



Category Review - Hosiery



L&R Distributors, Inc.

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The Hosiery Category

The Hosiery Category consists of Casual and Sheer Legwear.

- This is a destination category.
- Dollar Sales in the Hosiery Category for 2016 were \$287 Million for all classes of trade. \$94 million in dollar sales came from the Food & Drug classes of trade.
- Total Legwear Sales were down 5% in 2016. The branded legwear gained and maintained share of market. The sales declines came from the Private Label segment of the Hosiery business.



Category Subcategories & Segments

- **The Hosiery Category Consists of two segments:**
 - Casual Hosiery represents 77% of the category sales.
 - Socks are 46% of the Casual Hosiery Volume
Includes: sport socks, casual 3 pack socks, boot socks, trouser socks and liners.
 - Leggings are 20% of the Casual Hosiery Volume
Includes: cotton, denim and shaping styles
 - Tights are 11% of the Casual Hosiery Volume
Includes: sheer to waist, control top, shaping and seamless styles
 - Sheer Hosiery represents 23% of the category Sales.
 - Includes: sheer to waist, control top, knee high's, shaping sheer and silky and support styles



Category Consumer

- The Hosiery category consumer is a mix of both men and women although women will drive the majority of the sales in the Food and Drug classes of trade.
- There is not an age specific group driving hosiery category sales.
- Parents will shop for hosiery for themselves and for socks for their children,



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Category Trends

- Hosiery sales are promotionally driven. The hosiery brands are continually offering ancillary promotional displays throughout the year.
- Seasonality of Sales:
 - Sheer , liners, sport socks, leggings and fashion options drive sales from January to June
 - Fashion focus items like leggings, boot socks and tights drive sales from July through December.



Top Selling Items

Rank	Style Description
1	Great Shapes All Over Shaper Pantyhose
2	Base Brand Multi Value Pack Knee High
3	Cotton Leggings
4	Great Shapes Opaque Shaping Tights
5	Soft & Breathable Socks Ventilated Cushion No Show
6	Base Brand Control Top Pantyhose
7	Soft & Breathable Socks Ventilated Cushion 1/4 Top
8	Super Opaque Control Top Tights
9	Base Brand Knee High 2 Packs
10	Denim Leggings



New Planograms

The following Hosiery planograms are available in both the New York and Pine Bluff Warehouses:

2ft x 54"	No Nonsense Hosiery	Quote #620566
2ft x 66"	No Nonsense Hosiery	Quote #620558
3ft x 66"	No Nonsense Hosiery	Quote #620552
4ft x 54"	No Nonsense Hosiery	Quote #620548
4ft x 66"	No Nonsense Hosiery (no socks)	Quote #620537
4ft x 66"	No Nonsense Hosiery	Quote #620533
8ft x 54"	No Nonsense Hosiery	Quote #620527
8ft x 66"	No Nonsense Hosiery	Quote #620513

