

## English Products

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

### Based on annual gross sales

Saddles .....	32.5%
Tack .....	32.5%
Boots .....	21.7%
Breeches .....	12.1%
Hats .....	3.6%

### Based on product volume

Tack .....	40.2%
Saddles .....	17.1%
Boots .....	15.9%
Breeches .....	14.6%
Gloves .....	8.5%

### Top English Products Suppliers

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

Ariat .....	35.5%
English Riding Supply .....	22.6%
WeatherBeeta .....	22.6%
JPC Equestrian .....	16.1%
J.T. International .....	16.1%

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

WeatherBeeta .....	15.9%
Ariat .....	9.8%
J.T. International .....	9.8%
English Riding Supply .....	8.5%
JPC Equestrian .....	4.9%

***“ERS is very knowledgeable. They have what we want and listen to our needs.”***



## CUSTOMER PROFILE

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

Female .....	87.5%
Age 31-50 .....	53.6%
Hunter/Jumper .....	43.8%

## What's HOT

Helmets.....	34.8%
Saddle Pads.....	30.1%
Breeches.....	26.4%
Bridles.....	24.8%
Bits.....	23.2%

## What's NOT

Saddles.....	22.1%
Belts.....	19.4%
T-shirts.....	17.0%
Riding jackets.....	15.1%
Jewelry .....	13.9%

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