

Western Overview

Western Products

75 percent of retailers surveyed said they carry Western saddles, tack or apparel in their store(s). They reported these items to be their top five sellers:

Tack.....	45.6%
Boots	29.6%
Saddles	21.0%
Jeans.....	12.2%
Western Gifts.....	10.5%

Switcharoos

Western jeans, which were not in the top five a year ago, moved up into fourth place. Western hats, which came in fourth last year, moved out of the top five to sixth place.

Customer Profile

Who is the typical core Western customer according to those surveyed? She is female (66%), owns a horse (73%) and is a little more concerned with price (45%) than quality



What's Hot% stocking more in the next 12 months

Western Gift Items	41.1%
Belts	35.9%
Bridles.....	31.3%
Halters	30.1%
Reins	28.1%

And What's Not % stocking less in the next 12 months

Ropes	9.3%
Chaps	8.4%
Moccasins.....	7.6%
Vests.....	7.0%
Belts	5.8%

Three of the top five Western products that retailers surveyed indicated they would buy more of in the coming year fall into the broader category of strapgoods. When the data for those three Western products are combined, the total number of retailers who said they would buy more in the coming year equals 41%.

Marketing Initiative

Almost half of readers (46%) said that the most beneficial way to promote Western in the coming year is through a national marketing initiative. That opinion is up slightly from last year (42%). Such an initiative is currently under way courtesy of the Western English Trade Association, which has devoted a great deal of research, resources and manpower to the effort. You can pledge your support by becoming a member. Go to www.wetaonline.com to learn more.



Top Western Suppliers

These 10 companies/manufacturers of Western goods were given the highest ratings by surveyed readers who buy their products.

- 1. Weaver Leather**
- 2. Wrangler**
- 3. J.T. International**
- 4. Justin Boot**
- 5. Big Horn**
- 6. M&F Western**
- 7. Equibrand**
- 8. Miller Harness**
- 9. Ozark Leather**
- 10. Tex Tan**

Western Retailers Say

"Weaver Leather offers solid products, consistent quality and items in stock at high margins."

"Wrangler ships on a timely basis and understands that the retailer is their customer."

"Billy Cook, Dale Chavez, Equibrand, Courts, Tex Tan, Professional's Choice—these companies ALL give great service!"