

Western Products

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

Based on annual gross sales

Tack	49.5%
Boots	29.6%
Saddles	20.4%
Jeans	4.8%
Hats	3.8%

Based on product volume

Tack	50.8%
Boots	17.4%
Saddles	15.4%
Jeans	9.2%
Outerwear	5.0%

CUSTOMER PROFILE

Who is the typical core Western customer, according to those surveyed?

Female	57.5%
Age 31-50	68.3%
Western show rider	19.9%



“The jeans people at Wrangler are wonderful. Their re-supplies are fast, accurate and always in stock.”

Top Western Products Suppliers

My top five best-selling Western brands or lines are:

Wrangler	29.6%
Weaver	28.0%
Justin	20.1%
Ariat	16.4%
J.T. International	11.1%

The best Western supplier (manufacturer or distribution) that I deal with is:

Weaver	20.9%
Wrangler	10.8%
Justin	5.7%
Ariat	5.7%
J.T. International	4.4%

What's HOT

Saddle Pads	32.4%
Bits.....	32.0%
Bridles.....	31.4%
Halters	31.4%
Boots	30.7%

What's NOT

Saddles.....	15.5%
Western shirts.....	12.9%
T-shirts.....	12.4%
Hats	11.8%
Outerwear.....	11.7%