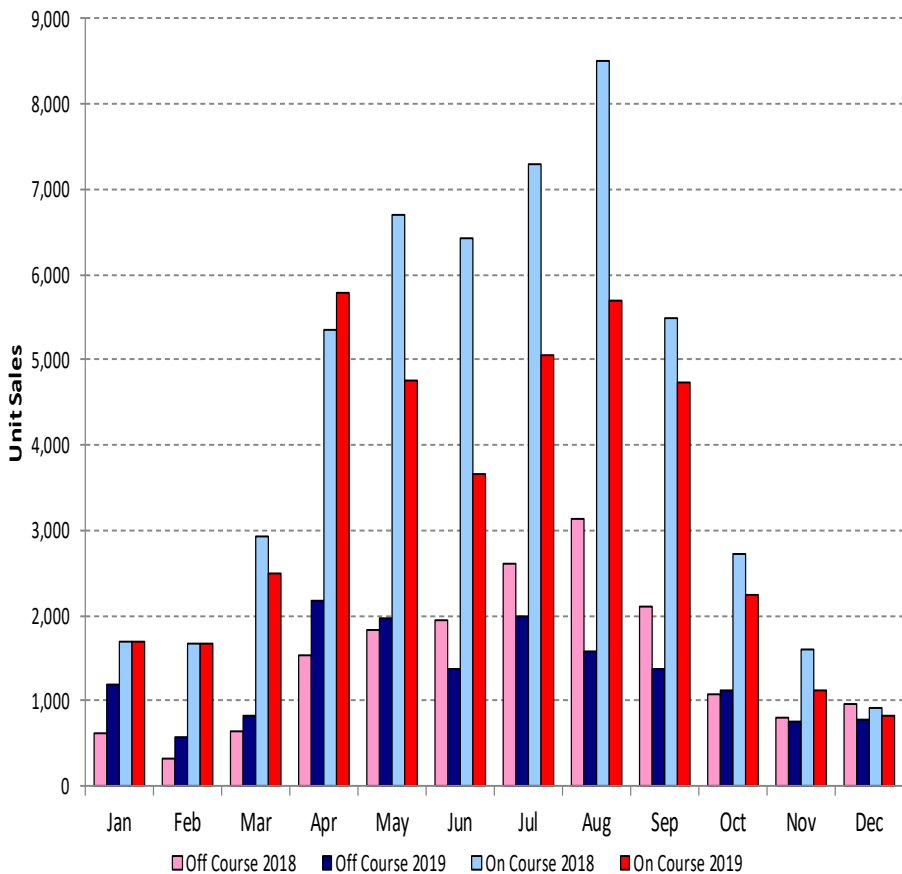
2018 v 2019 Bottoms Men - Average Sales Price



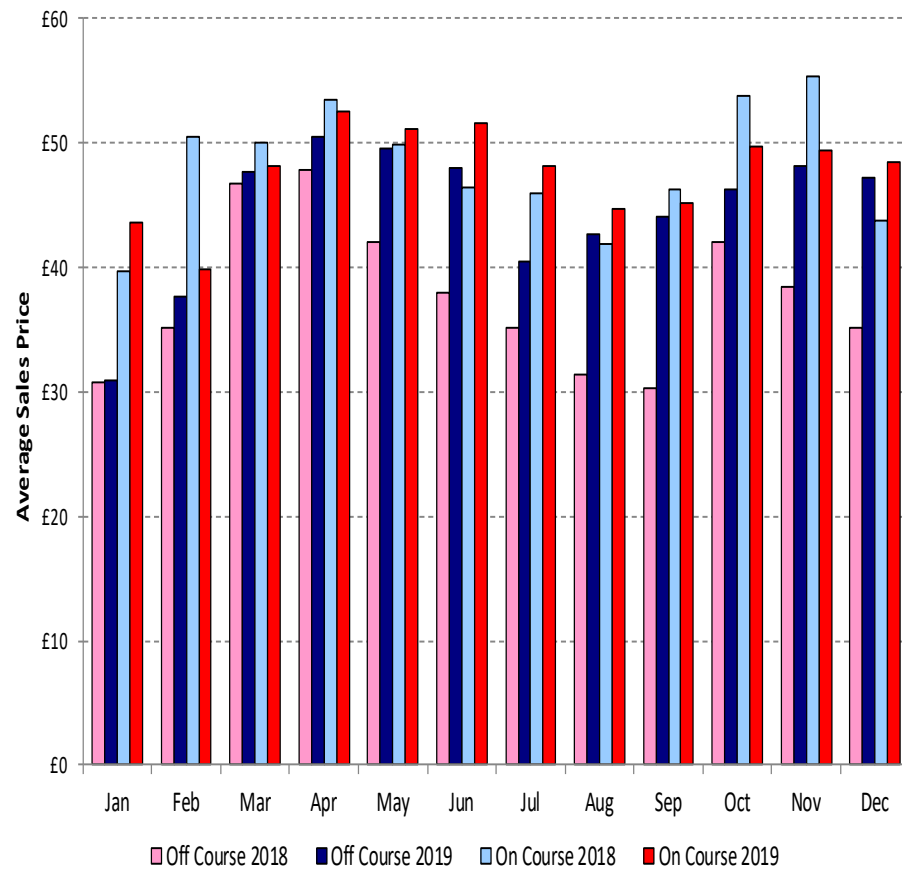


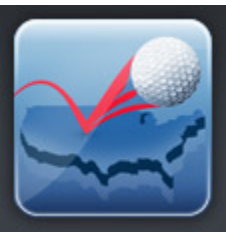
Market Audit Data – January to December 2019

2018 v 2019 Bottoms Women - Unit Sales



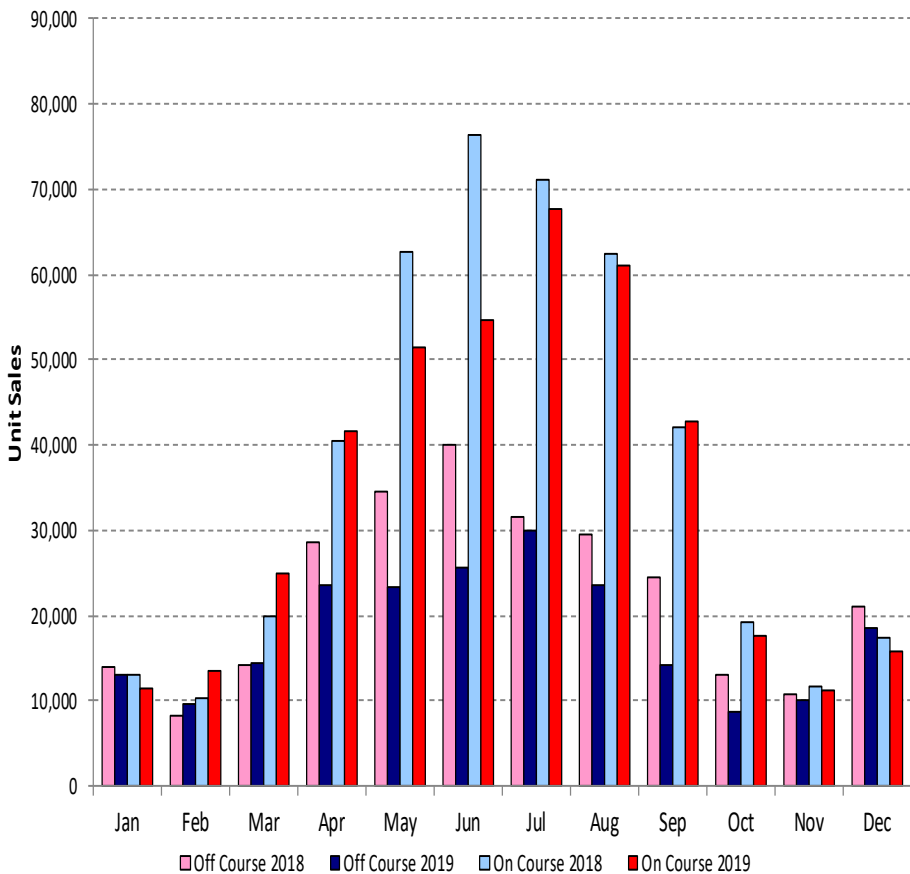
2018 v 2019 Bottoms Women - Average Sales Price



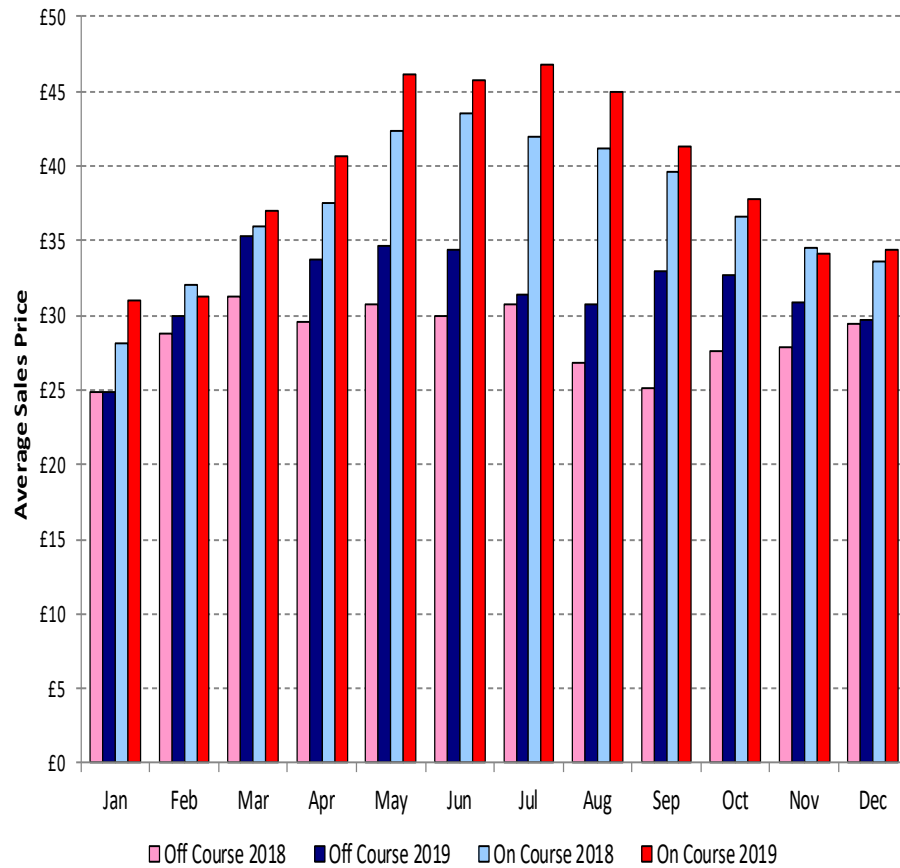


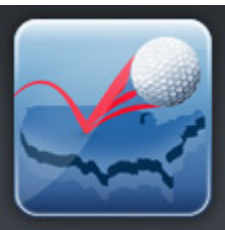
Market Audit Data – January to December 2019

2018 v 2019 Shirts Men - Unit Sales



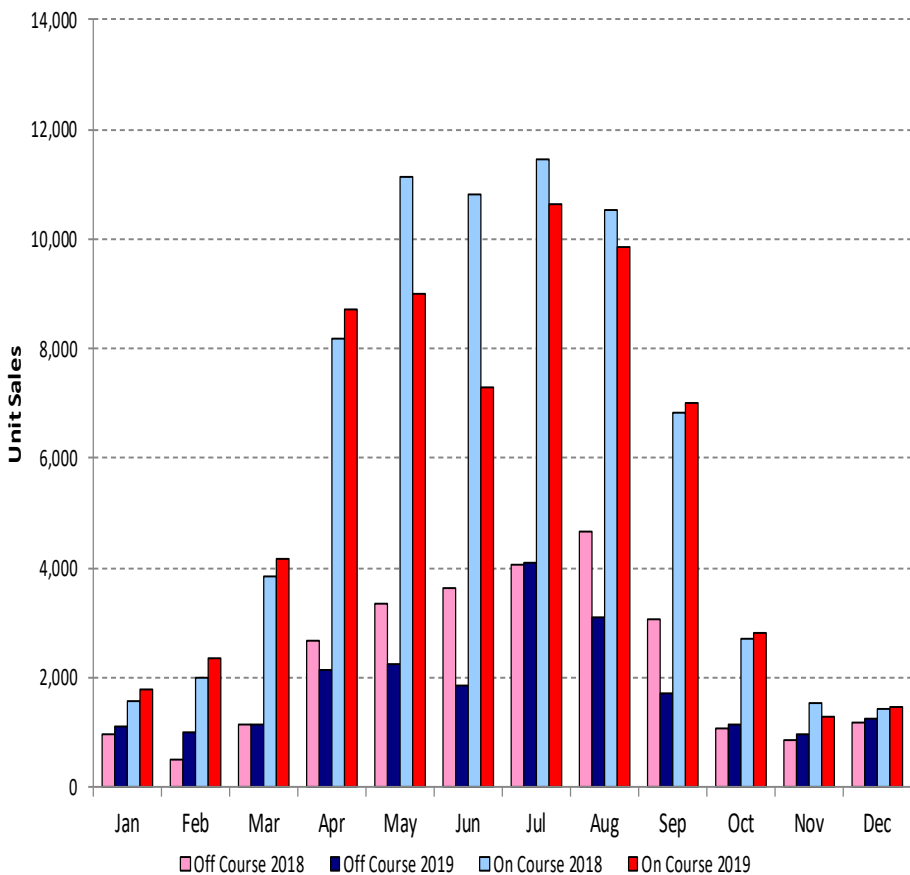
2018 v 2019 Shirts Men - Average Sales Price



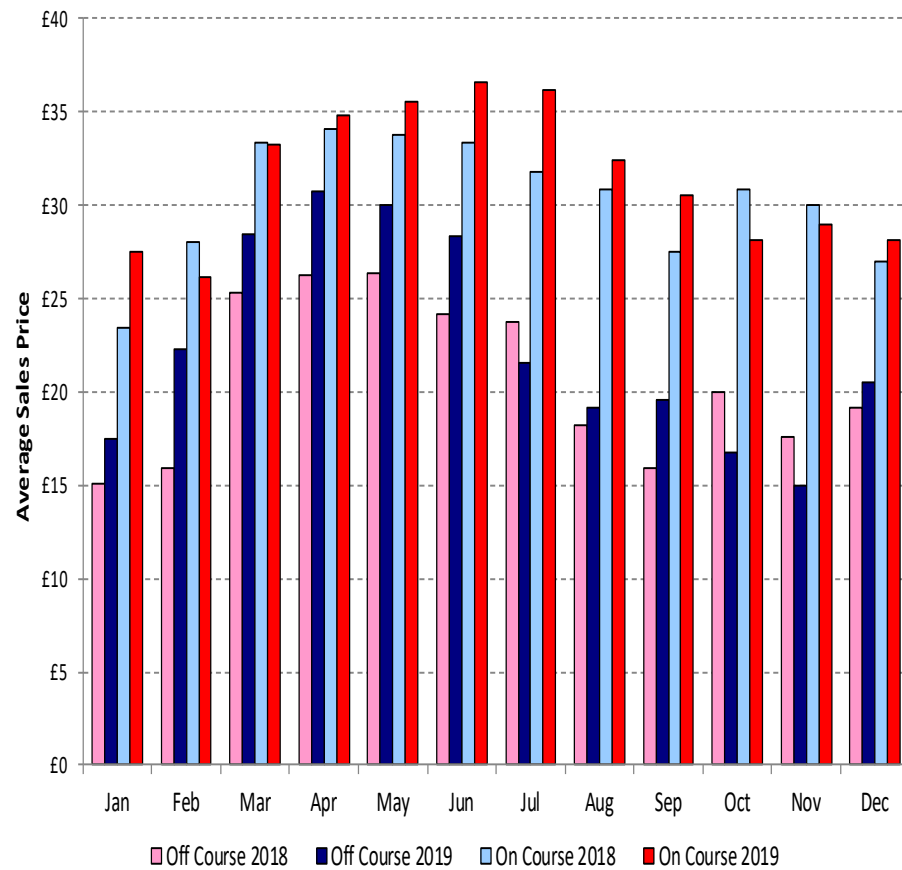


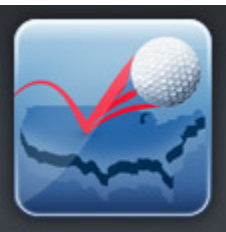
Market Audit Data – January to December 2019

2018 v 2019 Shirts Women - Unit Sales



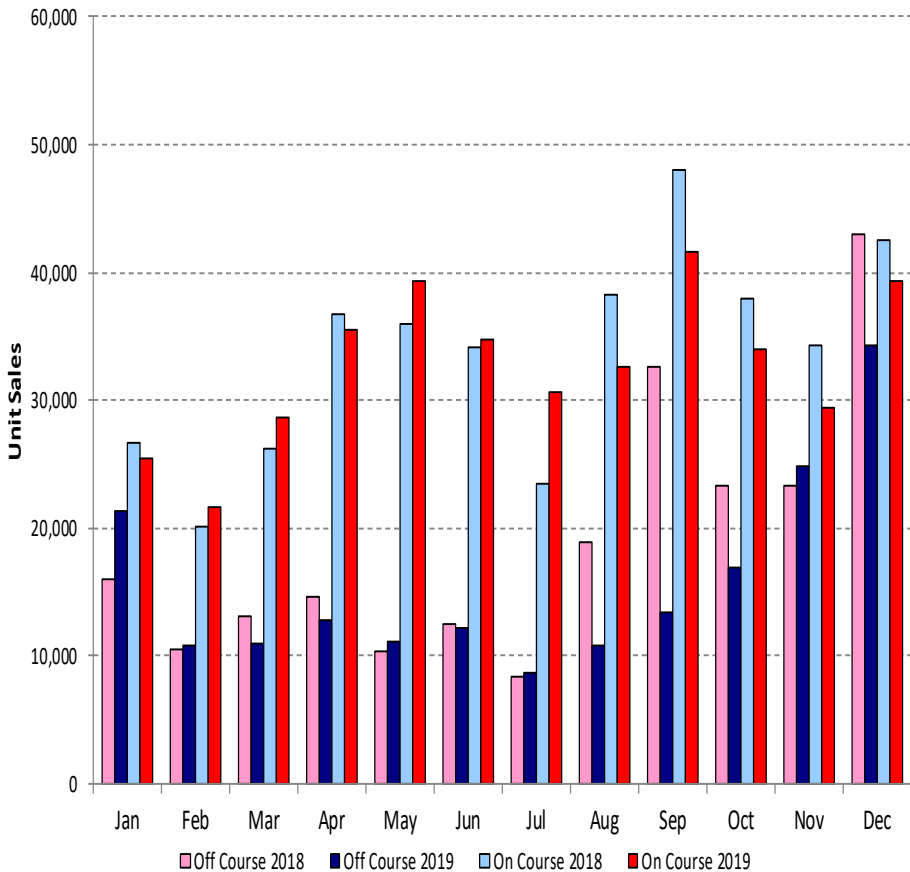
2018 v 2019 Shirts Women - Average Sales Price



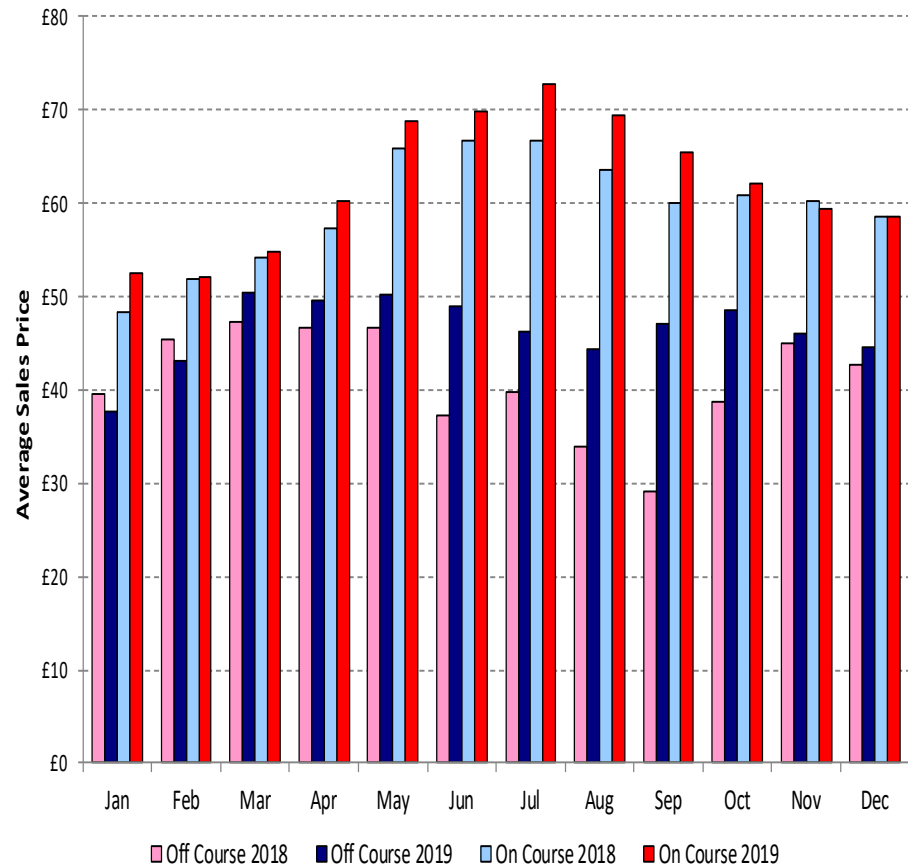


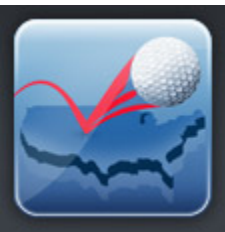
Market Audit Data – January to December 2019

2018 v 2019 Tops Men - Unit Sales



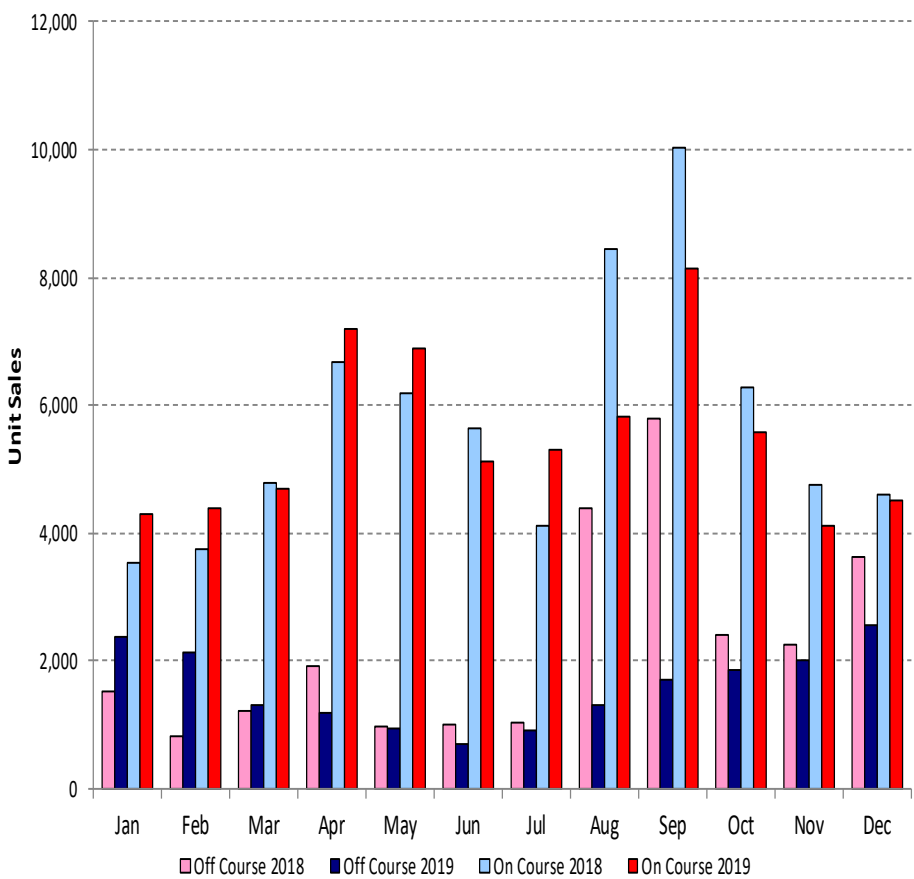
2018 v 2019 Tops Men - Average Sales Price





Market Audit Data – January to December 2019

2018 v 2019 Tops Women - Unit Sales



2018 v 2019 Tops Women - Average Sales Price

