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TERMINAL TACKLE: FAST START OUT OF THE GATE



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**Tackle Storage
and Fishing Tools**

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YOU

Take a Closer Look at Terminal Tackle

The most basic and necessary tackle for most anglers can be found at the end of the line—terminal tackle. At \$387 million per year (USFWS, excluding leaders), this market is worth a closer look.

Most—but not all—anglers purchase terminal tackle. The exceptions include the minority of anglers who exclusively fish with lures, kids and spouses who use another family member's tackle, and your good buddy Sid, who habitually has his hands in your tackle box. All others must buy terminal tackle.

In case you are new to the earth, hooks are the most frequently purchased terminal tackle item. Nearly 80% of anglers who report buying terminal tackle in a given month, purchased hooks. Sinkers were the next most commonly purchased terminal tackle item (50%), followed by swivels.

Differences between the types of terminal tackle used did not vary much between fresh and saltwater anglers. By region, terminal tackle appears to be used slightly more frequently in southern regions of the U.S. compared to northern and western areas, though the differences are not major.

Please note that just because an item is not reported as being frequently purchased, does



not mean it is not frequently used. Items like bobbers, or spools of leader, can provide service over more trips than a pack of hooks or sinkers and therefore do not need replenishing as often.

Purchase prices can vary. The average amount paid, regardless of pack size, per hooks purchase in 2011 was \$5.26, while the typical sinker purchase was \$4.51, bobbers were \$2.80 and swivels were \$3.59. In our regular surveys of anglers, one unique characteristic jumps out about the terminal tackle market of potential interest to retailers: anglers are less price sensitive when it comes to buying terminal tackle compared to higher priced, less frequently purchased items such as reels, tackle boxes, etc.

While they will haggle over a five dollar difference in price between two reels, they will often blindly grab sinkers, bobbers and other terminal tackle items from the shelf and buy it without a thought regarding price. So, while terminal tackle items might be low-revenue items, they can often yield higher margins and are frequently purchased.

Some brands stand out. Owner does especially well in saltwater compared to freshwater,

and is one of the better selling brands overall. Eagle Claw leads this market followed by Gamakatsu. Sinkers are difficult to track by brand as many are sold generically in bulk.

Among brands reported to us by anglers as part of our AnglerSurvey, Bullet Weights followed by Water Gremlin sell well, along with retailer brands and Eagle Claw. Saltwater anglers are twice as likely to report buying generic weights. Eagle Claw's grip on the top swivels spot is driven by its strong share of the freshwater market, but the saltwater market for swivels is much more competitive. The same is true in the bobbers market.

2011 Top Brands in Terminal Tackle Freshwater Anglers

Hooks: Eagle Claw/Lazer Sharp, Gamakatsu, Mustad

Swivels: Eagle Claw, Bass Pro Shops brand, Berkley

Leaders: Eagle Claw, Seaguar, Berkley

Sinkers: Bullet Weights, Eagle Claw, Water Gremlin

Saltwater Anglers

Hooks: Eagle Claw/Lazer Sharp, Gamakatsu, Owner

Swivels: Eagle Claw, Spro, Sampo

Leaders: Seaguar, Ande, TripleFish

Sinkers: Bullet Weights, Bass Pro Shops brand, Water Gremlin

The terminal tackle market is broad and varied. While demand is rather consistent across the country, preferences for specific types and sizes of terminal tackle varies by species targeted and each angler's preferred style of fishing. Southwick Associates' AnglerSurvey, the source for most of the information offered here, provides additional details to subscribers. Retailers that pay attention to local angler preferences for terminal tackle, and the potentially decent margins these sales can provide, know that despite the typically low revenues per sale, profits can still be earned. ■

