

Outdoor gear sales slip as millennials drive shift in habits

By Dan Elliott, AP

DENVER – Sales of outdoor equipment are slipping as millennials drive changes in U.S. consumer habits by favoring clothes and sporting goods that are less specialized and more versatile, analysts say.

Industry retail sales totaled \$18.9 billion from December 2016 through November 2017, down 6 percent from the previous 12 months, according to NPD Group, a market research company that tracks trends in two dozen industries.

The company announced the numbers this week as manufacturers and buyers gathered in Denver for the Outdoor Retailer and Snow Show, the industry's biggest winter marketplace.

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