



# COVID-19 Industry Impact Report

## April 2020 Results



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# COVID-19 Industry Survey Results

## Introduction:

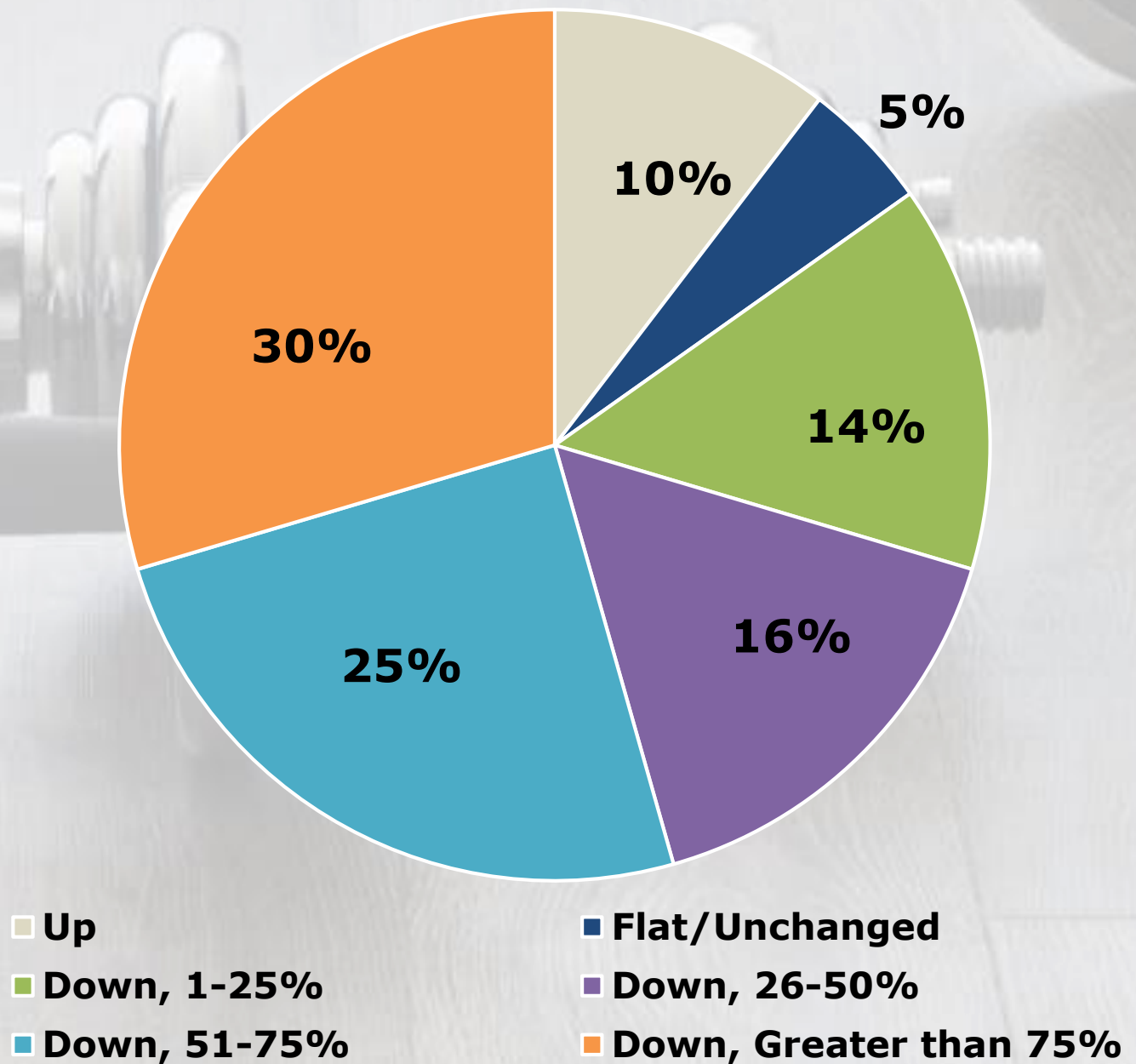
The Sports & Fitness Industry Association (SFIA) surveyed its membership to understand the effects the COVID-19 pandemic is having on the sports and fitness industry. The following insights contained in the report are intended to provide a snapshot of key business questions. We hope that this report assists industry stakeholders in decision making and provides new insights for them to consider.

This is the first edition of SFIA's COVID-19 Industry Impact survey series. We are committed to continuing to gather insights to help our industry get through this period of uncertainty.

## Key Findings:

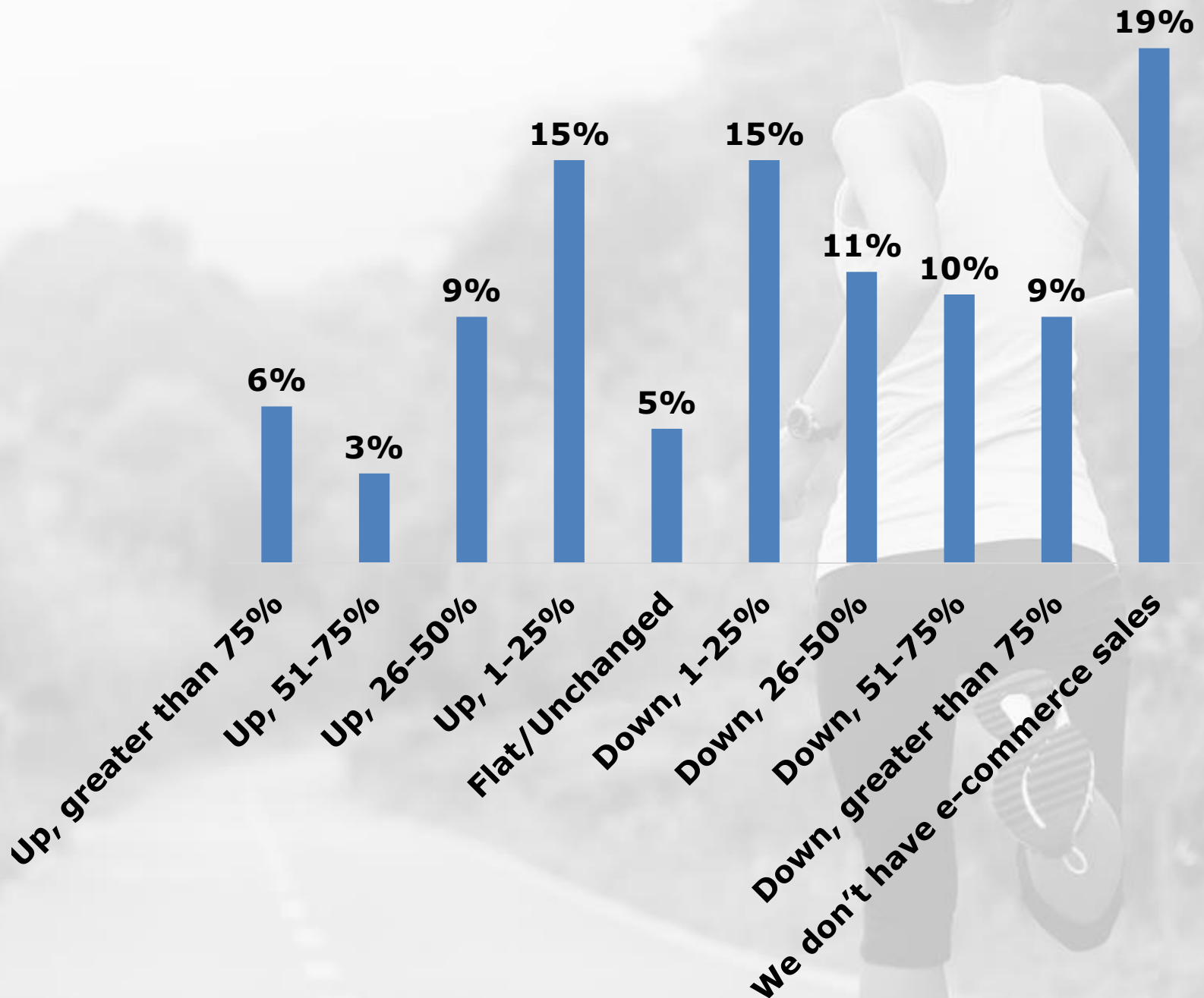
- COVID-19 elicited a dramatic and immediate drop in sales, with 55% of respondents reporting sales decreases of 51% or greater when compared to April 2019.
- Of those that applied, 76% of sports and fitness companies received some sort of government related financial relief.
- Many companies have taken significant responses to COVID-19 losses in the areas of payroll and cash conservation. Bigger companies with more employees were more likely to furlough, layoff, or reduce pay of their staff.
- In terms of return to play projections, health clubs and boutique fitness studios are anticipated to open in the next one to three months, with team and youth sports to return shortly thereafter.

## How do your April 2020 overall sales compare to April 2019?



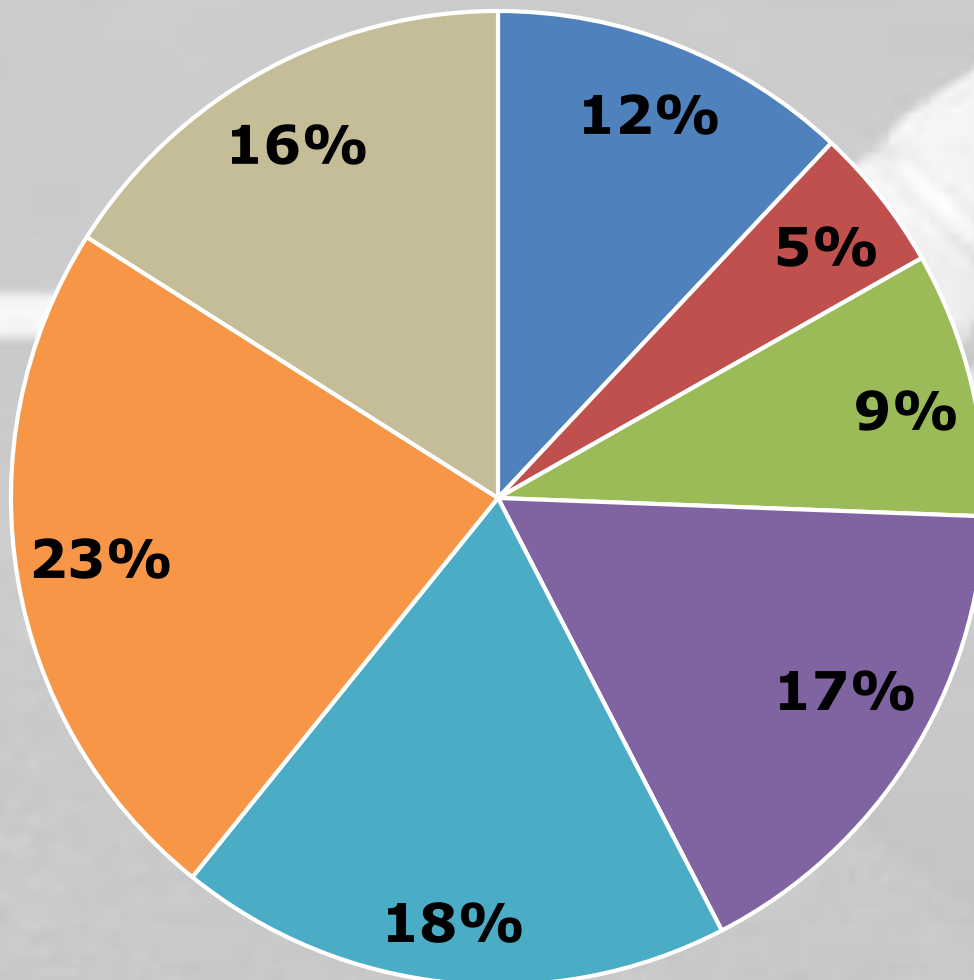
\*This chart only presents responses from the "Sporting Goods Equipment Manufacturers", "Fitness Equipment Manufacturers", "Retailer" and "Sport & Fitness Technology Company" categories.

## How do your April 2020 e-commerce sales compare to April 2019?



\*This chart only presents responses from the "Sporting Goods Equipment Manufacturers", "Fitness Equipment Manufacturers", "Retailer" and "Sport & Fitness Technology Company" categories.

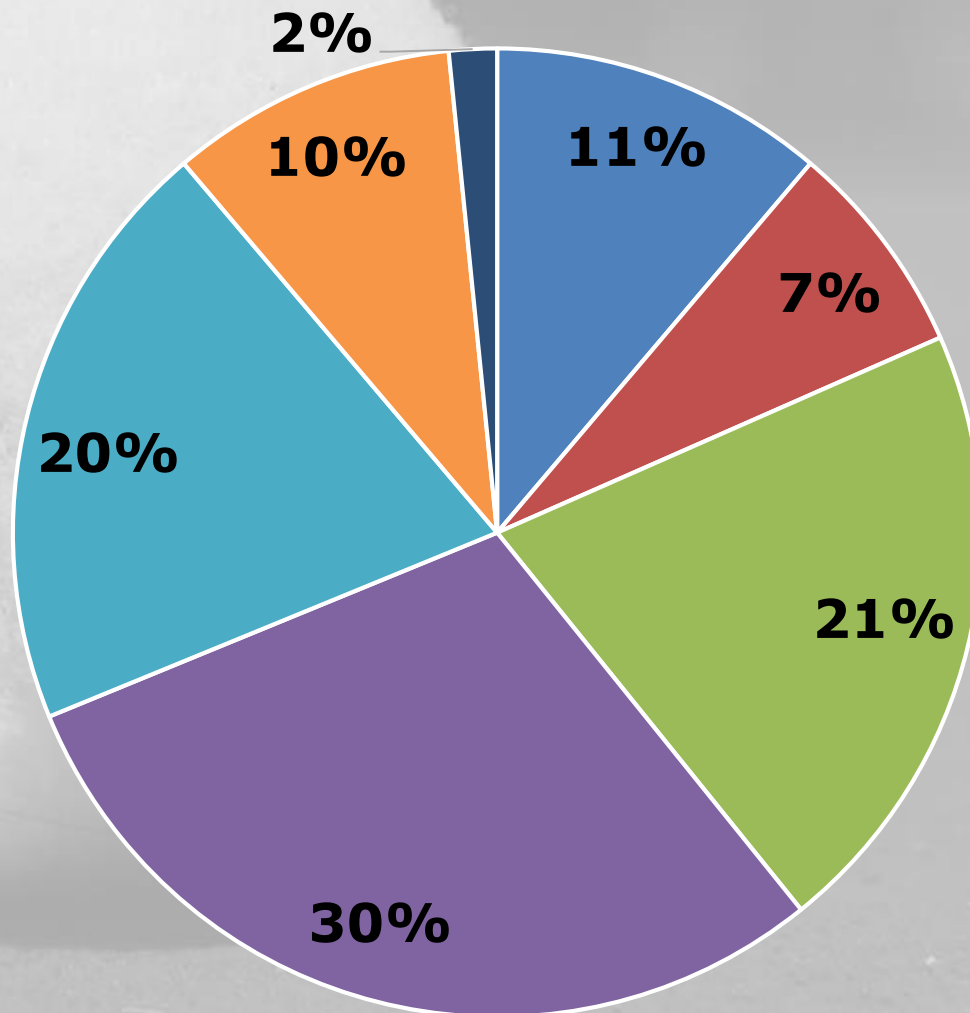
## How are you projecting your May 2020 sales compared to May 2019?



- Up
- Flat/Unchanged
- Down, 1% to 20%
- Down, 21% to 40%
- Down, 41% to 60%
- Down, 61% to 80%
- Down, Greater than 80%

\*This chart only presents responses from the "Sporting Goods Equipment Manufacturers", "Fitness Equipment Manufacturers", "Retailer" and "Sport & Fitness Technology Company" categories.

## How are you projecting your fiscal year 2020 sales compared to 2019?

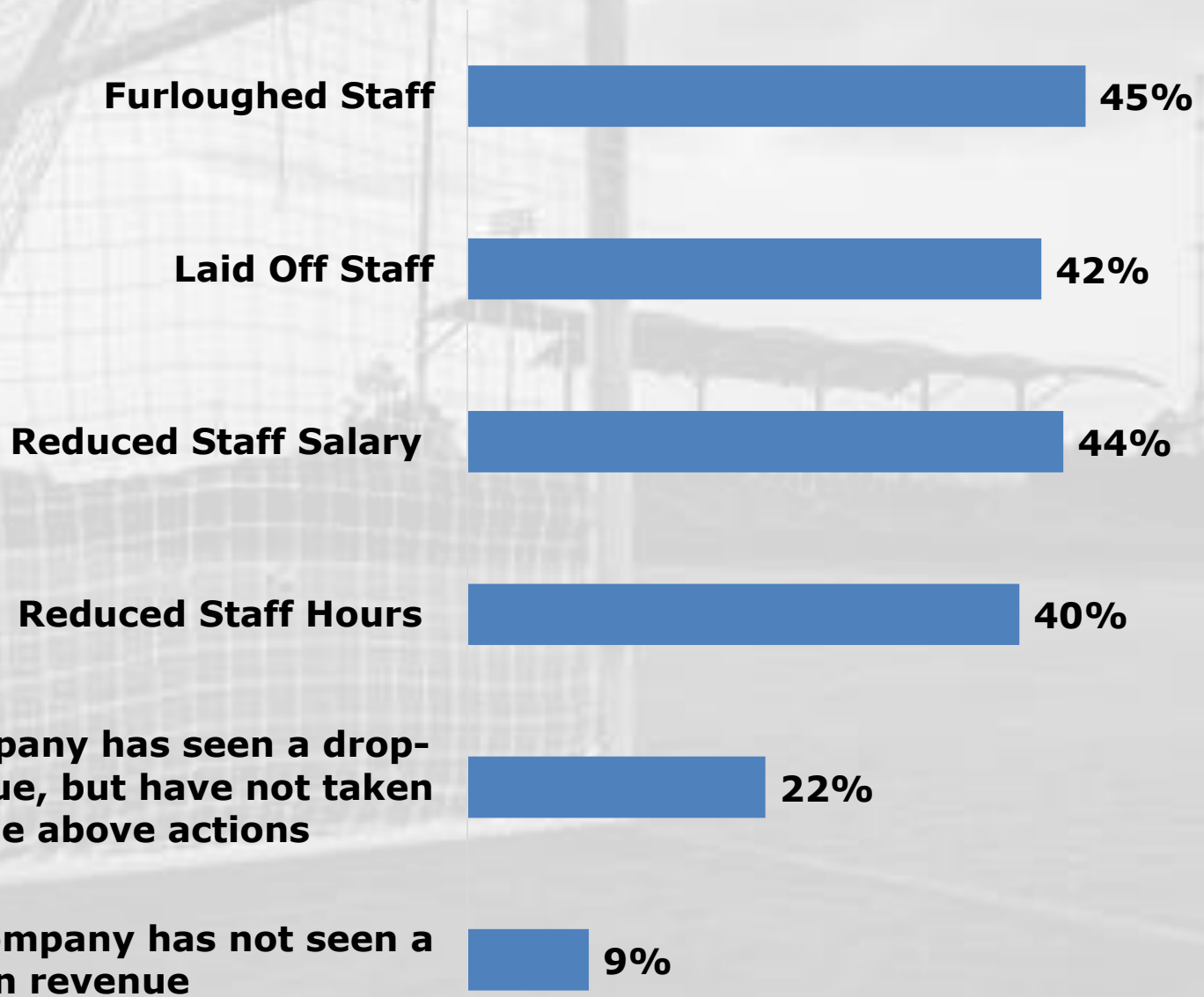


- Up
- Down, 1% to 20%
- Down, 41% to 60%
- Down, Greater than 80%
- Flat/Unchanged
- Down, 21% to 40%
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\*This chart only presents responses from the "Sporting Goods Equipment Manufacturers", "Fitness Equipment Manufacturers", "Retailer" and "Sport & Fitness Technology Company" categories.

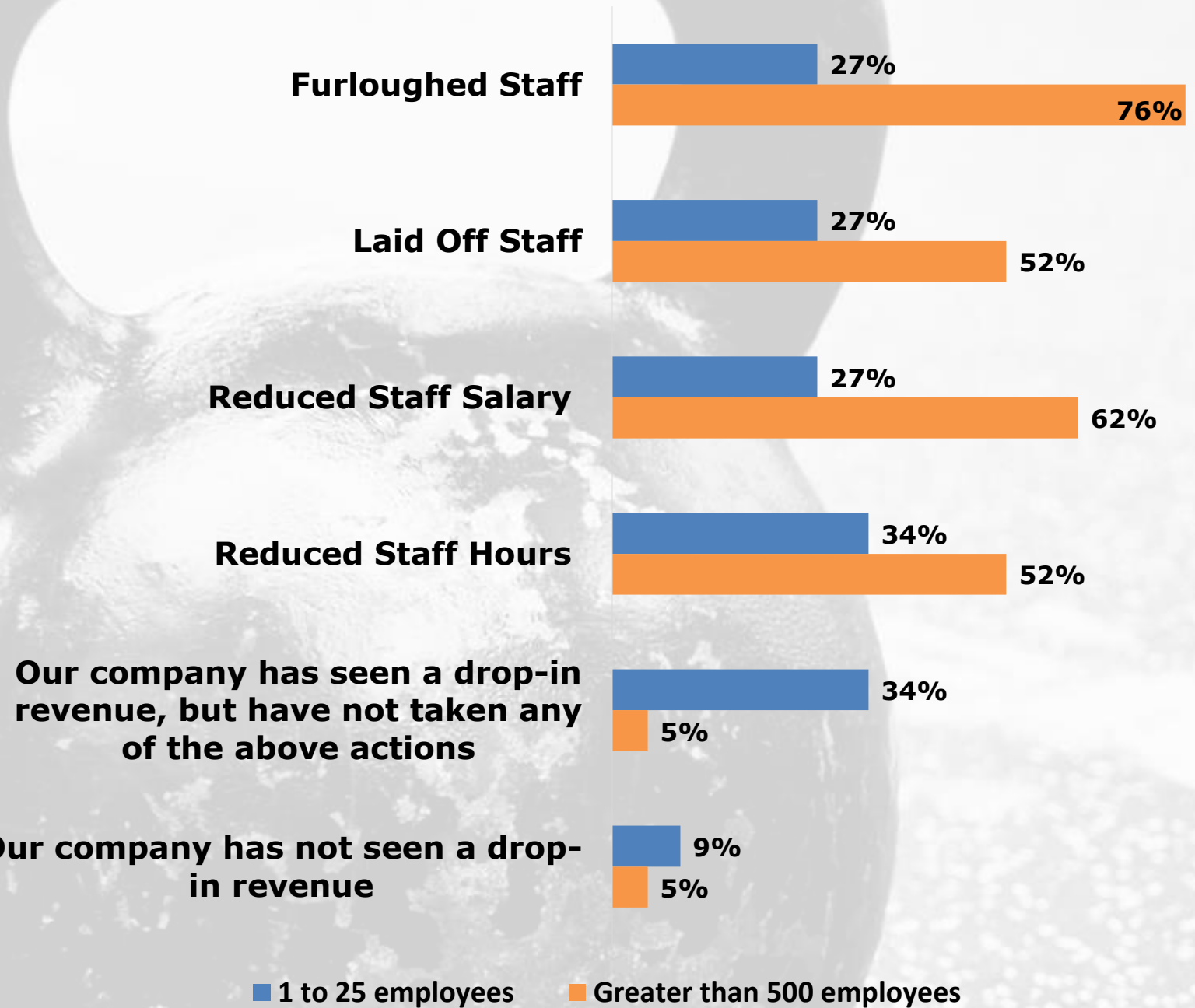


## What actions has your company taken in response to drops in revenue? Check all that apply.



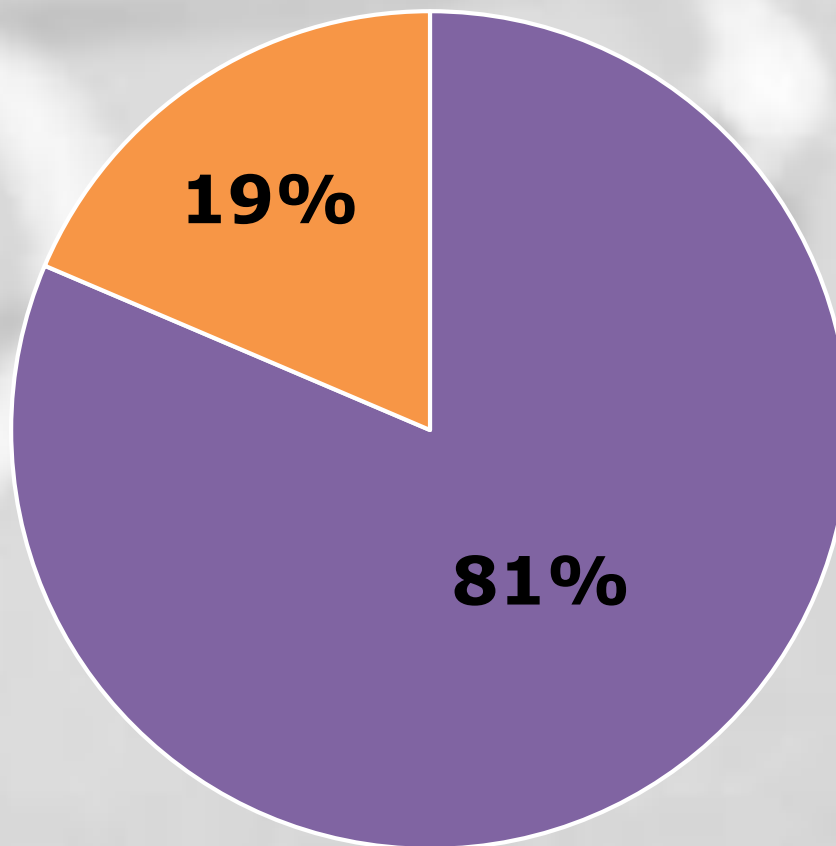
\*This chart only presents responses from the "Sporting Goods Equipment Manufacturers", "Fitness Equipment Manufacturers", "Retailer" and "Sport & Fitness Technology Company" categories.

## What actions has your company taken in response to drops in revenue? Check all that apply. (company size comparison)



\*This chart only presents responses from companies of 1-25 employees versus those of 500+ employees in the "Sporting Goods Equipment Manufacturers", "Fitness Equipment Manufacturers", "Retailer" and "Sport & Fitness Technology Company" categories.

## Has your global supply chain been disrupted as a result of the COVID-19 pandemic?

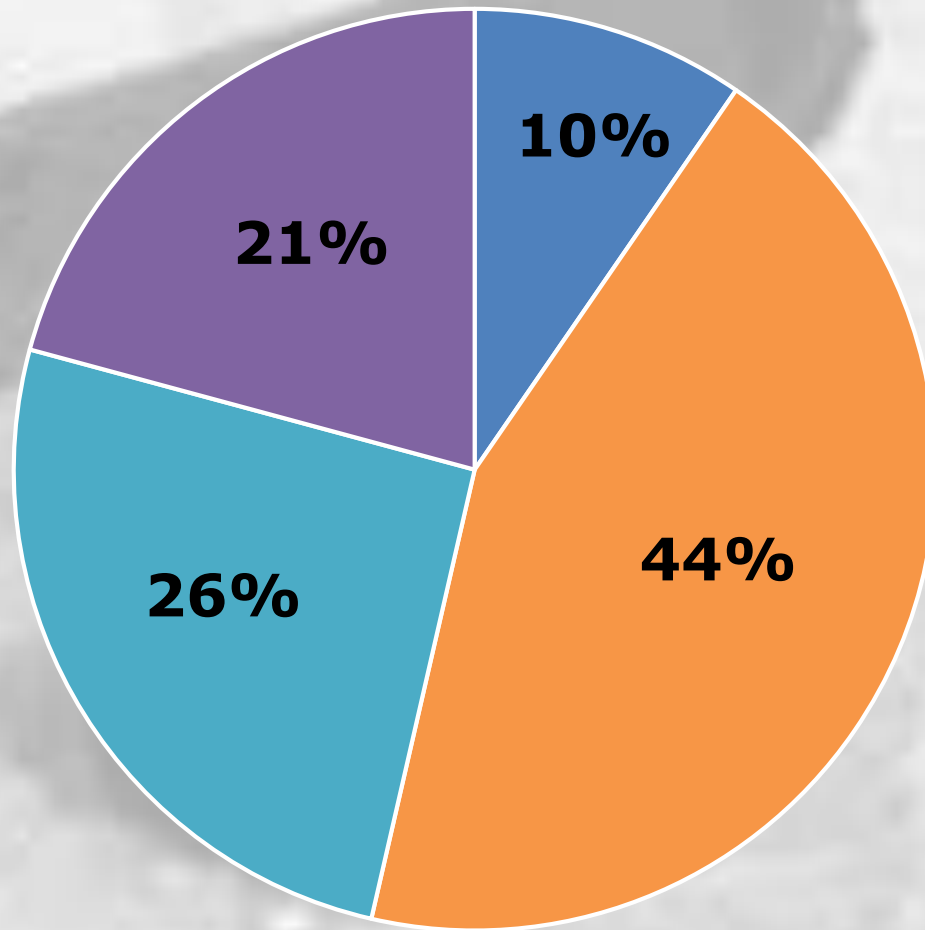


■ Yes ■ No

\*This chart only presents data from those that indicated that they had a global supply chain.

\*This chart only presents responses from the "Sporting Goods Equipment Manufacturers", "Fitness Equipment Manufacturers", "Retailer" and "Sport & Fitness Technology Company" categories.

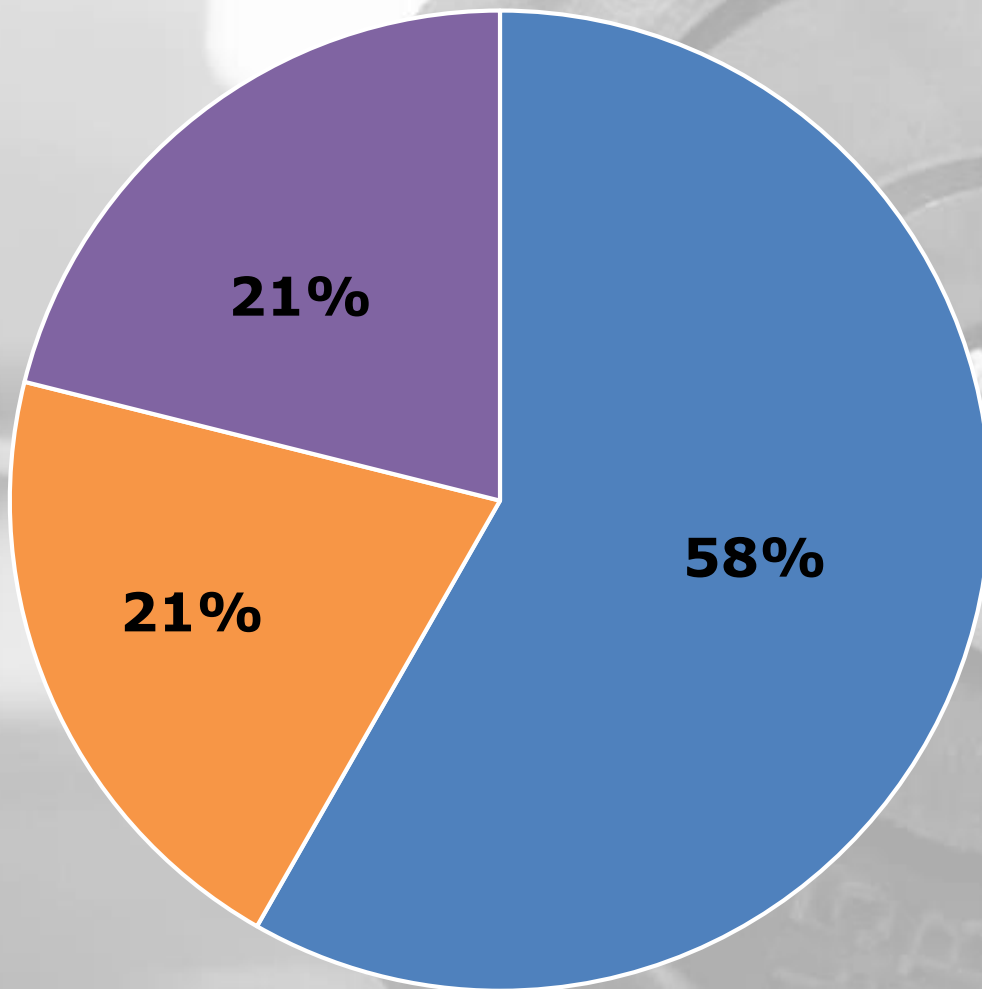
## Are you experiencing any delays at your distribution or fulfillment centers?



- Yes, Significant Delays
- Yes, Moderate Delays
- Not Experiencing Any Delays
- Not Applicable

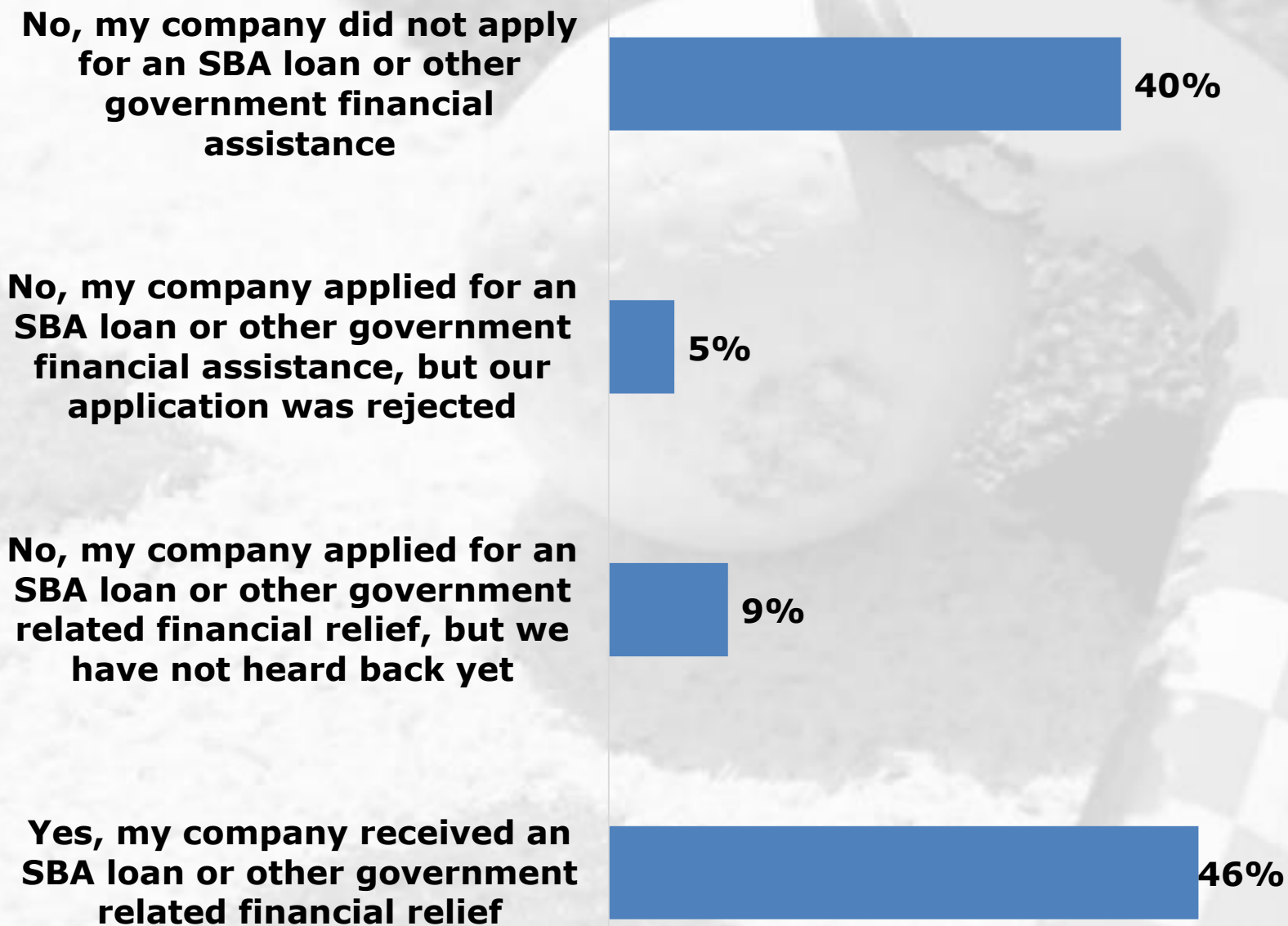
\*This chart only presents responses from the "Sporting Goods Equipment Manufacturers", "Fitness Equipment Manufacturers", "Retailer" and "Sport & Fitness Technology Company" categories.

**Are you applying for an SBA loan or other government related relief program?**

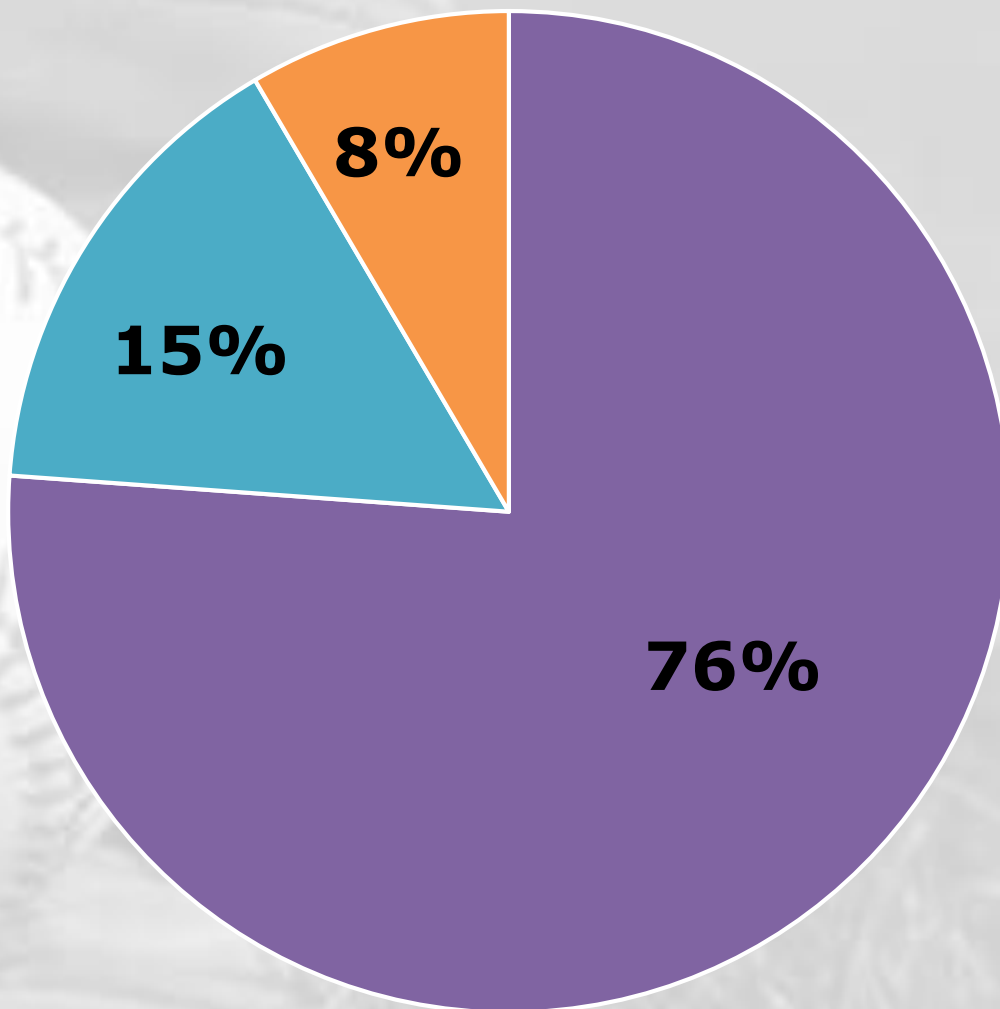


**■ Yes ■ No ■ Not eligible**

## Have you received an SBA loan or other government related financial relief?

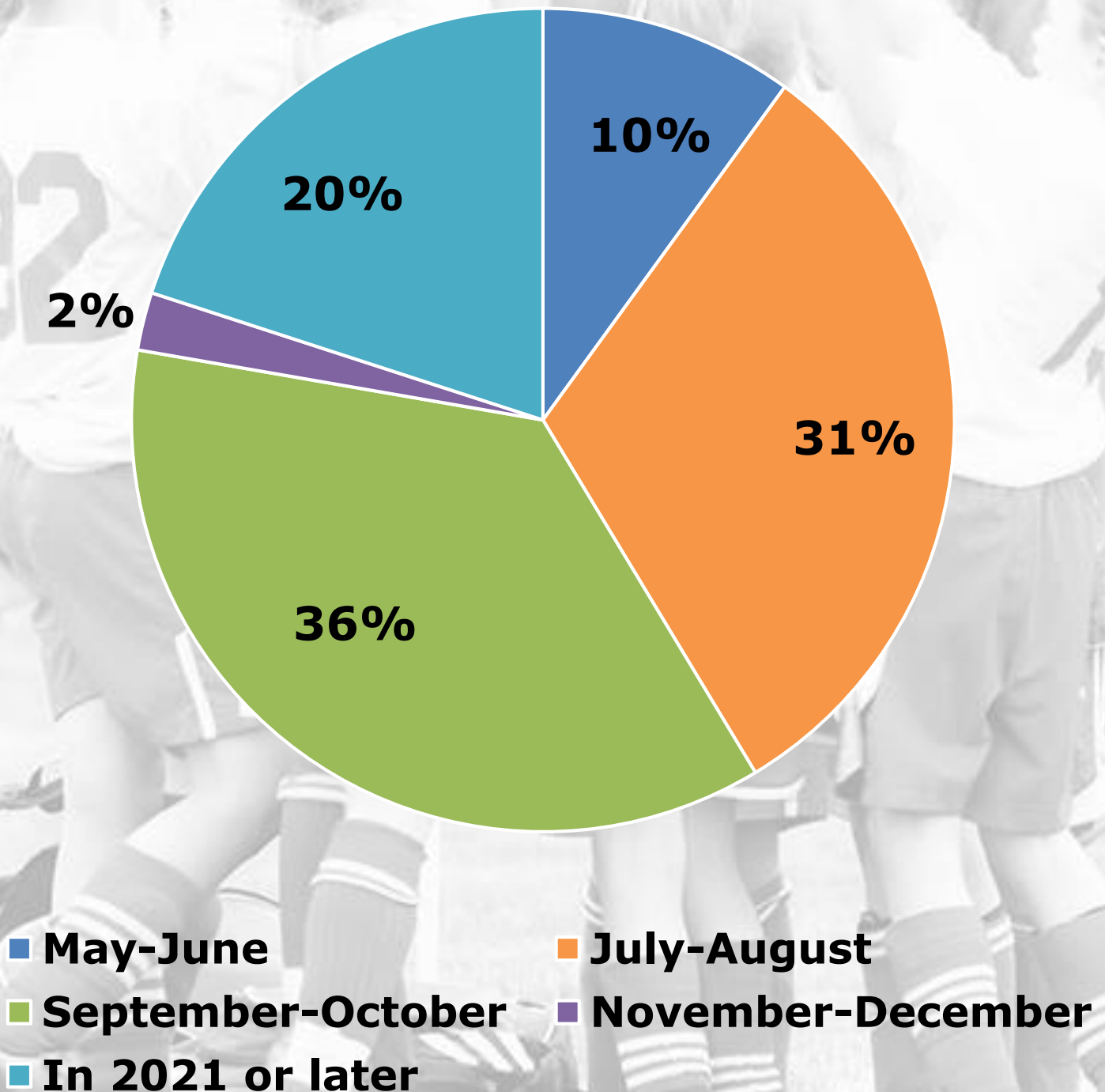


**Have you received an SBA loan or other government related financial relief? (of those that indicated they applied)**



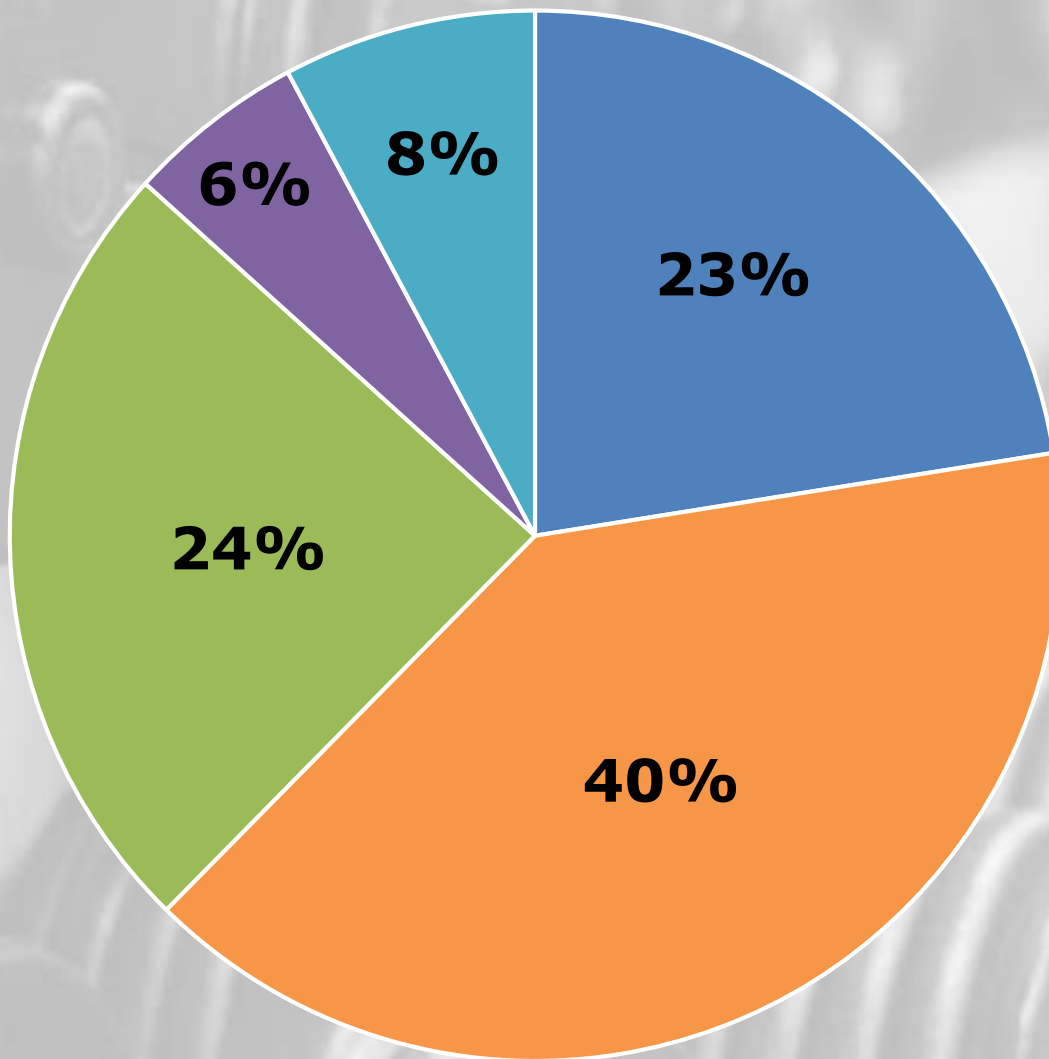
- **Yes, my company received an SBA loan or other government related financial relief**
- **No, my company applied for an SBA loan or other government related financial relief, but we have not heard back yet**
- **No, my company applied for an SBA loan or other government financial assistance, but our application was rejected**

## When do you think organized youth sports teams will return to play?





## When do you think gyms, health clubs, and boutique fitness centers will open?



■ May-June

■ July-August

■ September-October

■ November-December

■ In 2021 or later



# COVID-19 Industry Survey Results

## Methodology:

The April COVID-19 Industry Impact survey is the first in a series of monthly surveys run by the Sports & Fitness Industry Association (SFIA). SFIA has decided to institute these simple and quick monthly surveys to get a general sentiment of several key questions regarding the COVID-19 situation and how this situation has impacted the sports and fitness industry. This edition of the survey focused on the impact COVID-19 had in April 2020.

This edition of the survey ran from May 11<sup>th</sup> through May 18<sup>th</sup> and had a total of 228 respondents. All respondents participated anonymously, and the data has been aggregated. Due to rounding, numbers may not add up to 100%. All surveys are subject to some level of standard error that is - the degree to which the results might differ from those obtained by a complete census of every business in the sports and fitness industry.

## Disclaimer:

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