



Q4 2020 BGIA Executive Dashboard

In Association with Golf Datatech



BRITISH GOLF
INDUSTRY ASSOCIATION



Executive Dashboard

- **Market Audit Overview – January to December 2020**

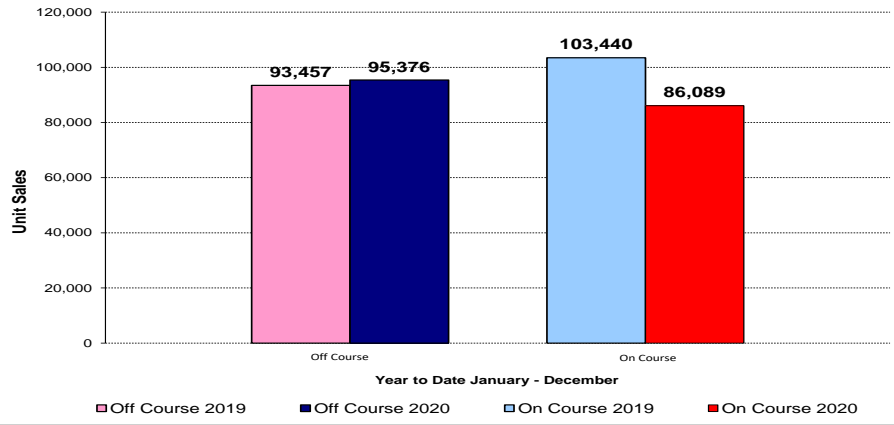


BGIA ASSOCIATE MEMBER 2014

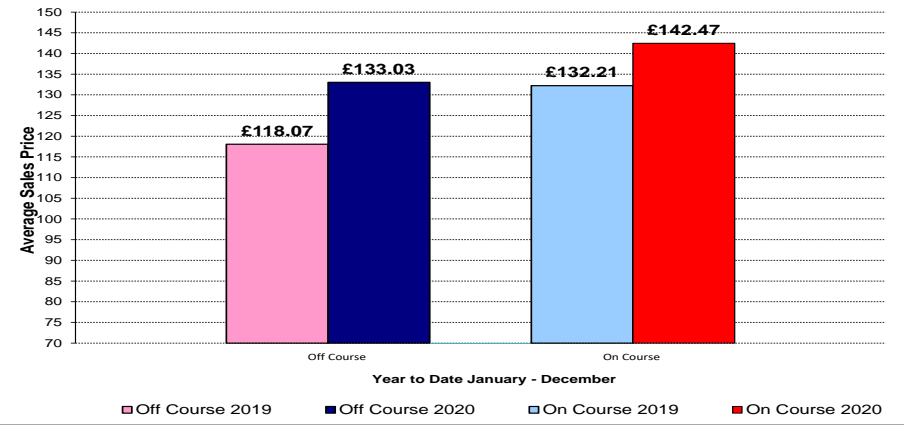


Market Audit Data – January to December 2020

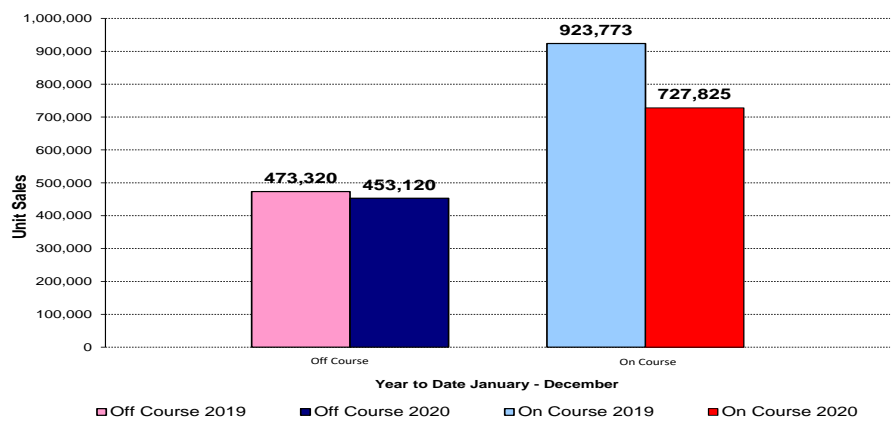
2019 v 2020 Bags - Unit Sales YTD



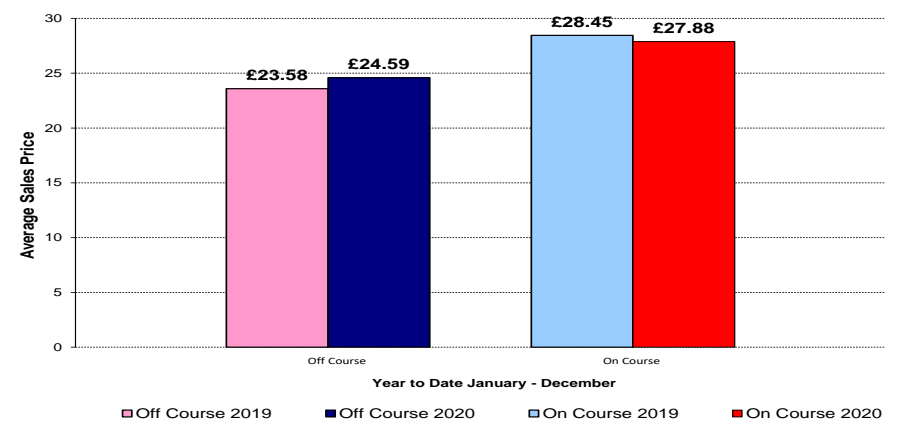
2019 v 2020 Bags - Average Sales Price YTD



2019 v 2020 Balls - Unit Sales YTD



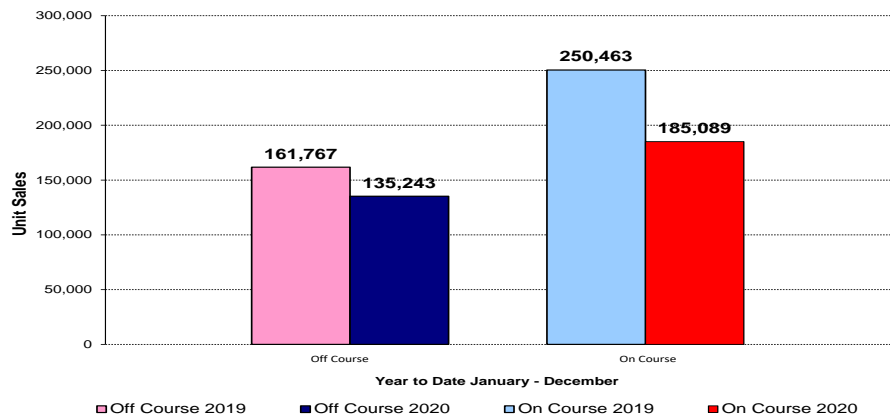
2019 v 2020 Balls - Average Sales Price YTD



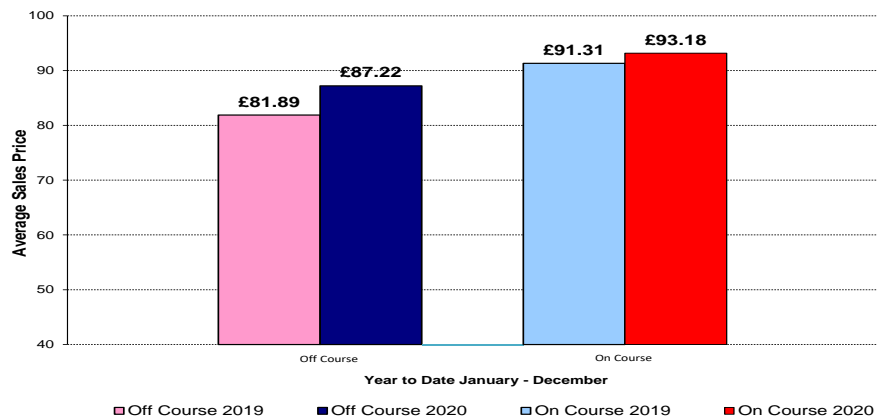


Market Audit Data – January to December 2020

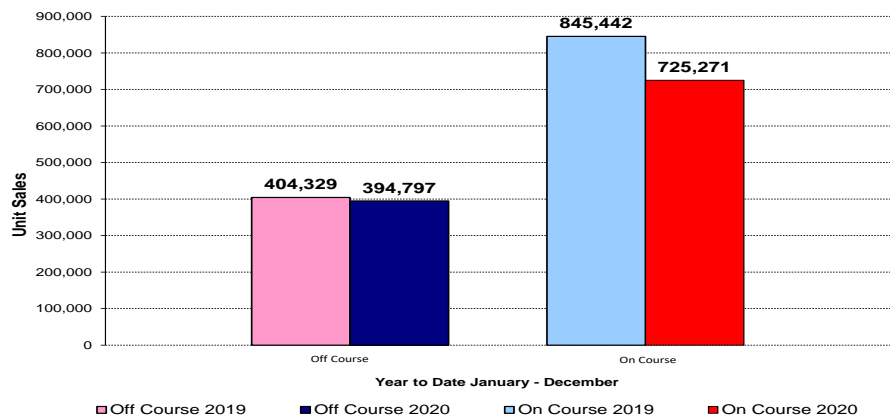
2019 v 2020 Footwear - Unit Sales YTD



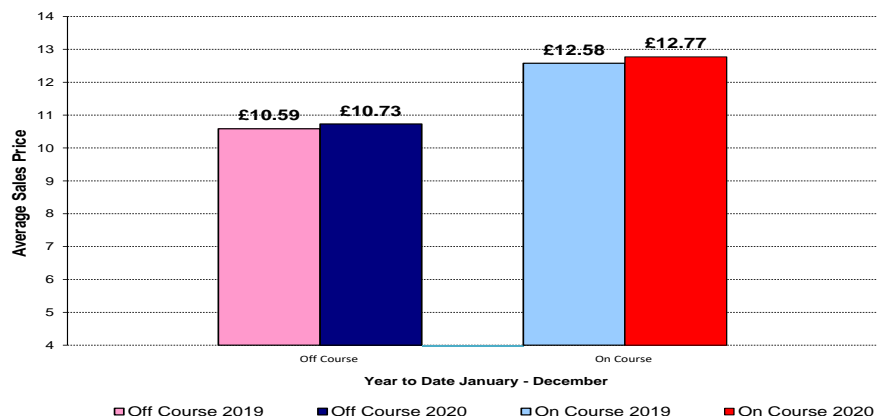
2019 v 2020 Footwear - Average Sales Price YTD



2019 v 2020 Gloves- Unit Sales YTD



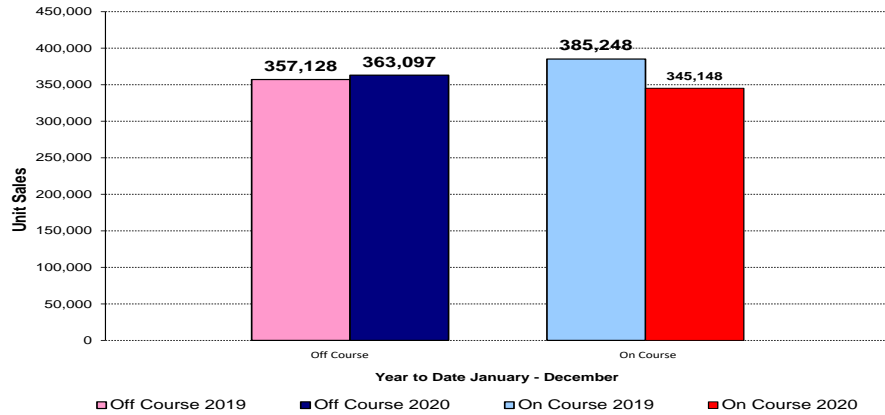
2019 v 2020 Gloves- Average Sales Price YTD



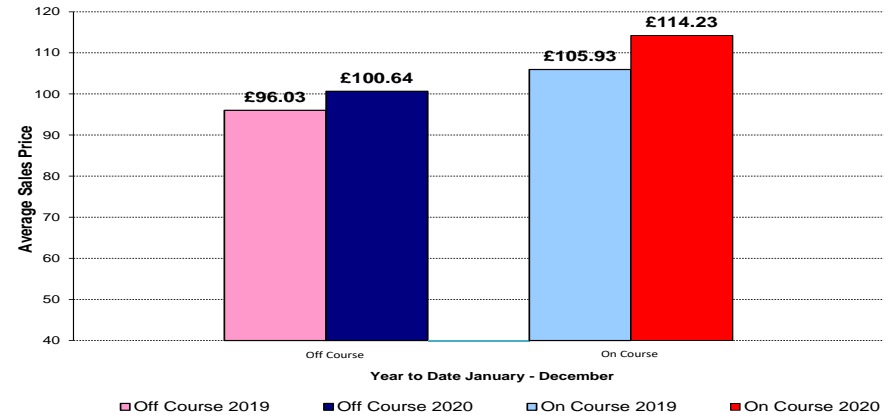


Market Audit Data – January to December 2020

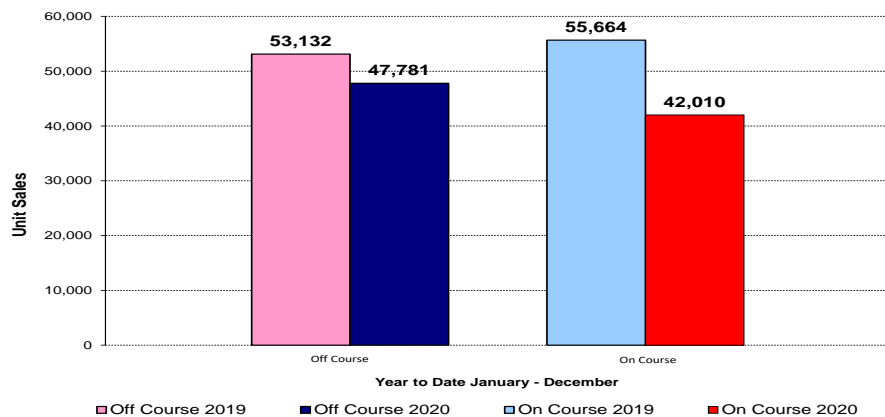
2019 v 2020 Irons - Unit Sales YTD



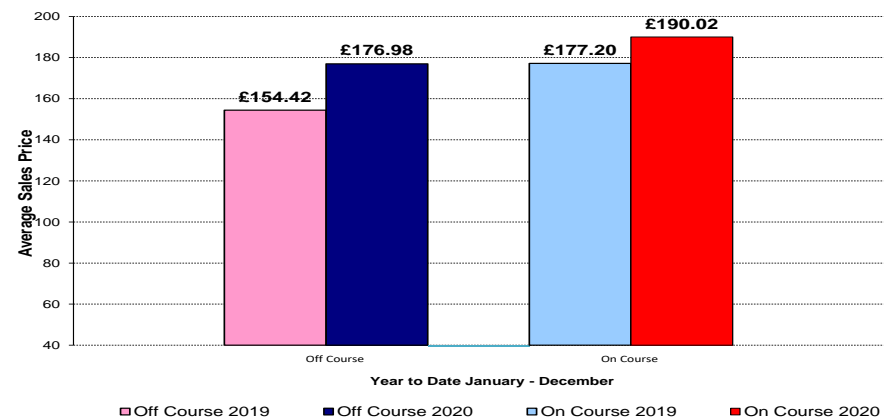
2019 v 2020 Irons - Average Sales Price YTD



2019 v 2020 Putters - Unit Sales YTD



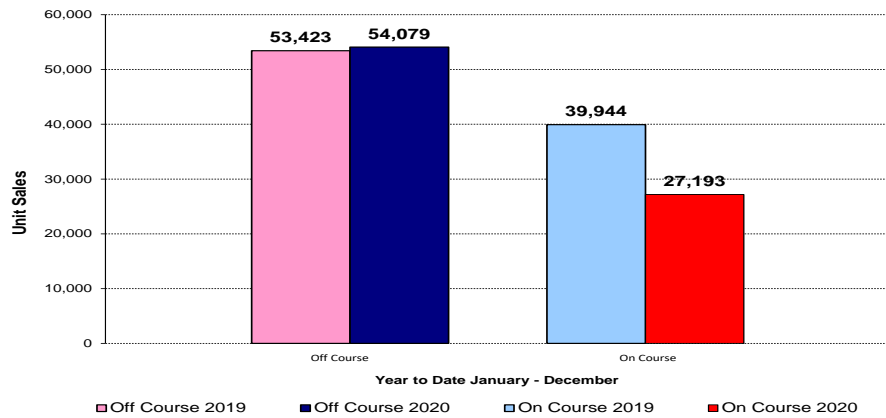
2019 v 2020 Putters - Average Sales Price YTD



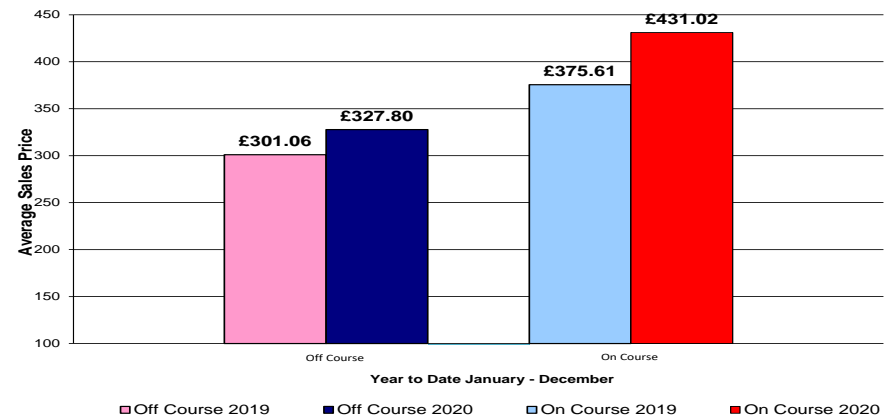


Market Audit Data – January to December 2020

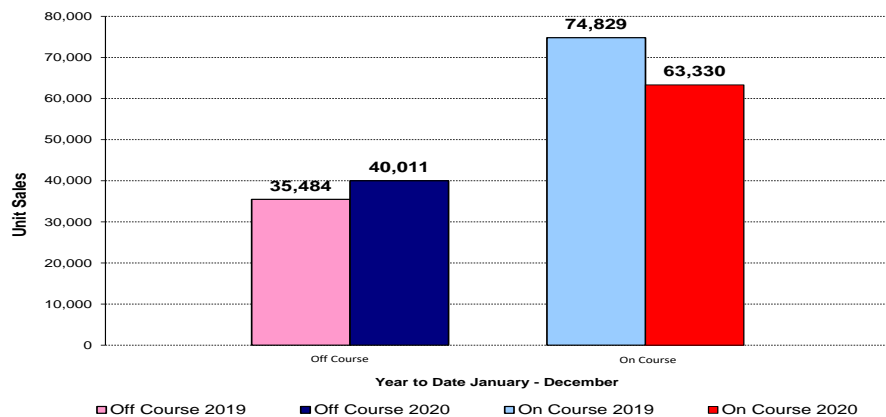
2019 v 2020 Trolleys - Unit Sales YTD



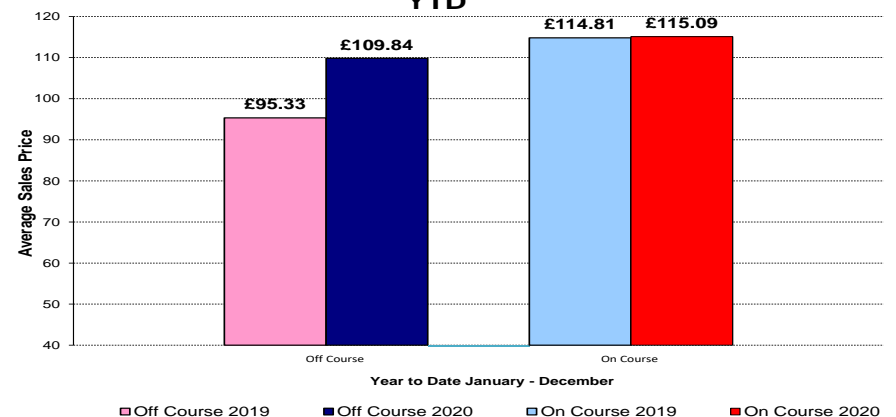
2019 v 2020 Trolleys - Average Sales Price YTD



2019 v 2020 Weatherwear- Unit Sales YTD



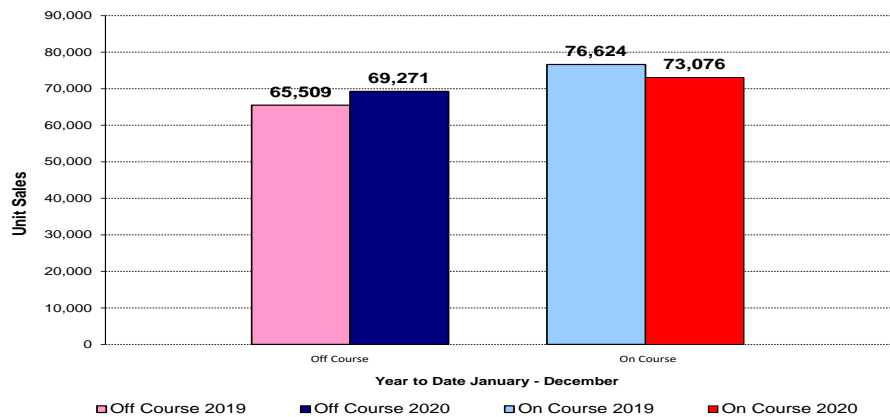
2019 v 2020 Weatherwear- Average Sales Price YTD



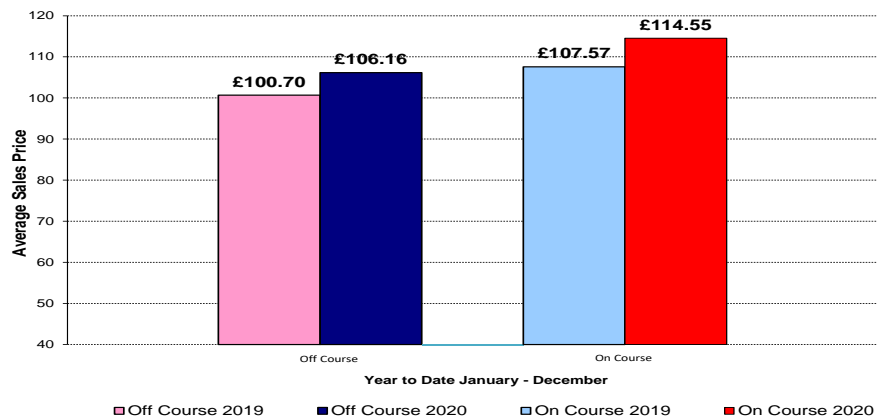


Market Audit Data – January to December 2020

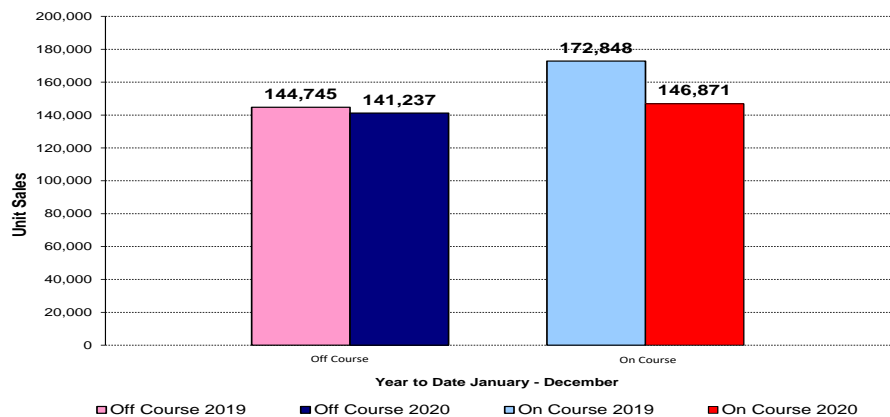
2019 v 2020 Wedges - Unit Sales YTD



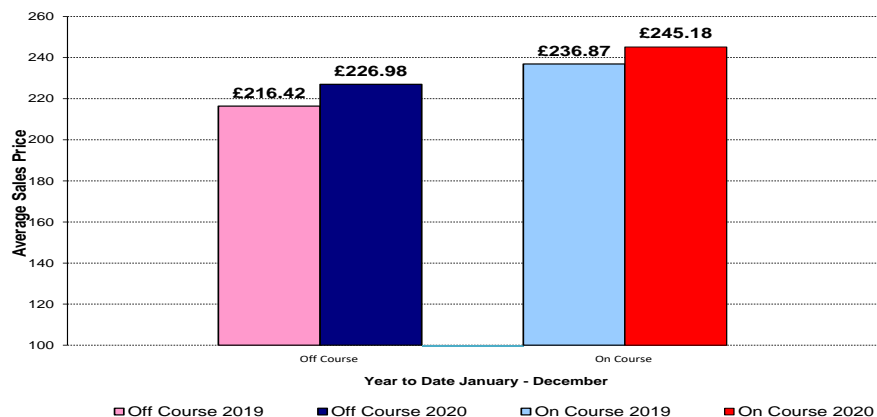
2019 v 2020 Wedges - Average Sales Price YTD



2019 v 2020 Woods - Unit Sales YTD



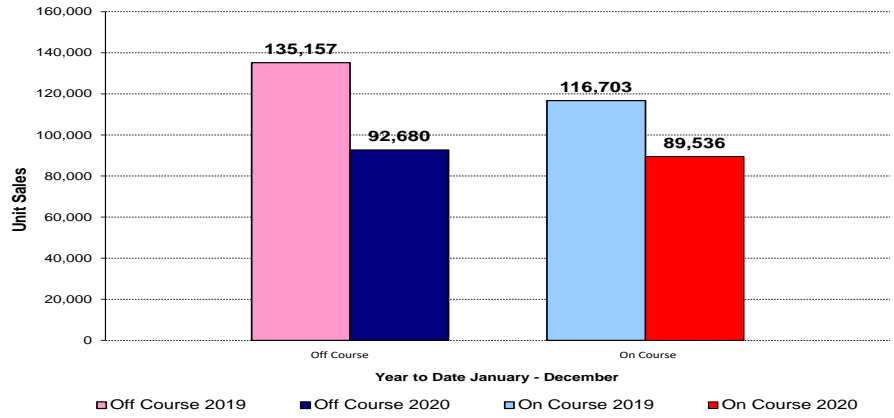
2019 v 2020 Woods - Average Sales Price YTD



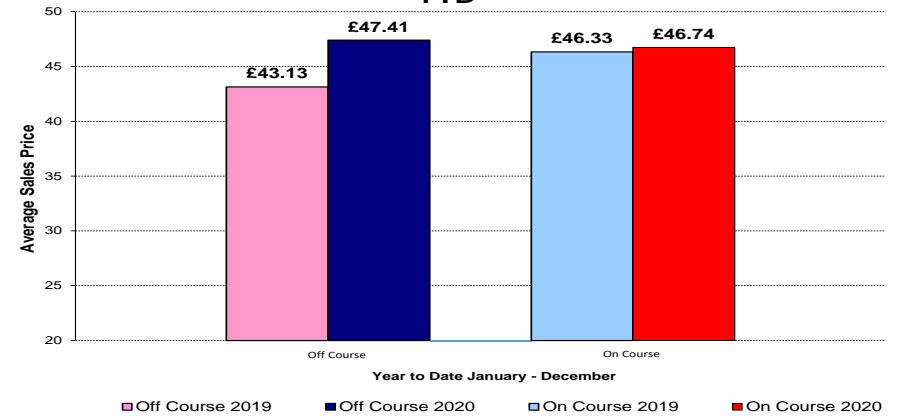


Market Audit Data – January to December 2020

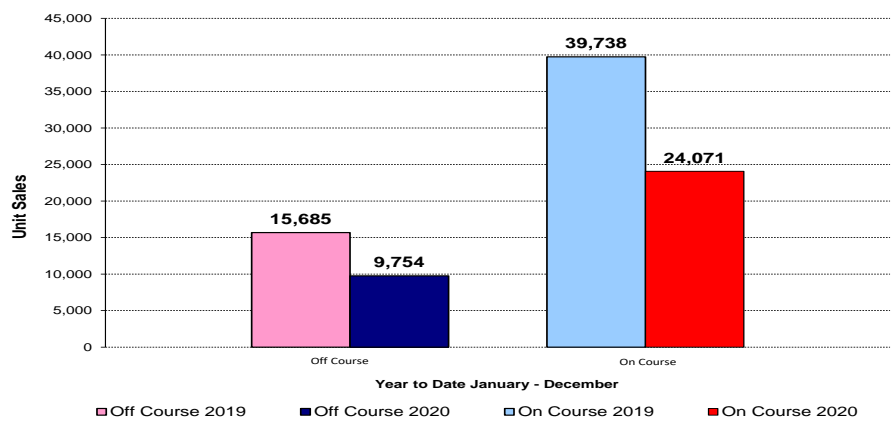
2019 v 2020 Bottoms Men - Unit Sales YTD



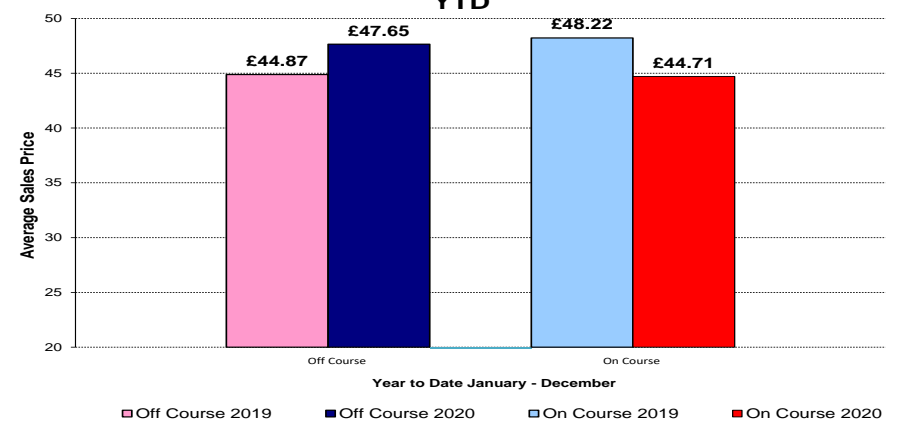
2019 v 2020 Bottoms Men - Average Sales Price YTD



2019 v 2020 Bottoms Women - Unit Sales YTD



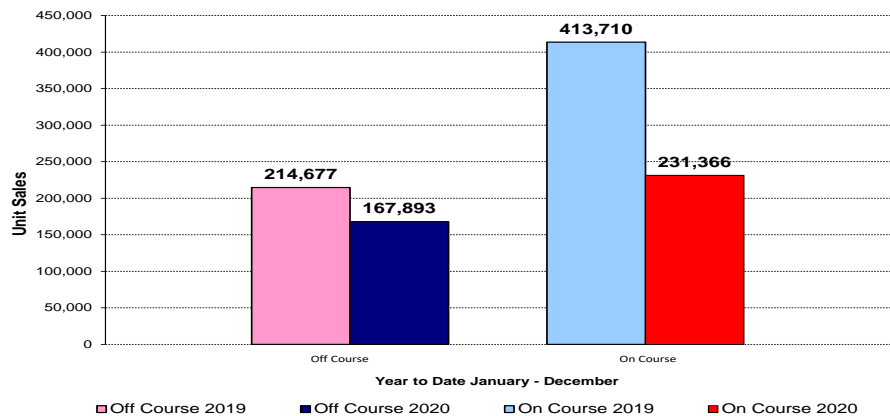
2019 v 2020 Bottoms Women - Average Sales Price YTD



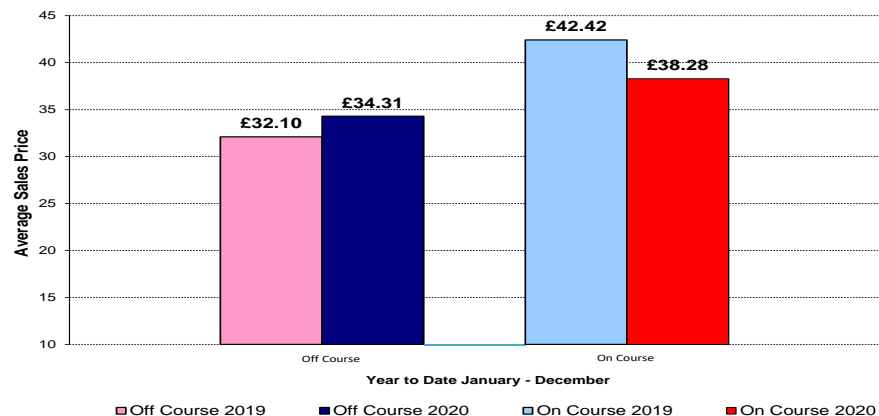


Market Audit Data – January to December 2020

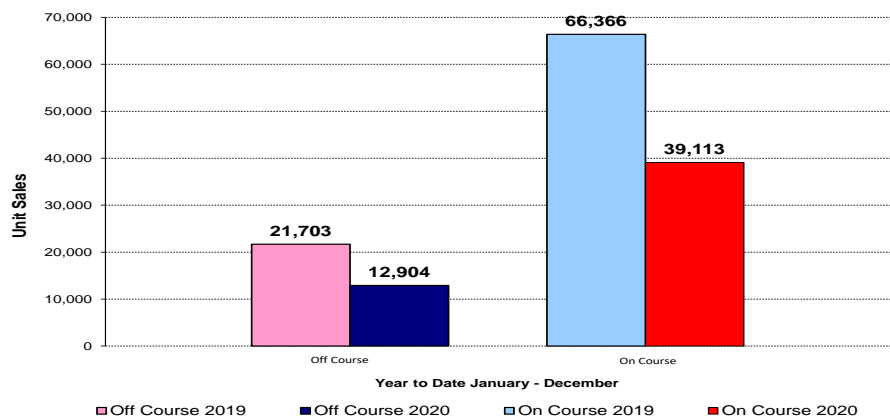
2019 v 2020 Shirts Men - Unit Sales YTD



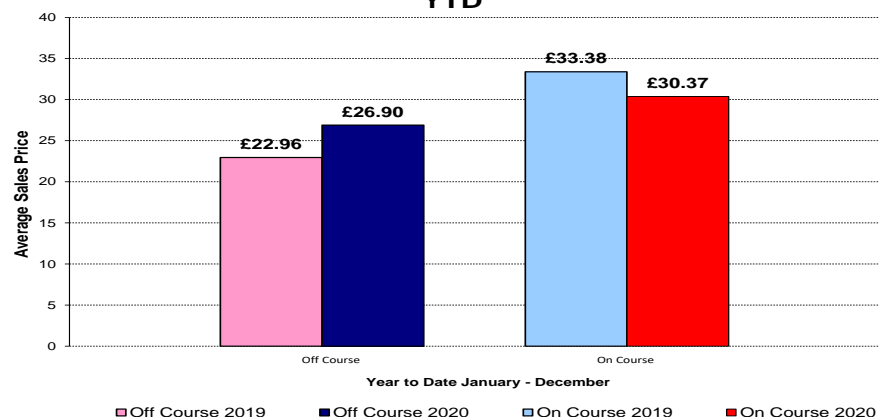
2019 v 2020 Shirts Men - Average Sales Price YTD



2019 v 2020 Shirts Women - Unit Sales YTD



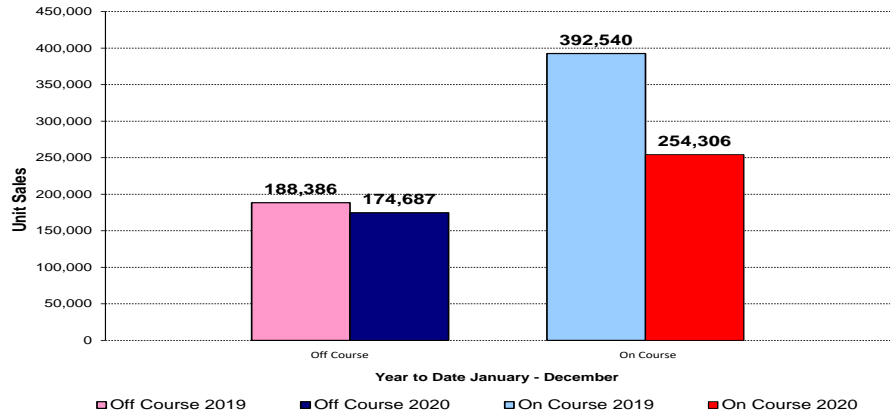
2019 v 2020 Shirts Women - Average Sales Price YTD



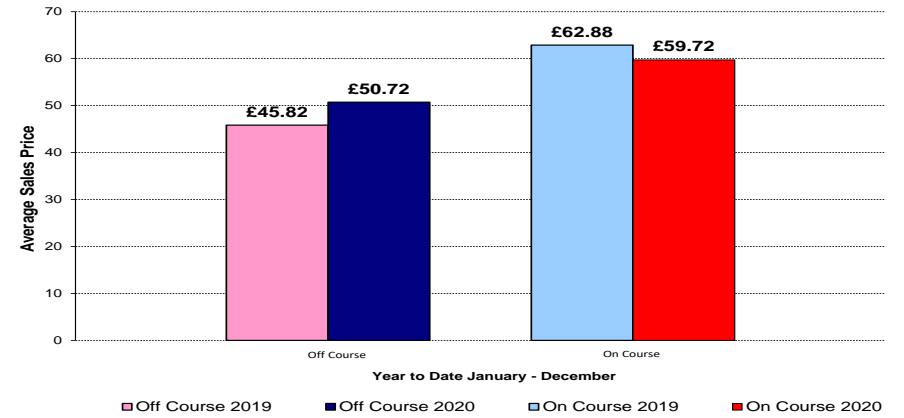


Market Audit Data – January to December 2020

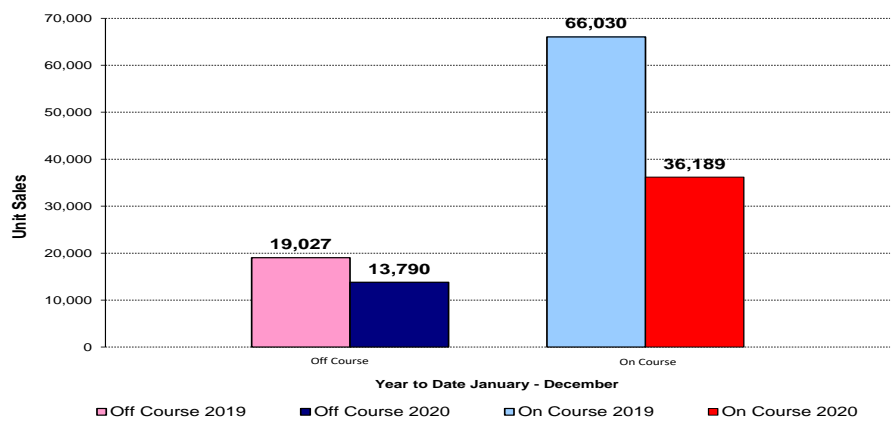
2019 v 2020 Tops Men - Unit Sales YTD



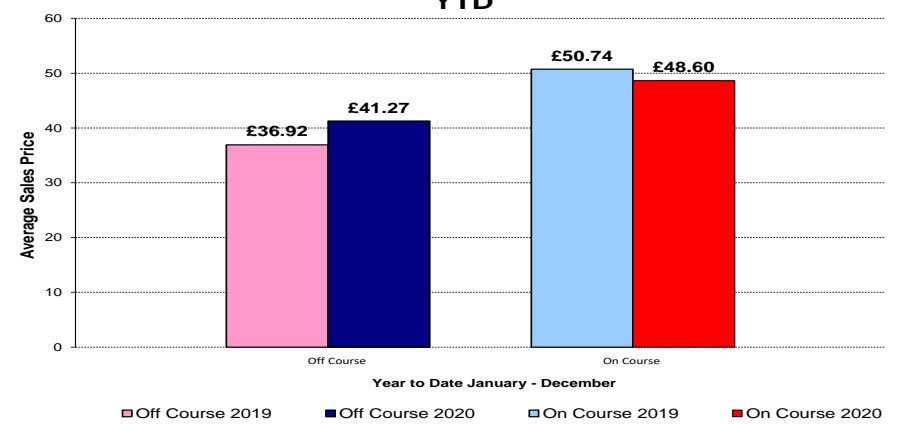
2019 v 2020 Tops Men - Average Sales Price YTD



2019 v 2020 Tops Women - Unit Sales YTD



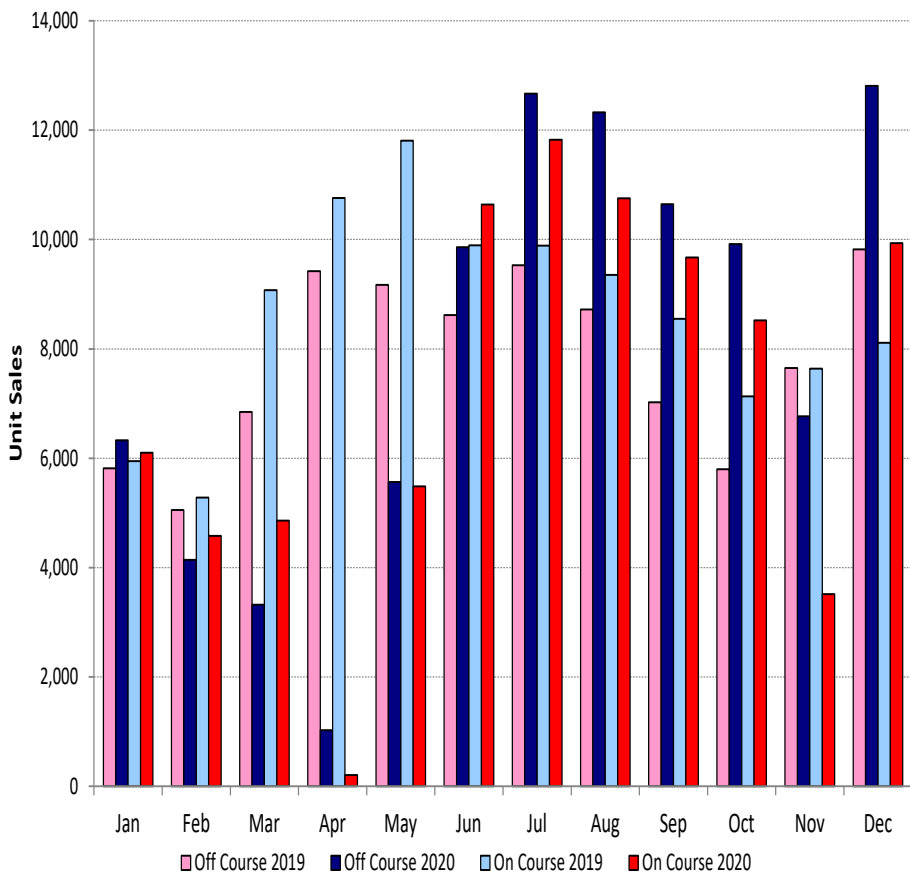
2019 v 2020 Tops Women - Average Sales Price YTD



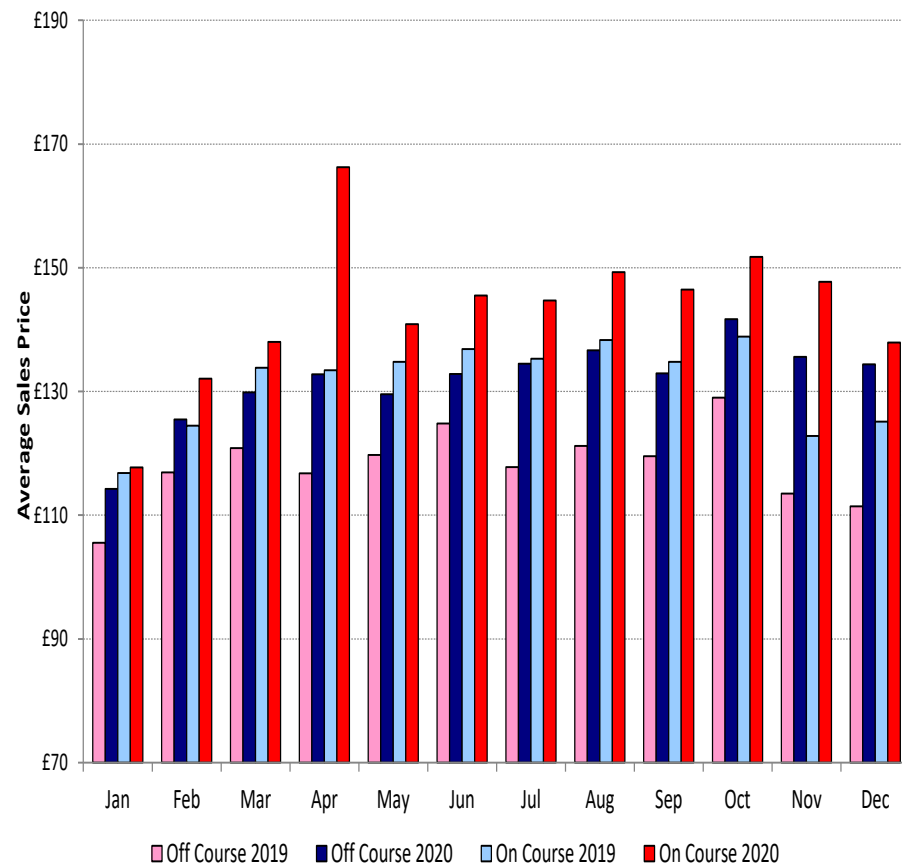


Market Audit Data – January to December 2020

2019 v 2020 Bags - Unit Sales



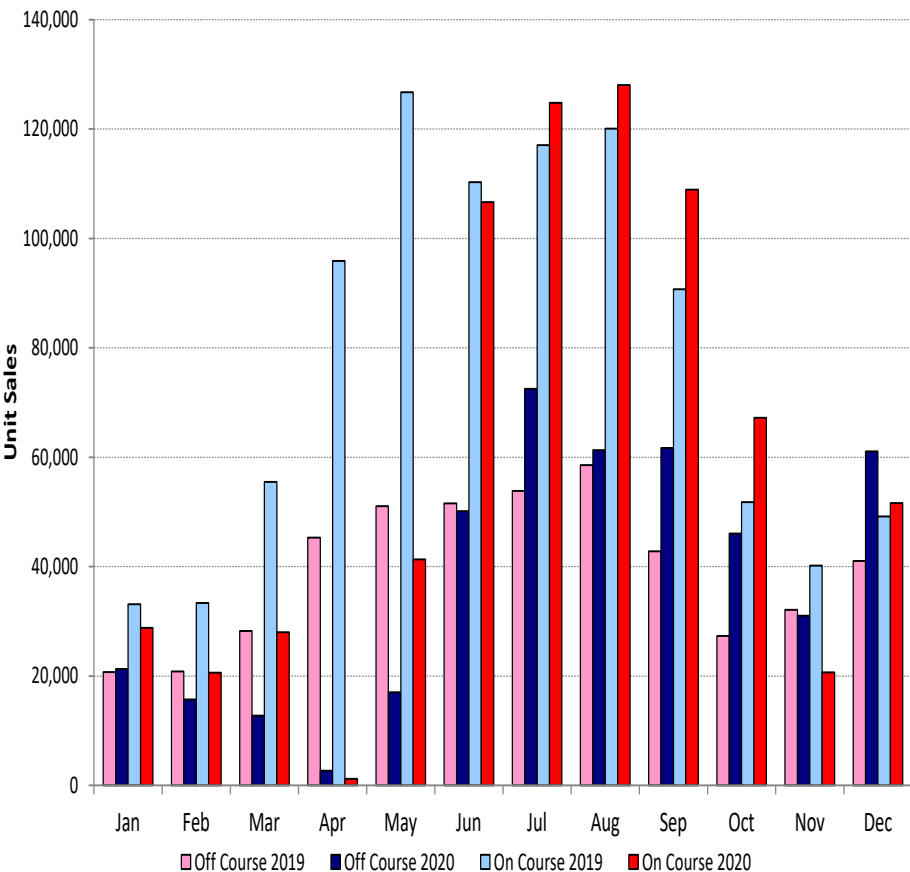
2019 v 2020 Bags - Average Sales Price



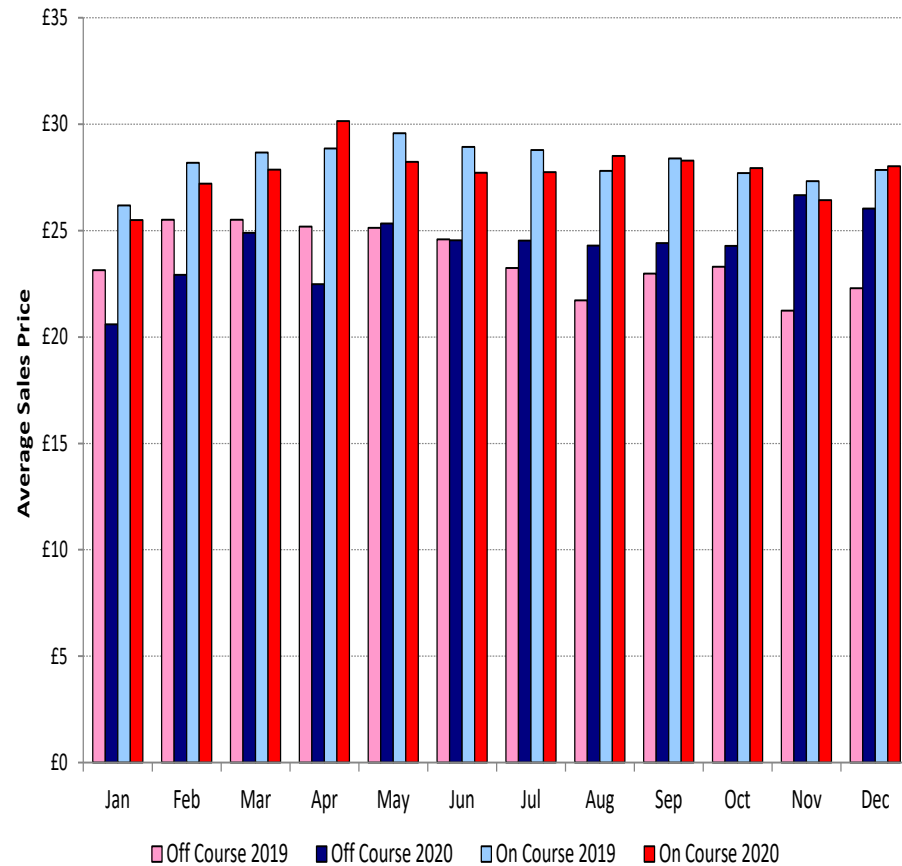


Market Audit Data – January to December 2020

2019 v 2020 Balls - Unit Sales



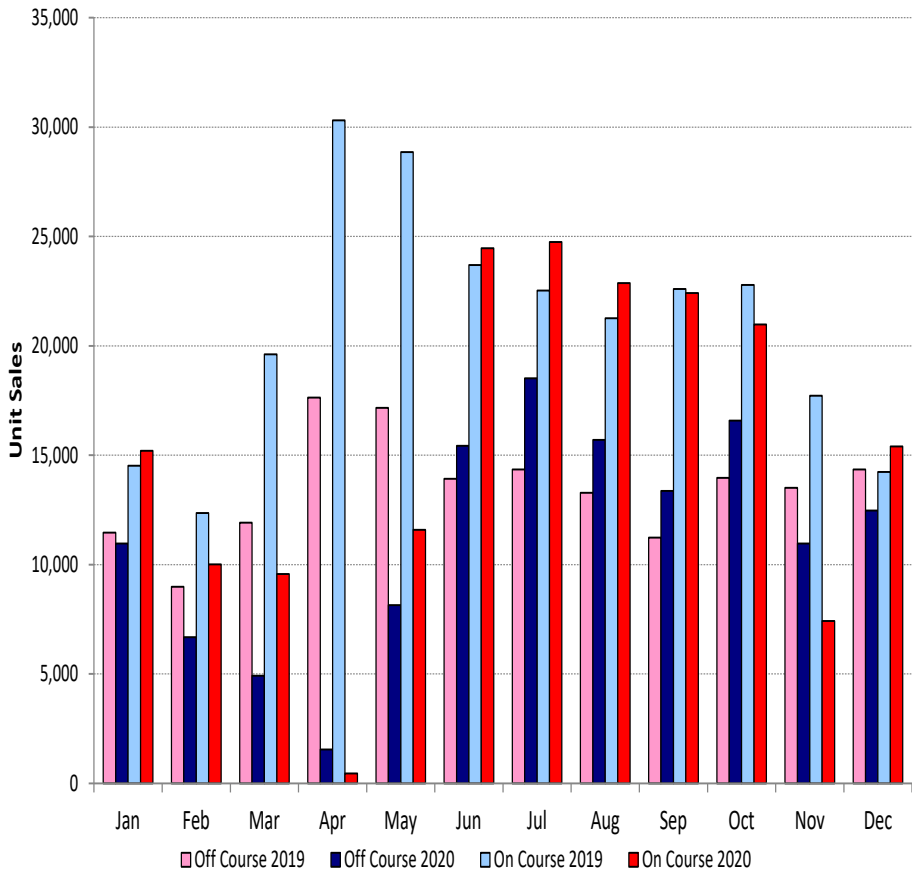
2019 v 2020 Balls - Average Sales Price



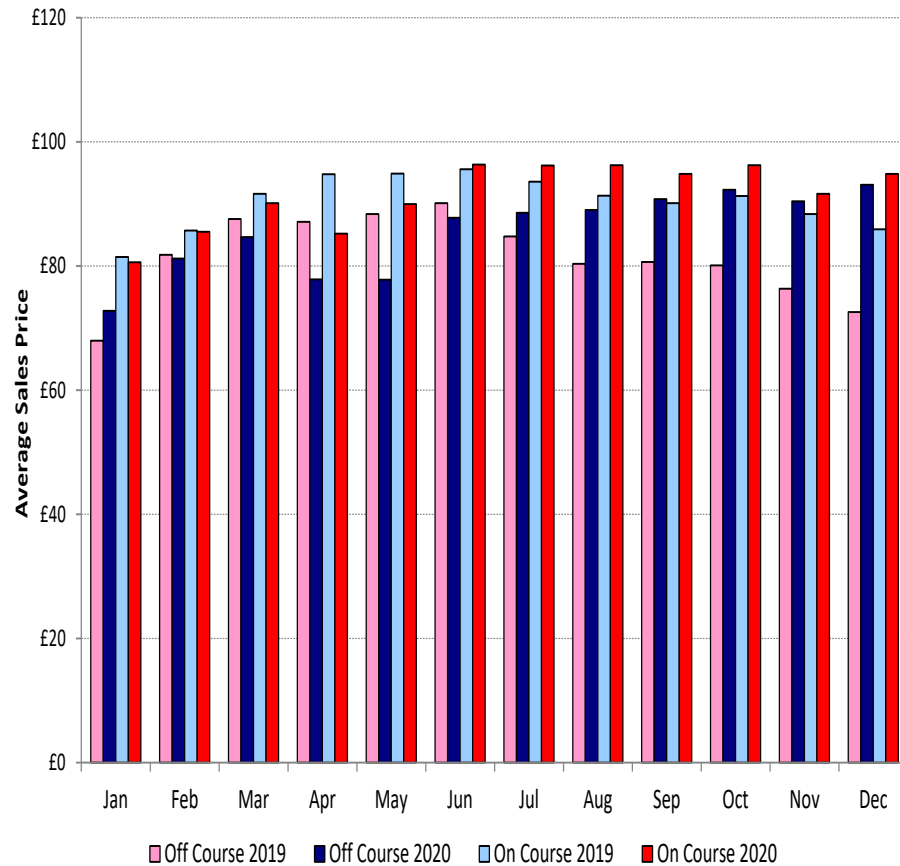


Market Audit Data – January to December 2020

2019 v 2020 Footwear - Unit Sales



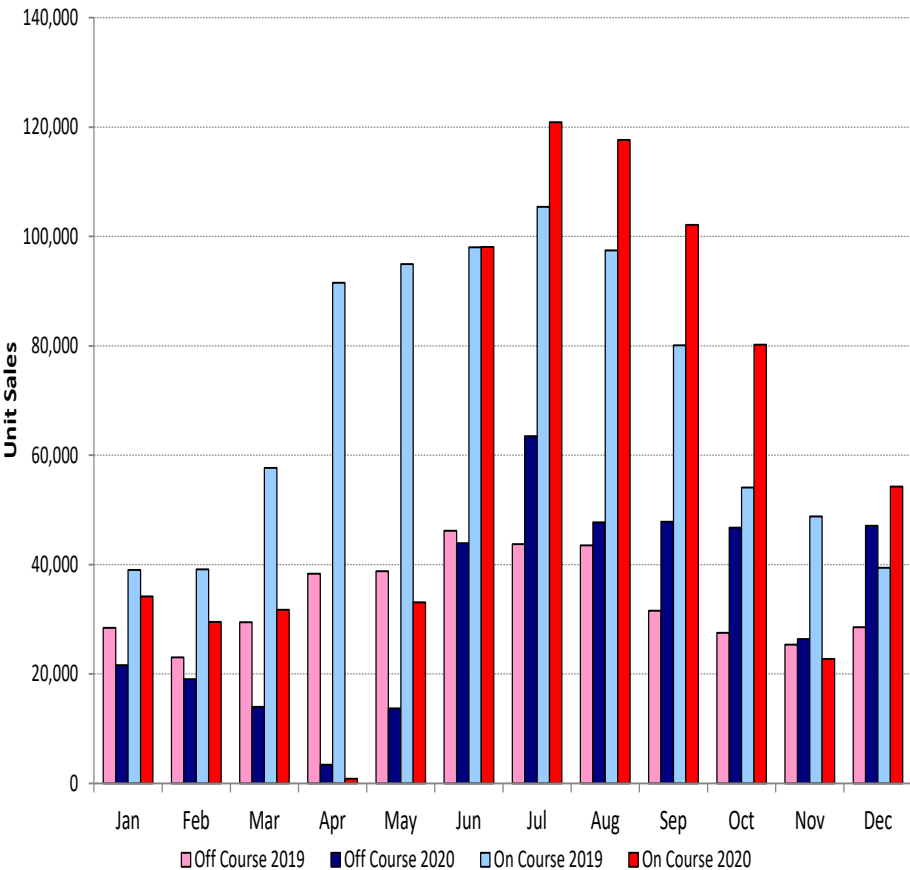
2019 v 2020 Footwear - Average Sales Price



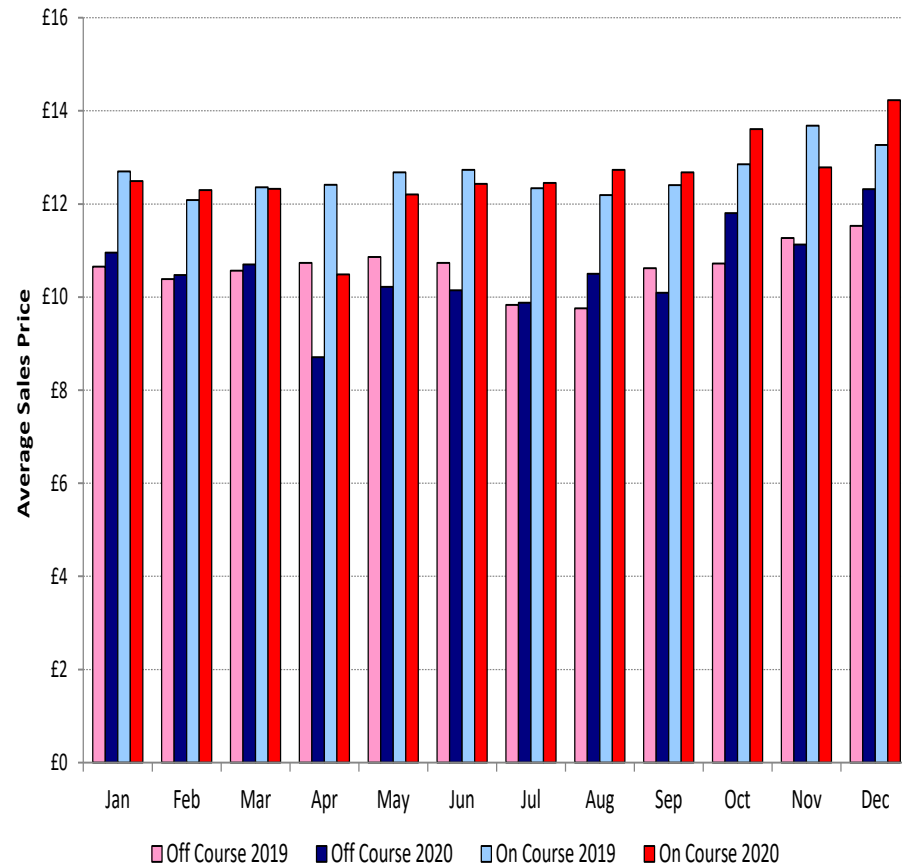


Market Audit Data – January to December 2020

2019 v 2020 Gloves- Unit Sales



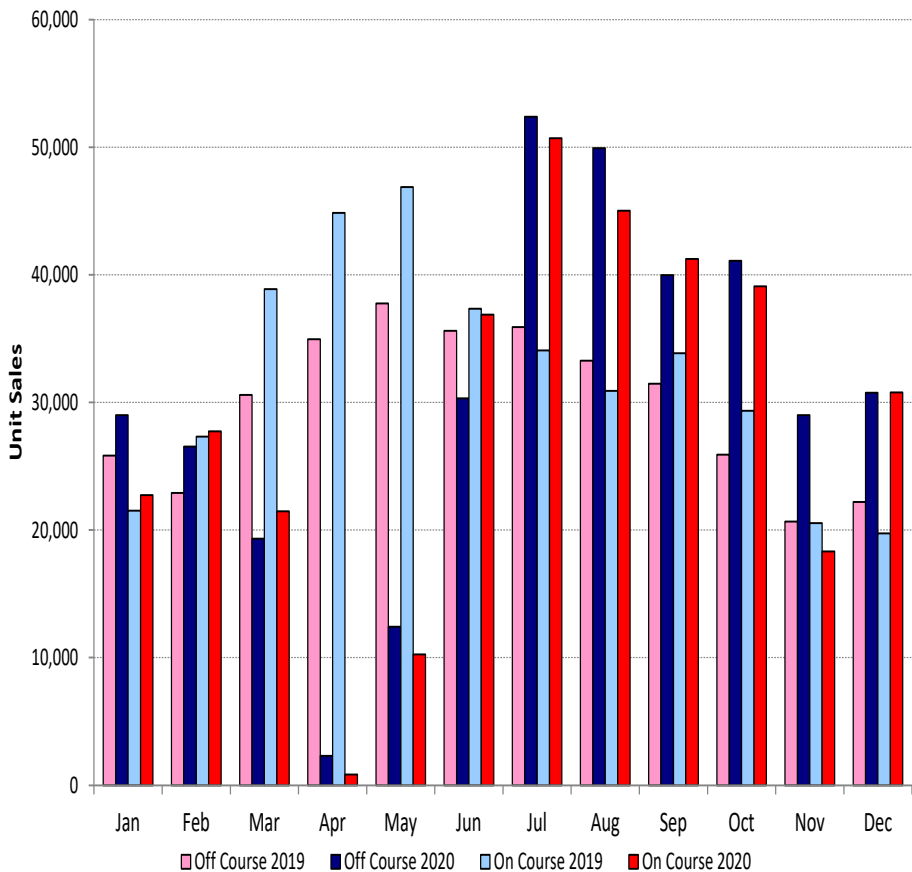
2019 v 2020 Gloves- Average Sales Price



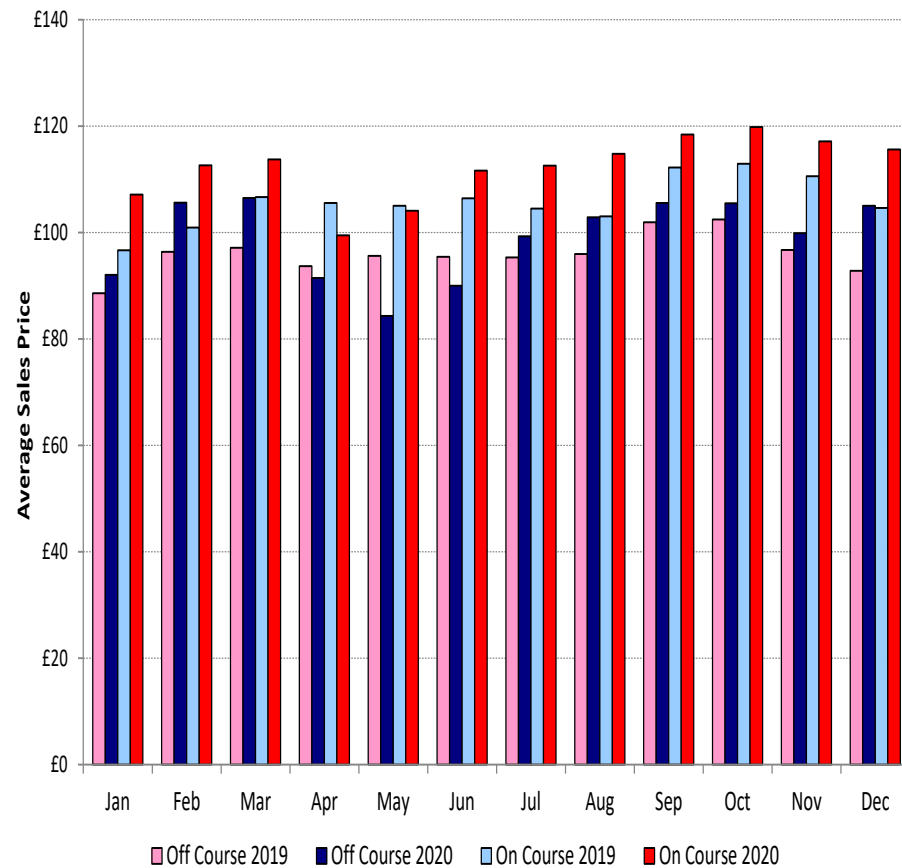


Market Audit Data – January to December 2020

2019 v 2020 Irons - Unit Sales



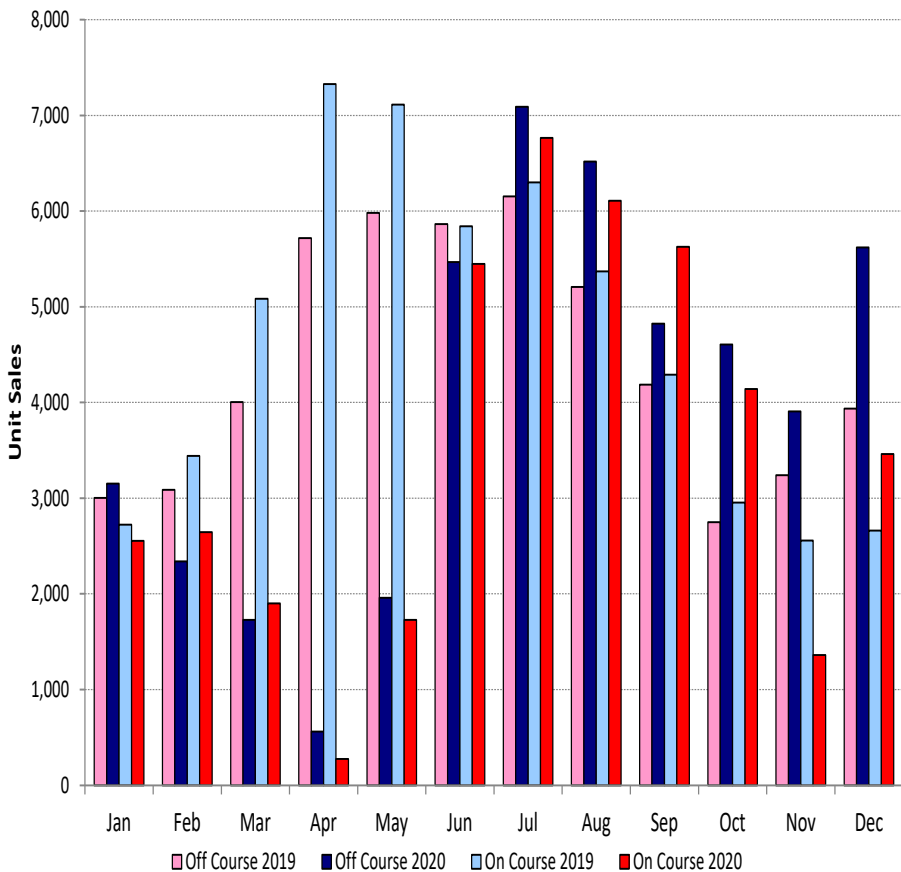
2019 v 2020 Irons - Average Sales Price



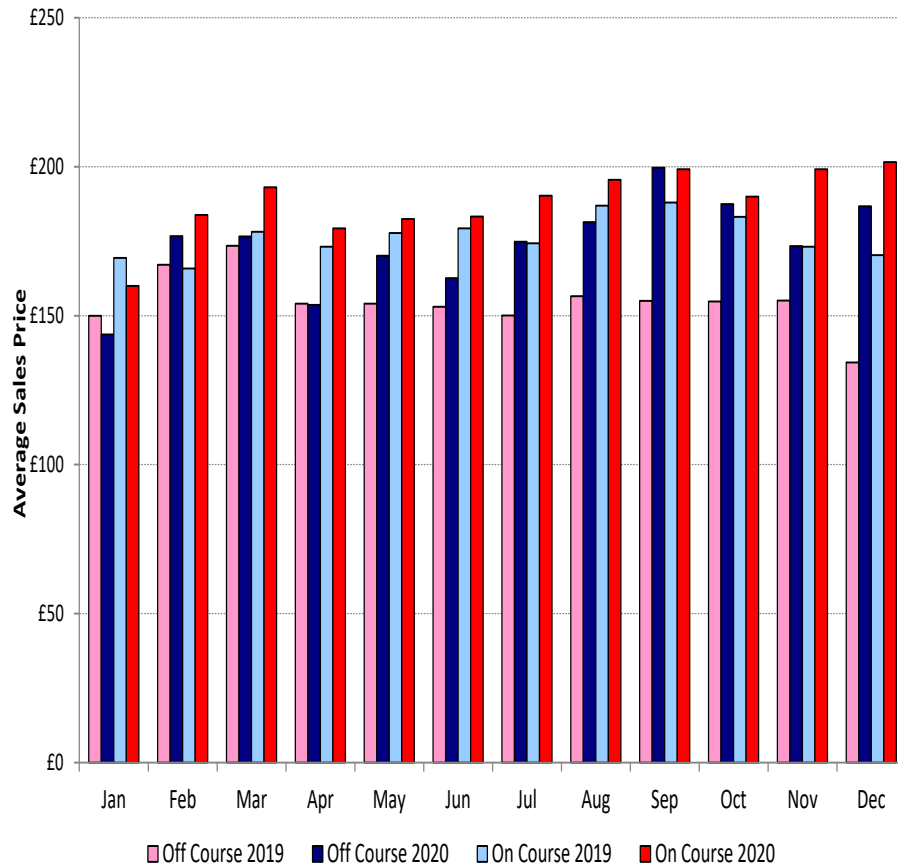


Market Audit Data – January to December 2020

2019 v 2020 Putters - Unit Sales



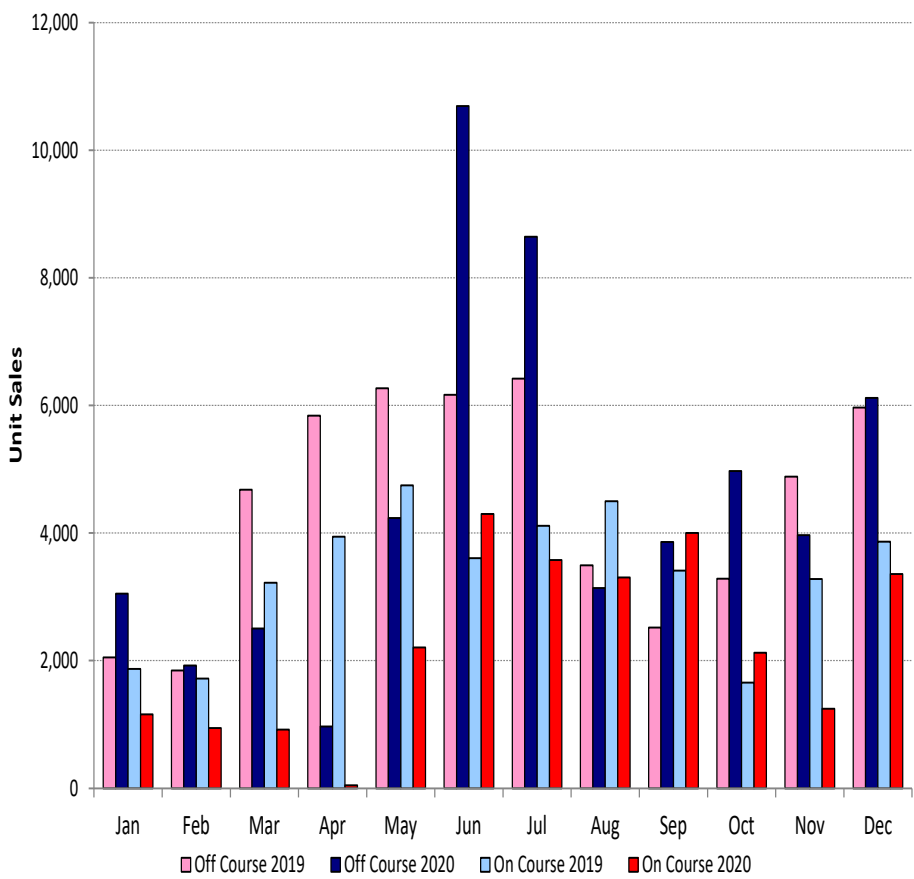
2019 v 2020 Putters - Average Sales Price



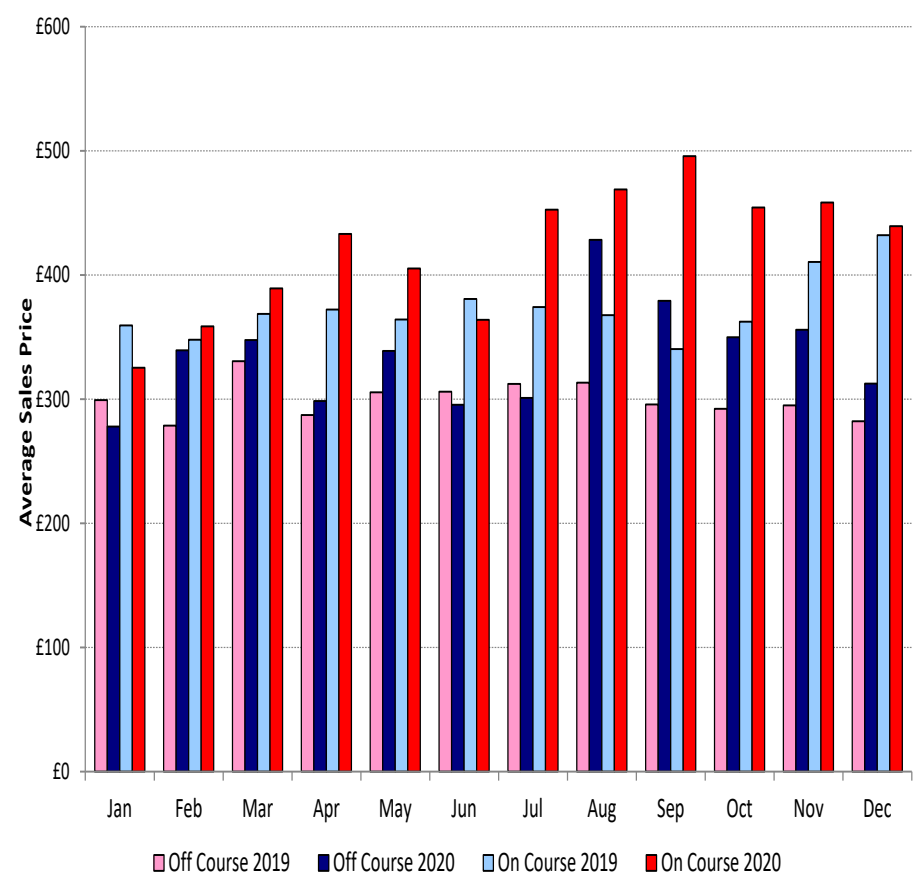


Market Audit Data – January to December 2020

2019 v 2020 Trolleys - Unit Sales



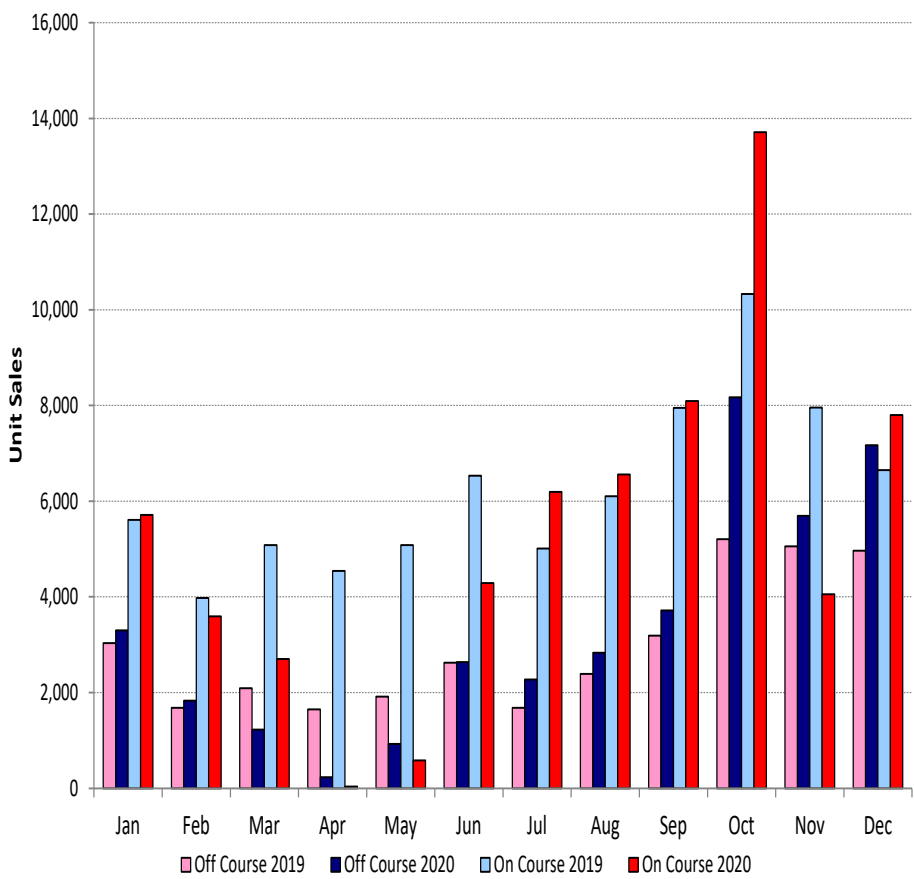
2019 v 2020 Trolleys - Average Sales Price



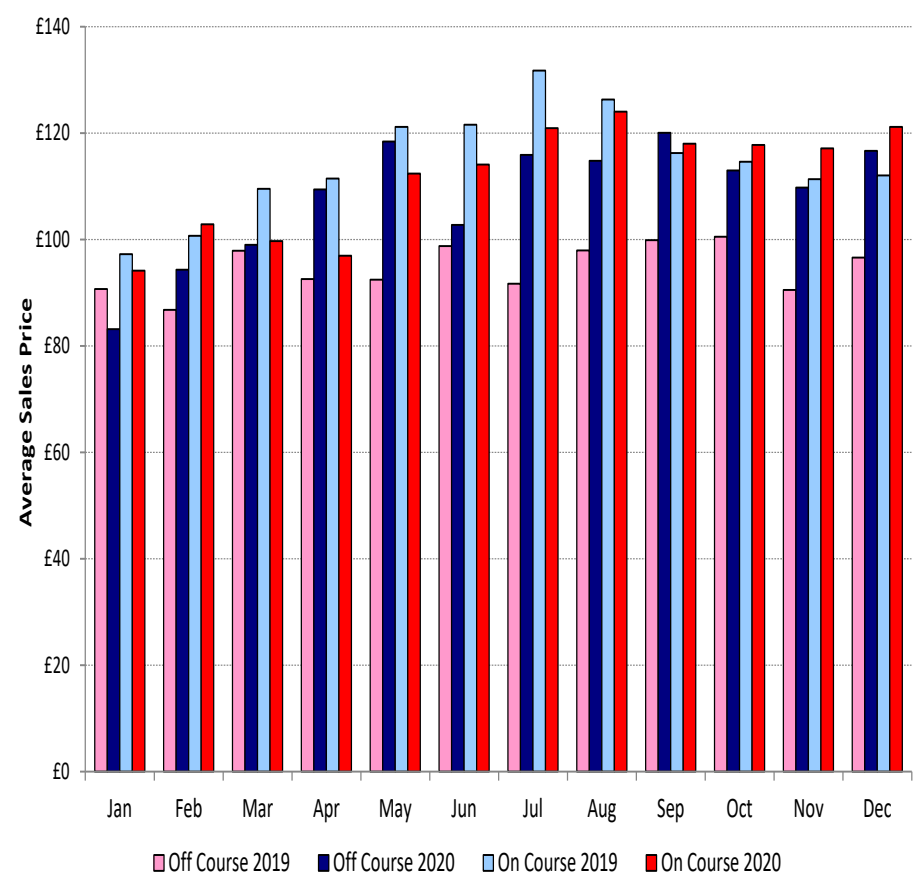


Market Audit Data – January to December 2020

2019 v 2020 Weatherwear- Unit Sales



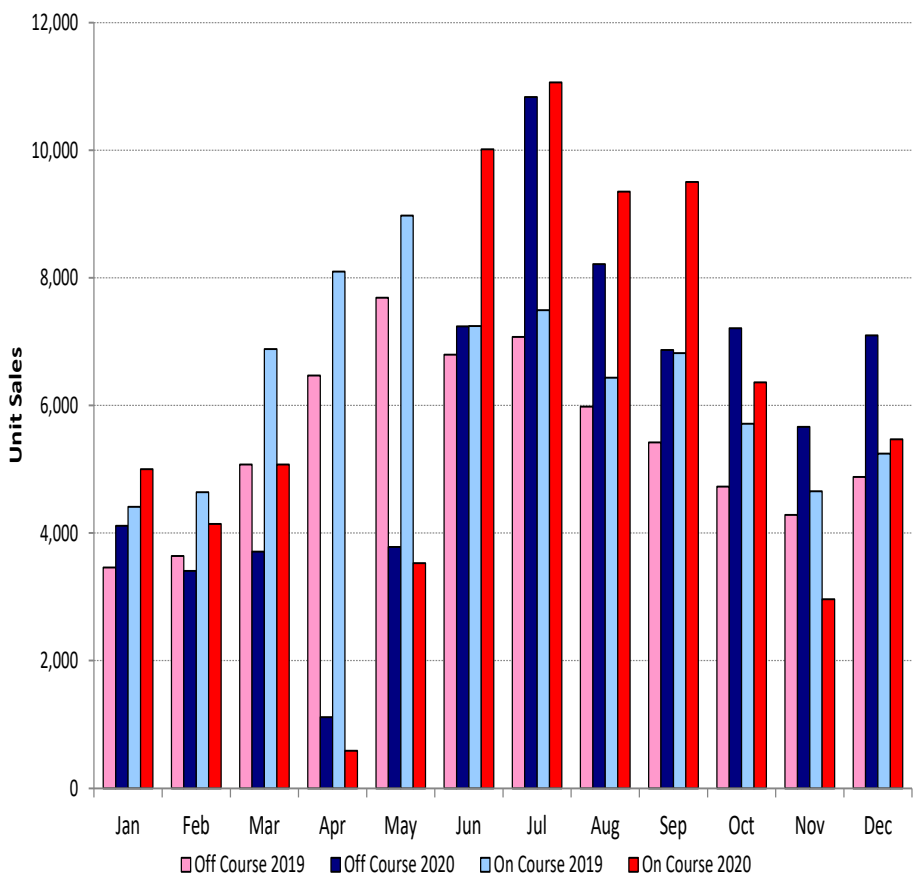
2019 v 2020 Weatherwear- Average Sales Price



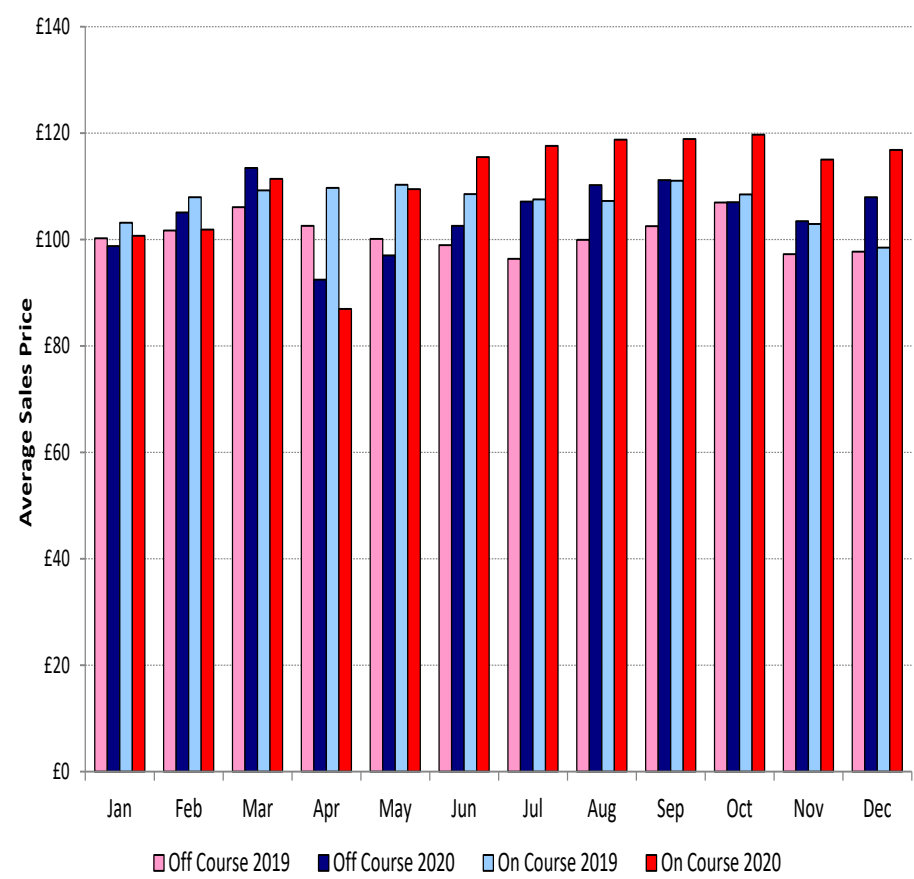


Market Audit Data – January to December 2020

2019 v 2020 Wedges - Unit Sales



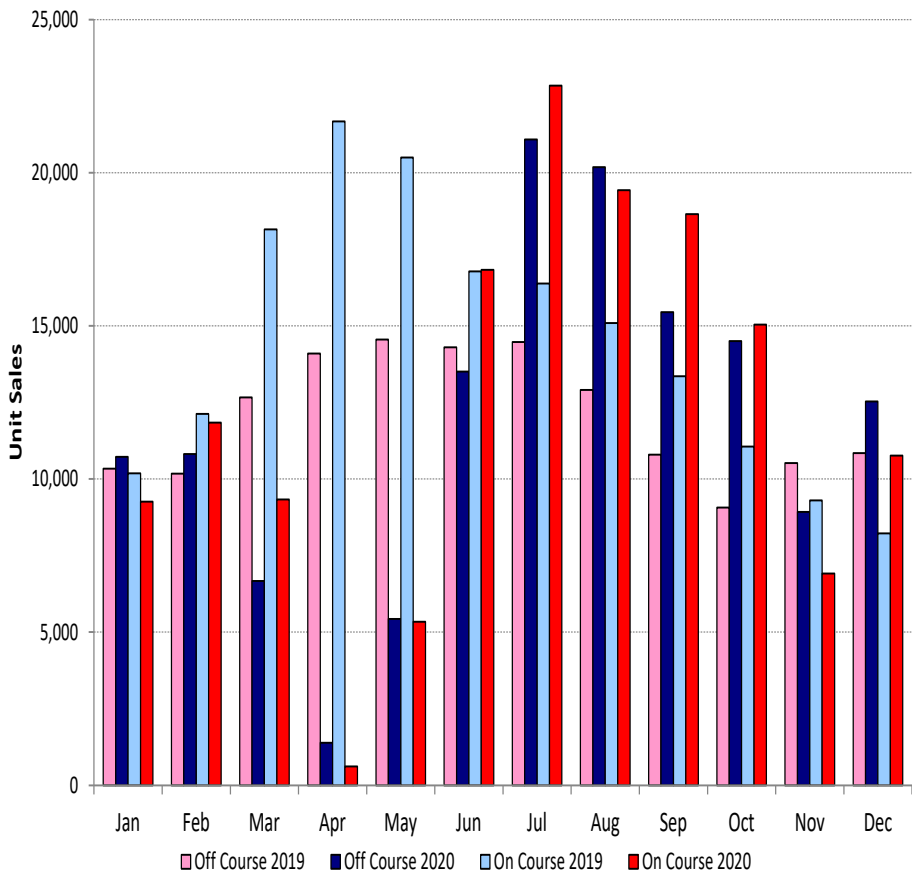
2019 v 2020 Wedges - Average Sales Price



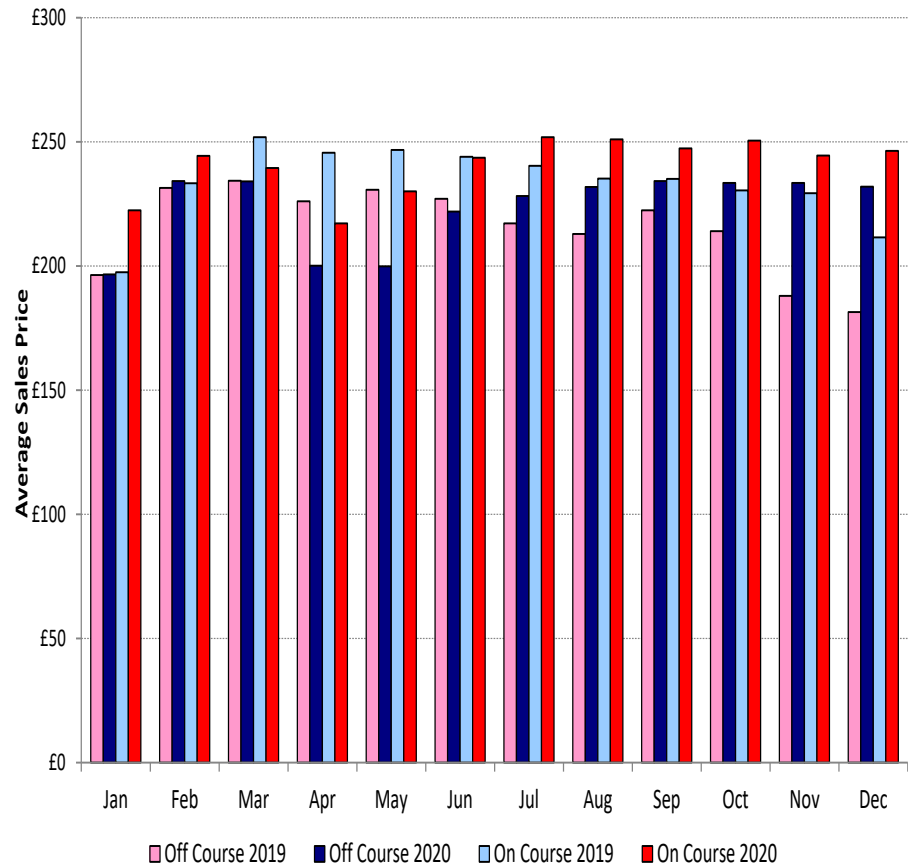


Market Audit Data – January to December 2020

2019 v 2020 Woods - Unit Sales



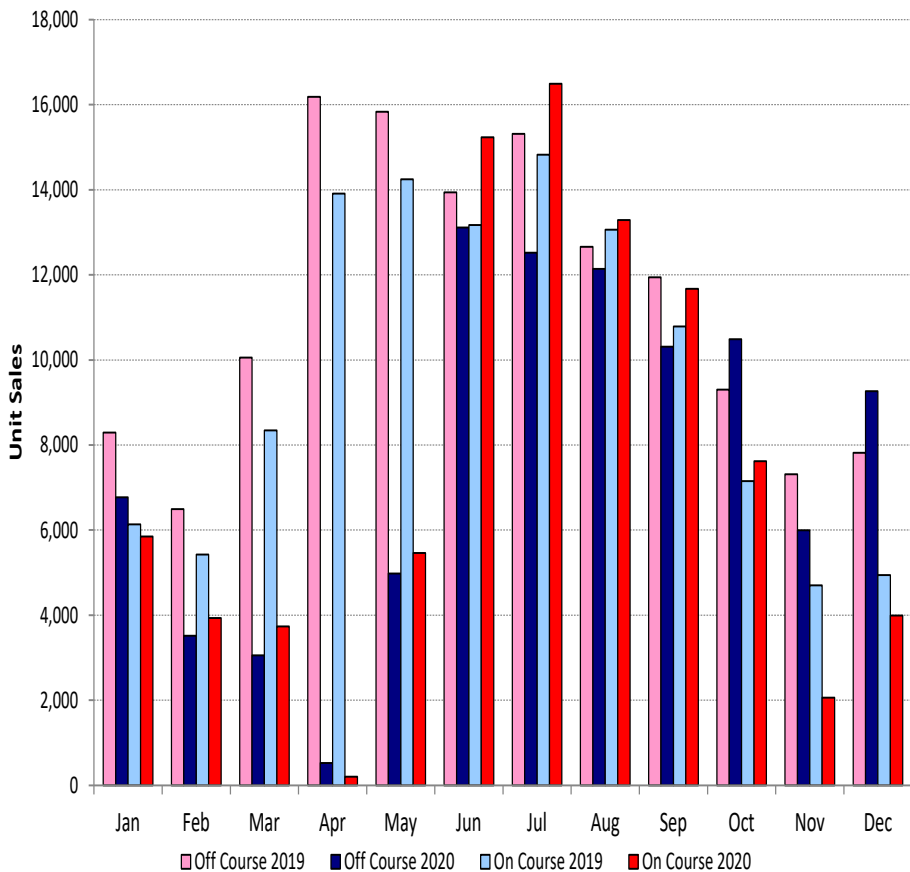
2019 v 2020 Woods - Average Sales Price



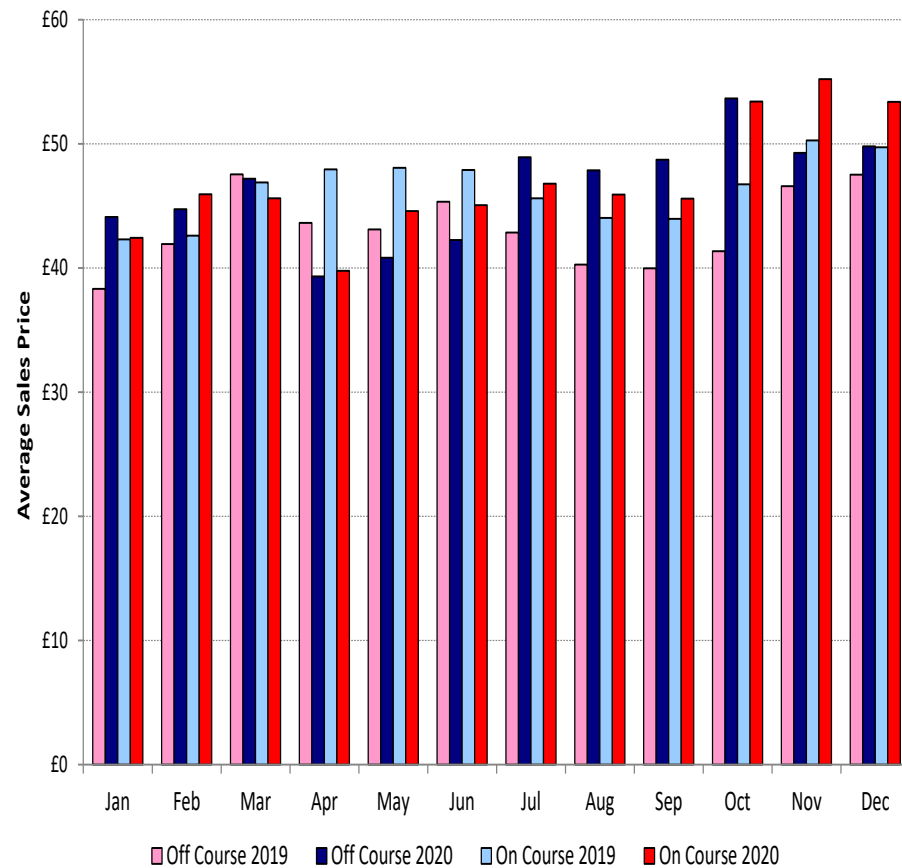


Market Audit Data – January to December 2020

2019 v 2020 Bottoms Men - Unit Sales



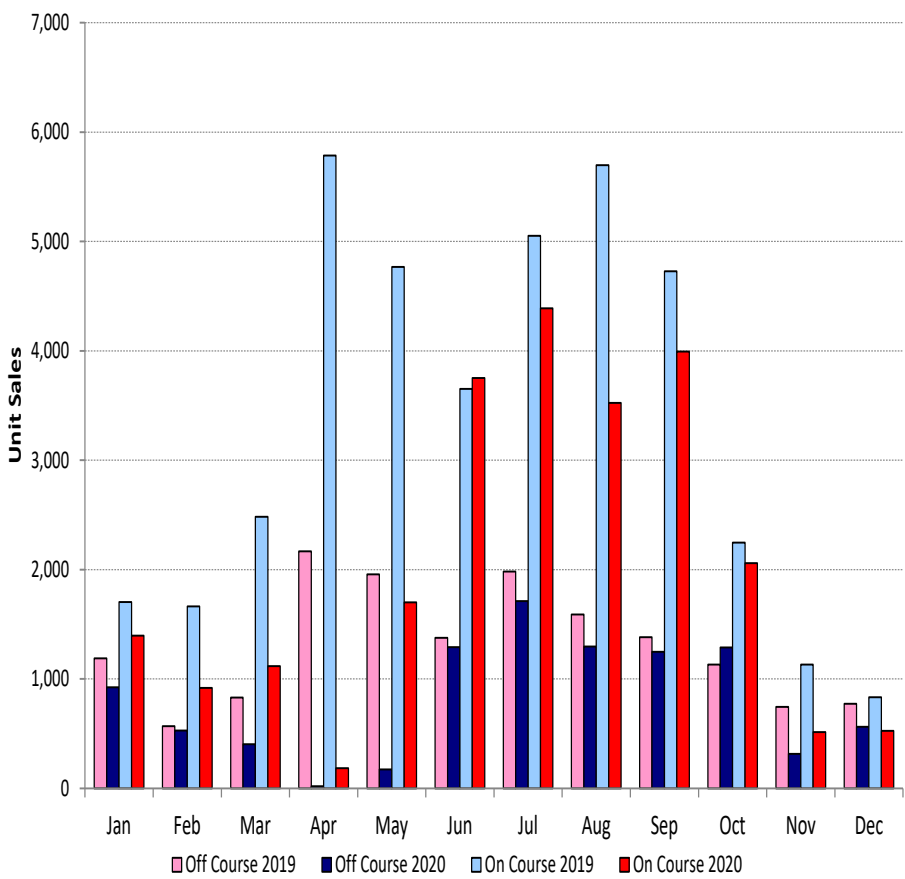
2019 v 2020 Bottoms Men - Average Sales Price



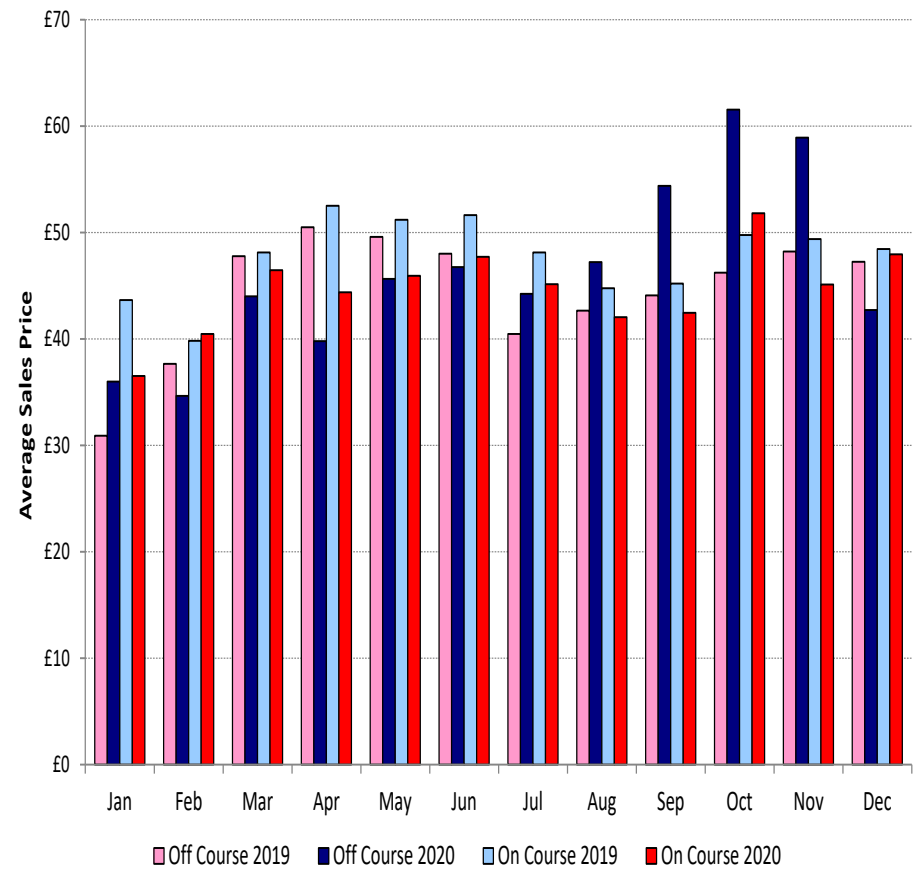


Market Audit Data – January to December 2020

2019 v 2020 Bottoms Women - Unit Sales



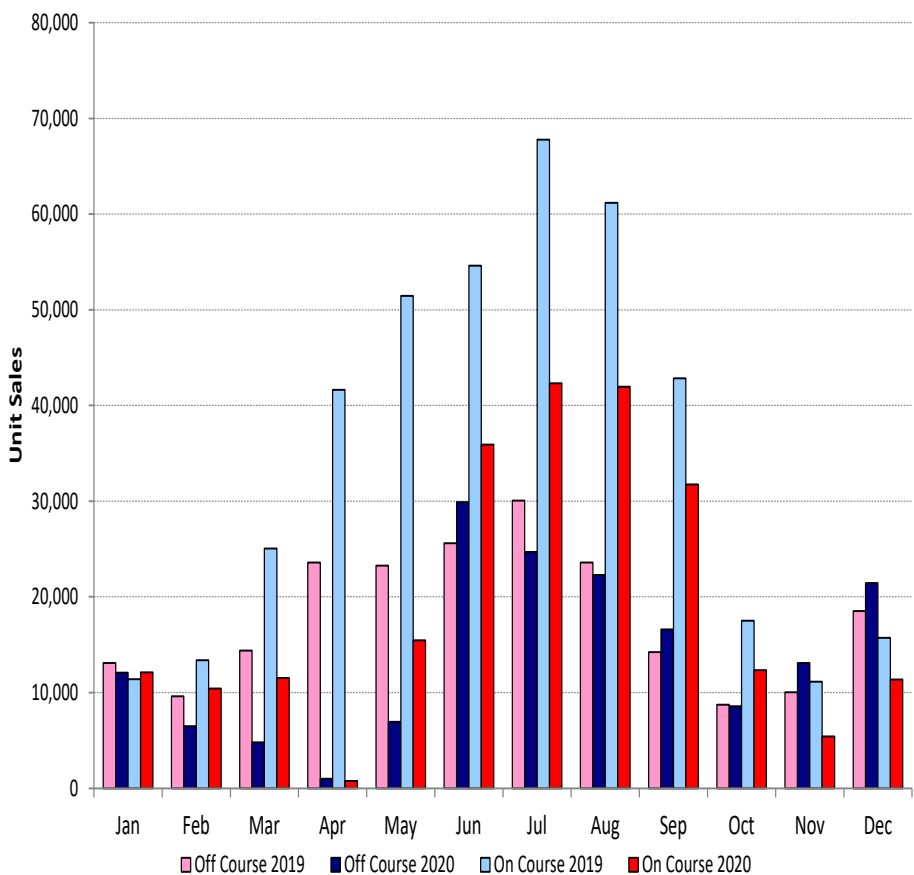
2019 v 2020 Bottoms Women - Average Sales Price



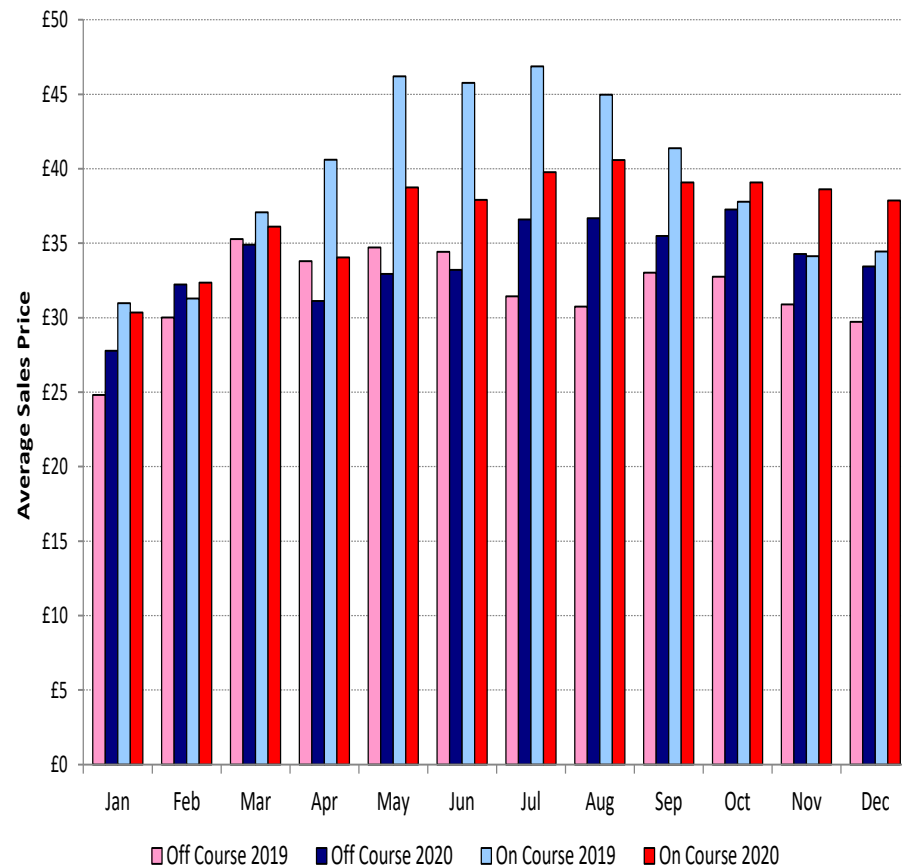


Market Audit Data – January to December 2020

2019 v 2020 Shirts Men - Unit Sales



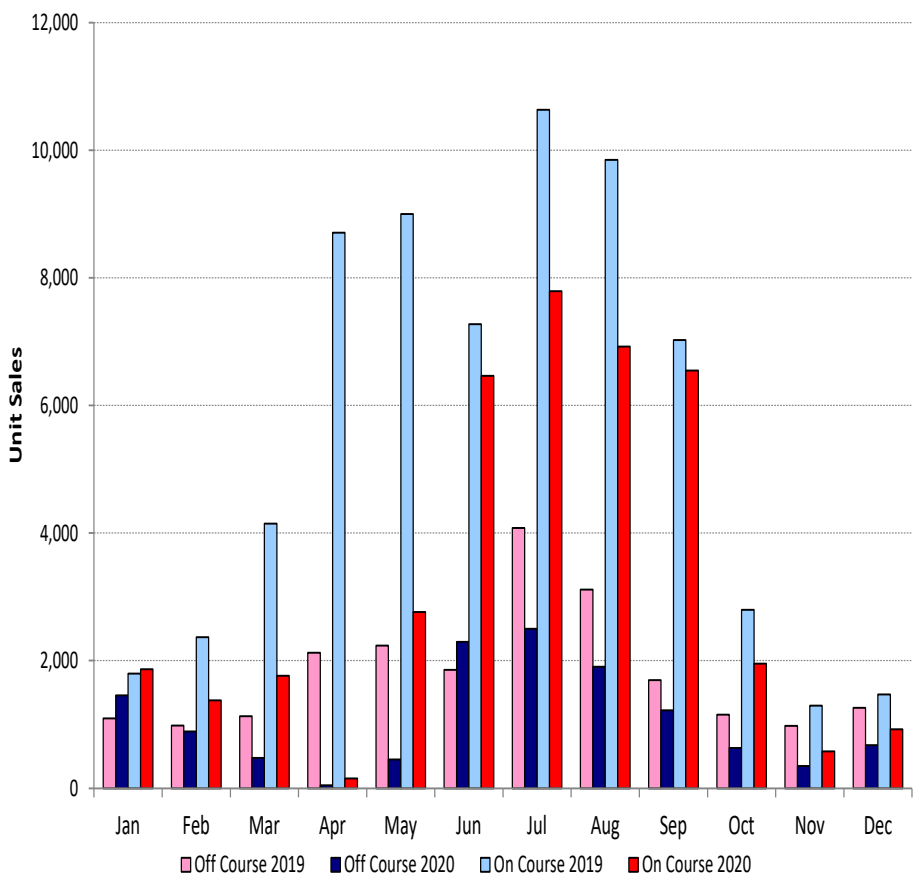
2019 v 2020 Shirts Men - Average Sales Price



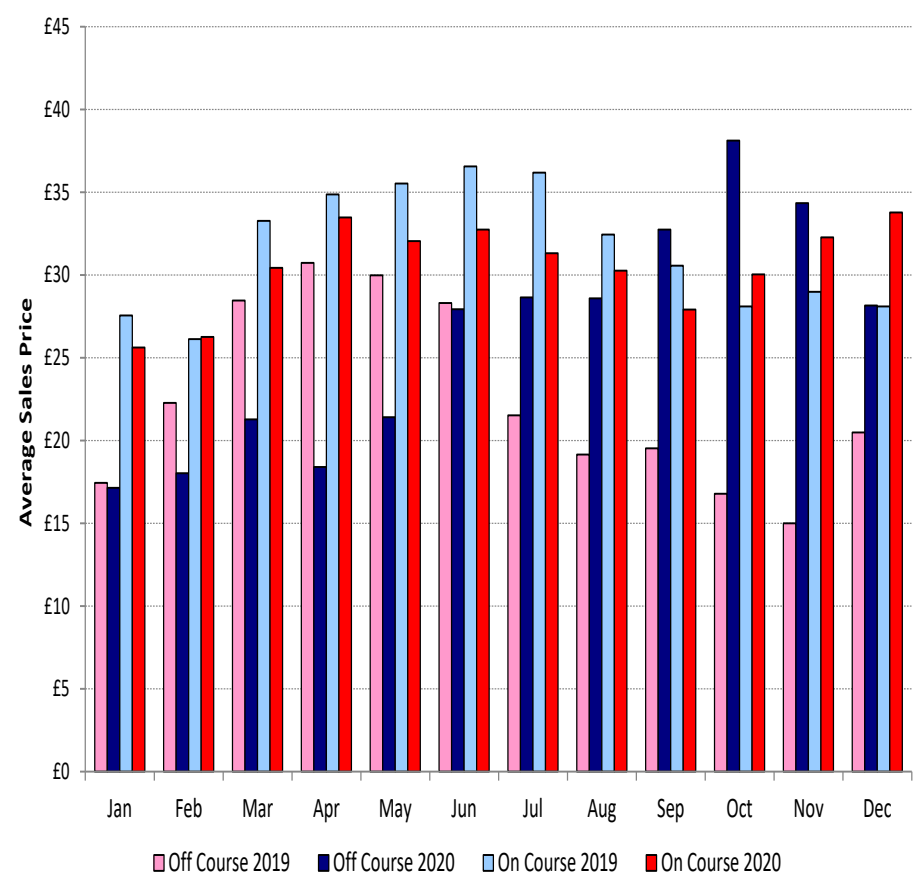


Market Audit Data – January to December 2020

2019 v 2020 Shirts Women - Unit Sales



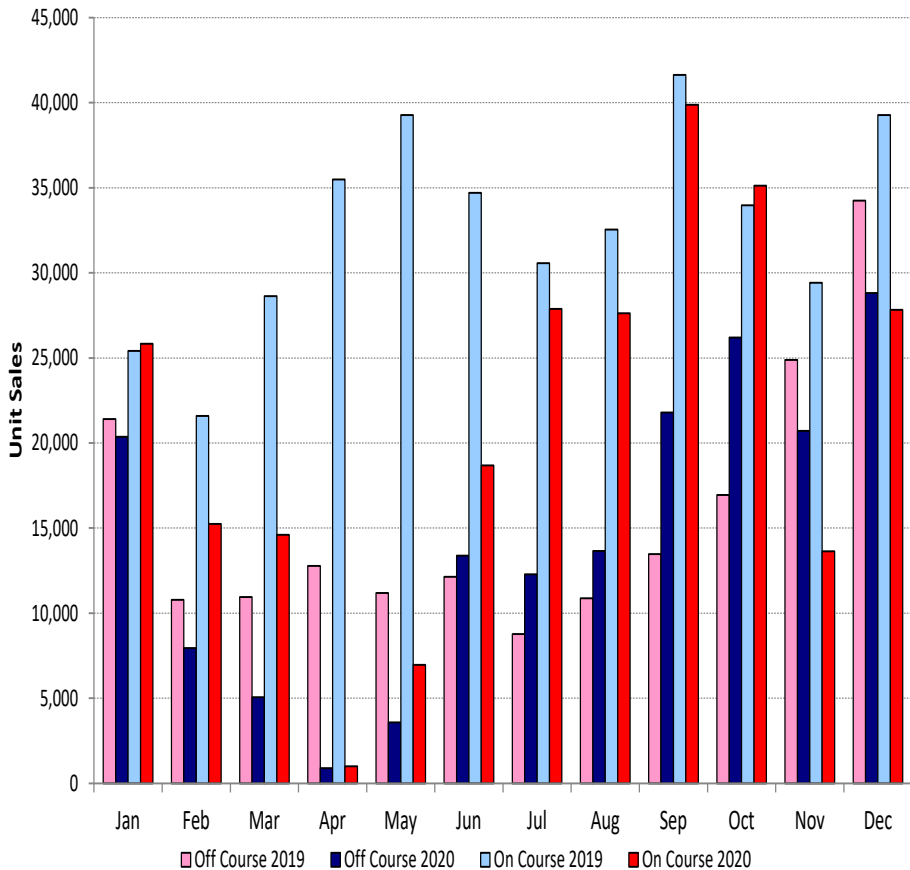
2019 v 2020 Shirts Women - Average Sales Price



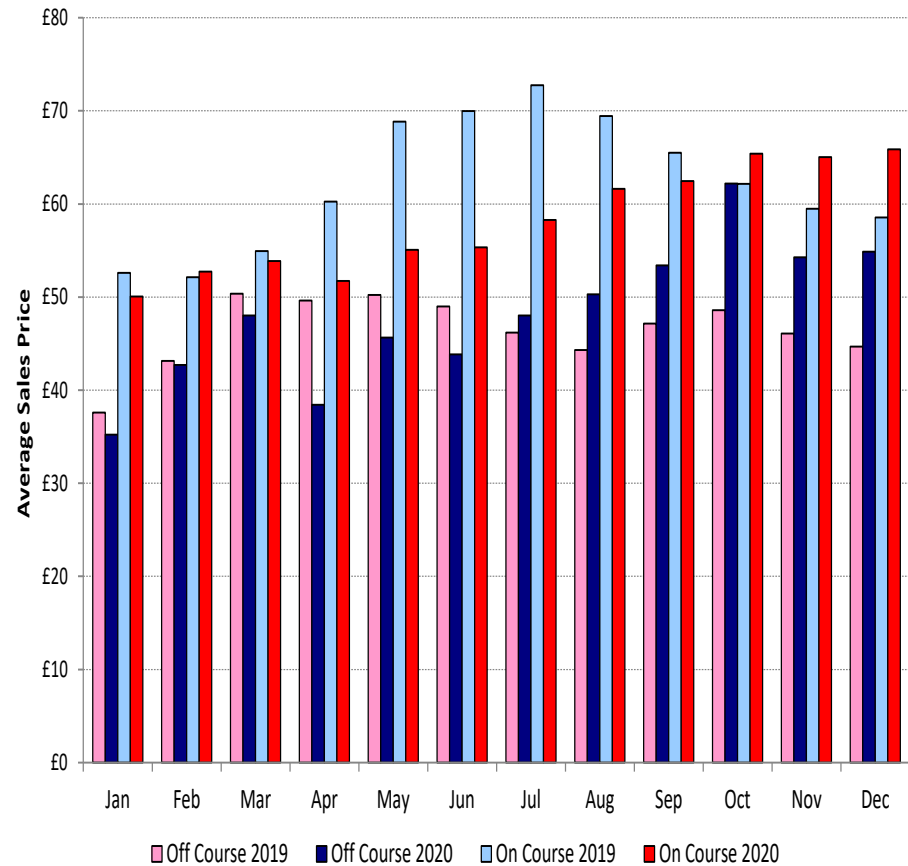


Market Audit Data – January to December 2020

2019 v 2020 Tops Men - Unit Sales



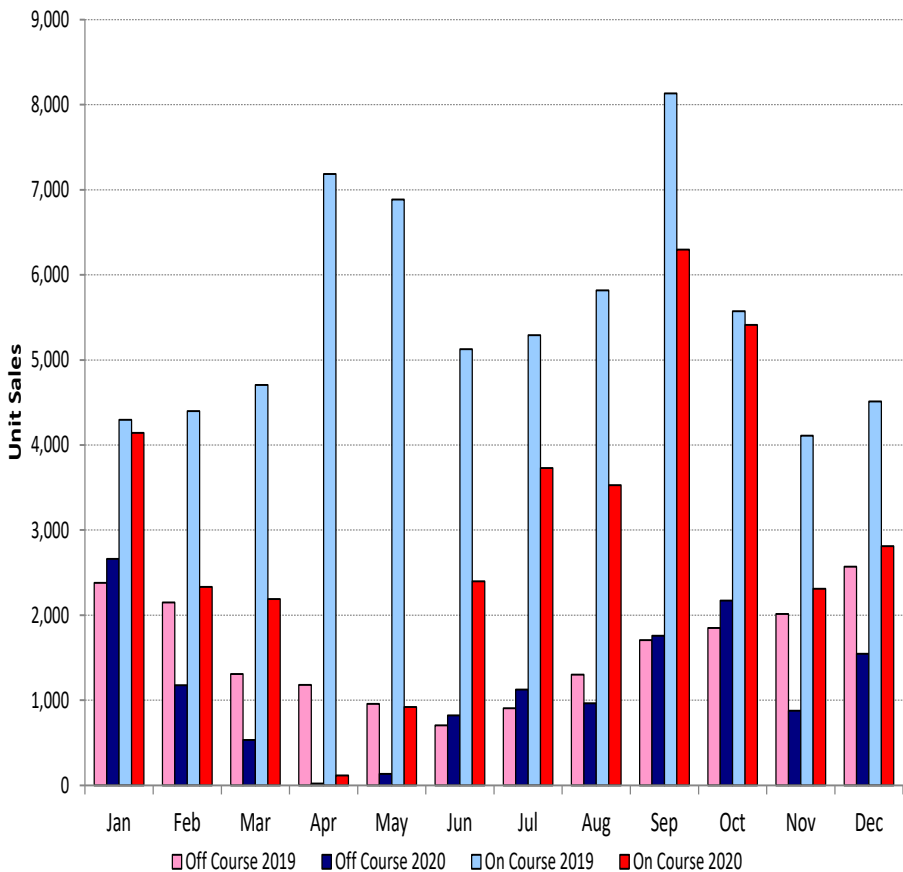
2019 v 2020 Tops Men - Average Sales Price





Market Audit Data – January to December 2020

2019 v 2020 Tops Women - Unit Sales



2019 v 2020 Tops Women - Average Sales Price

