

Price Index: Reasons to be cheerful this autumn

GOLFALOT.COM the golf equipment website which compares prices in the industry takes an upbeat view of the month of October.

The Golfalot.com Price Index of UK golf equipment enjoyed another month of stability in October. The Club sector grew by just under 0.3% with the fairway woods category performing impressively with growth of 3.2% following the arrival of three new models across the Ping G15 and i15 ranges and relative stability from older models.

The arrival of the new Ping models gave the utility clubs category a boost with a rise of 1.4%. The wedges category was up just over 1% as small reductions from last month were removed across a range of manufacturers, including Wilson, Srixon and Ping. A drop of -1.7% meant the putters category was the worst performing across the golf club sector thanks in large part to reductions across the Callaway range of putters as retailers anticipate the arrival of the new Callaway Odyssey White Ice models.

The driver category welcomed three new Ping drivers, but reductions on models by MD Golf, Callaway and Hippo combined to register an overall fall of just -0.5%.

The irons category remained broadly static recording only a negligible drop. It was a month

of very little movement in any of the accessories categories and overall the sector fell by less than 0.2%. The golf bags category posted positive growth of 0.3% but golf balls and golf shoes both dropped by 0.5% and golf trolleys fell by half that amount. With a number of manufacturers announcing their new accessories lines over last few weeks it won't be long before these new products begin to make an impact across the sector.

Almost all the large manufacturers have had a busy month releasing new golf equipment with high profile launches coming from Titleist, FootJoy, Nike, Callaway and Srixon across all the Golfalot.com Price Index categories.

At the moment both retailers and consumers have to be patient as they wait for these new products to join Ping's i15 and G15 ranges in reaching the shop floor as many are not available until late 2009 or early 2010.

The expected injection of so much new stock brings many reasons for optimism and leaves the Golfalot.com Price Index in good shape as the Christmas sales rush coincides with the arrival of so many 'must have' products to look forward to.

What is the Golfalot Price Index?

The Golfalot Price Index tracks changes in the average price of the latest golf equipment. Prices are taken from Golfalot's price comparison service that tracks prices every day from every major golf retailer with a national pricing policy.

For more information visit www.Golfalot.com

