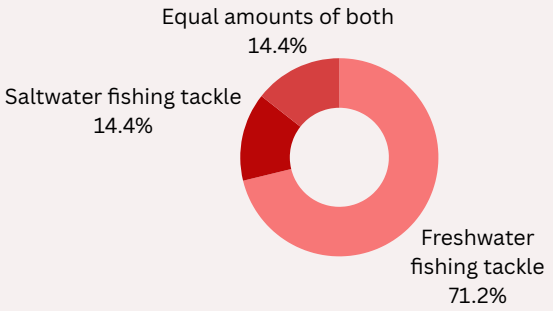
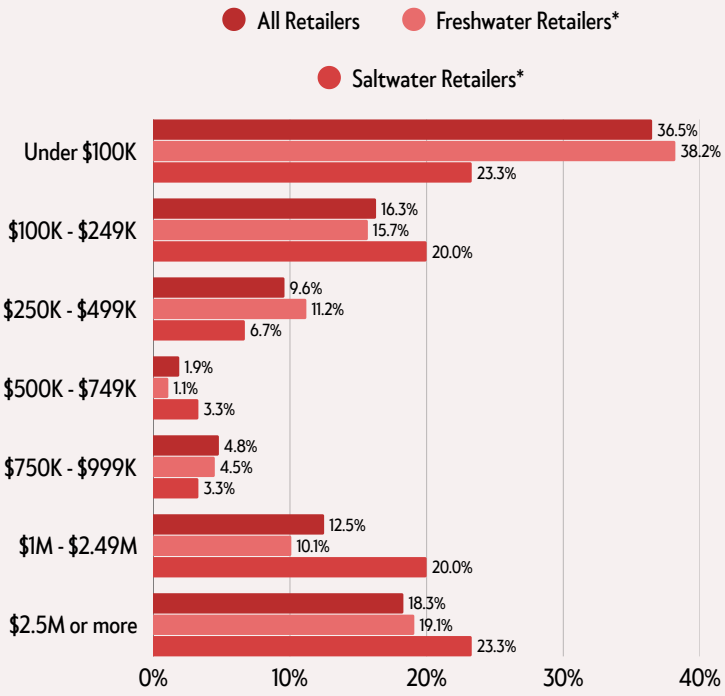
Q4 2025 Quarterly Fishing Tackle Retail Sales Survey Results

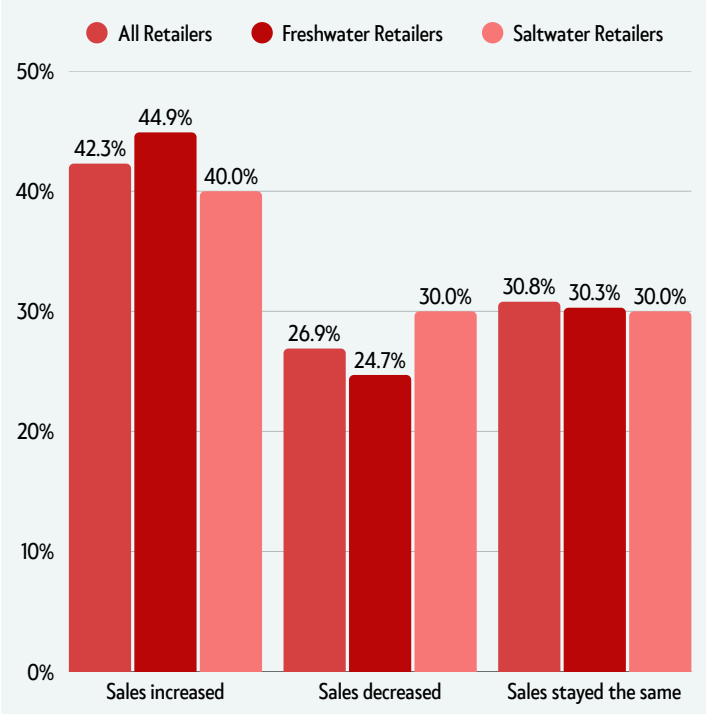
Which type of fishing tackle do you primarily sell?



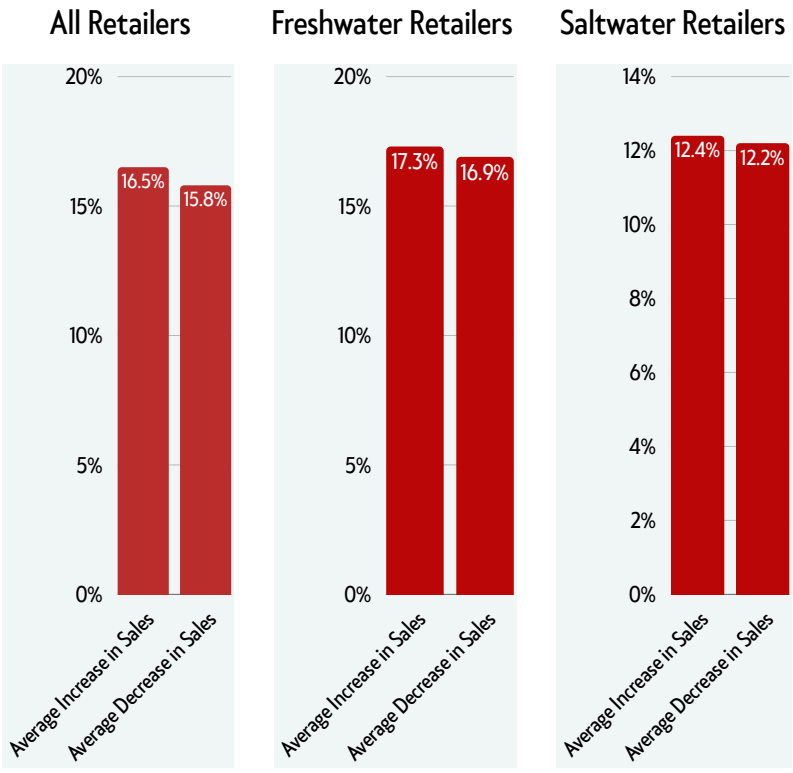
Annual fishing-related sales revenue:



How did your fishing-related sales revenue in October-December 2025 compare to October-December 2024?



How did your fishing-related sales revenue in October-December 2025 compare to October-December 2024?

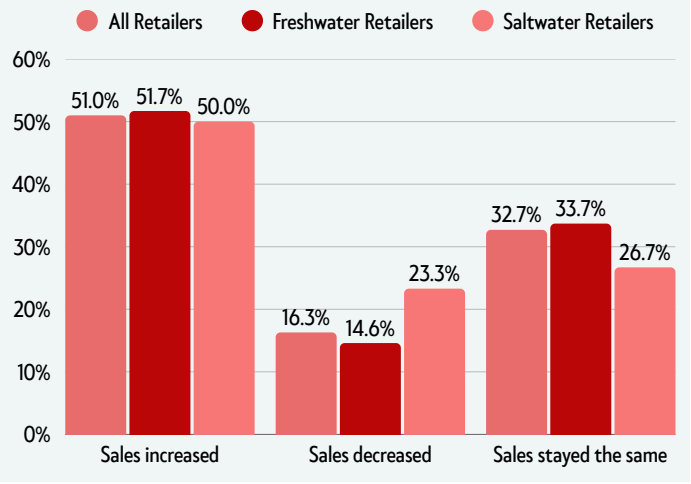


Overall Change in Tackle Sales YTD 2025 vs YTD 2024*

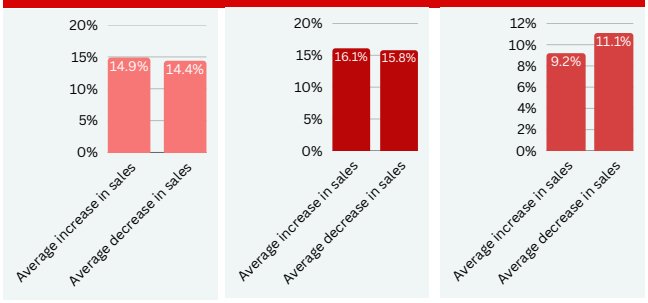
All Retailers	Freshwater Retailers	Saltwater Retailers
Up 6.7%	Up 8.5%	Up 2.0%

**Weighted by size of tackle sales*

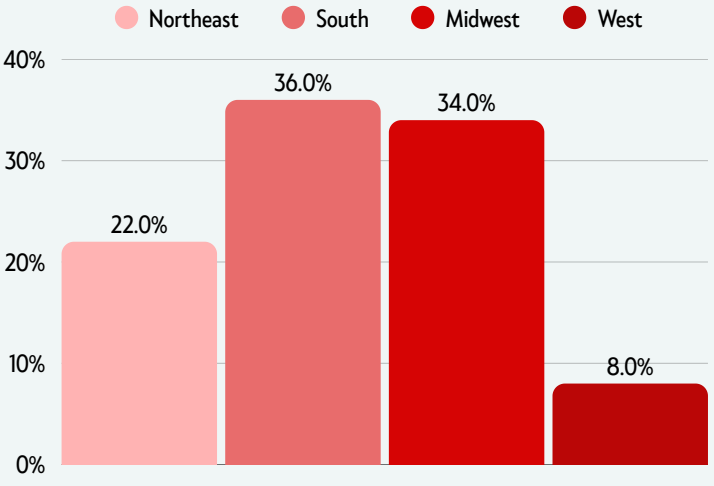
How did your fishing-related sales revenue in Jan-December 2025 compare to Jan-December 2024?

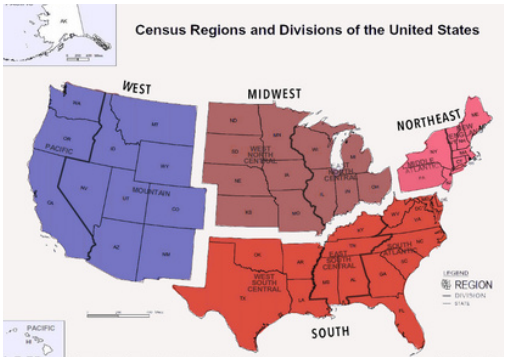


Average YTD Increases and Decreases

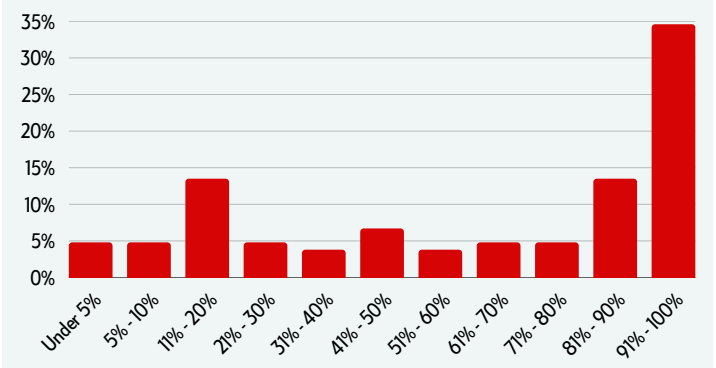


In which region is your fishing tackle retail business located?





What percent of your business's total annual sales are fishing-related?



SOUTHWICK ASSOCIATES

FISHING TACKLE RETAILER
THE BUSINESS MAGAZINE OF THE SPORTFISHING AND MARINE INDUSTRY

AMERICAN SPORTFISHING ASSOCIATION

This report presents results from a custom survey conducted by Southwick Associates on behalf of Fishing Tackle Retailer (FTR), in partnership with the American Sportfishing Association. This survey was fielded to an online audience of fishing tackle retailers that are FTR substribers. This quarterly survey focused on fishing tackle sales in October, November and December 2025, as well as annual sales for 2025. The survey was fielded between January 26th and March 4th, 2026.

Survey responses were investigated to ensure quality, and statistical outliers were identified and removed to avoid skewing the results.

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