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Golf Datatech Unveils 6th Edition of “Distance Measuring Device” (DMD) Study

After Massive Run Up During the Covid Era, Category Sales Declined in 2022, but sales remain brisk; Study Indicates Serious Golfers are Moving Toward Lasers and Smart Watches

Kissimmee, Fla., August 28, 2023 ... Golf Datatech, LLC (www.golfdatatech.com), the golf industry’s leading independent market research firm for retail sales, consumer, and trade trends, today introduced the 6th Edition of its comprehensive study covering the Distance Measuring Device (DMD) market in the United States, including estimates of total market size by key product sub-category, which is exclusive to Golf Datatech, as well as usage trends, on and off course sales, preferences, likes, dislikes and much more.

Among the key findings of Golf Datatech’s DMD Study of more than 1,500 Serious Golfers, while the category declined in 2022, the total market was close to \$180 million in sales and remains larger than hybrid clubs and slightly smaller than putters. The study also shows that Serious Golfers are moving toward lasers and smart watches and away from handheld and dedicated wristwatch DMDs. Additionally, where golfers buy their DMD has changed rapidly over the years, with online purchases soaring, particularly direct sales from the manufacturer.

“Golf continues to enjoy positive momentum, with total participation elevated and rounds played remaining strong,” said John Krzynowek, Partner, Golf Datatech. “Today’s golfer embraces technology and uses DMDs more frequently than ever before. When you combine increased usage/purchasing of DMDs by long-time players with new players wanting their own devices, sales remain at lofty levels.”

Krzynowek adds, “After riding the wave of popularity in Covid-era golf during 2020 and 2021, US DMD sales were lower in ’22, but they still remain almost 50% above pre-pandemic levels.”

The study provides many other insights into preferences and attitudes about DMDs, including how golfers believe Lasers are more accurate than GPS-based devices, resulting in future purchase intent shifting toward lasers. Interest in smart watches also remains high, but it is still relatively small in comparison to GPS devices and lasers.

“Today, Golf Datatech is the only company in the world that has insights into US retail sales of DMDs and combining that data with our in depth understanding of consumer attitudes and practices places us in a unique position to project the full market,” said Krzynowek. “Our research shows the DMD category has moved from a niche product used primarily by very good players 15 years ago, to being an essential part of almost every golfer's equipment today. However, one of the most significant challenges for both manufacturers and retailers is that



DMDs today are very durable, extremely accurate, rarely malfunction and don't easily wear out. Getting current users to buy a new DMD to replace an older model remains a challenge.”

About Golf Datatech, LLC

Golf Datatech, LLC (www.golfdatatech.com) was established in 1995, and since that time it has become the industry's gold standard for accurate and timely information on retail sales, inventory, pricing, and distribution of golf products through the on and off course channels. In 1998, the Company extended its reach into consumer research, strategic sales, and marketing consulting. In 2006, the Company expanded its retail and consumer research programs into the United Kingdom and in 2008 added markets in Europe. Golf Datatech now produces the first-ever digitally driven golf retail sales reports for the US, UK, Sweden, France and Germany.

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