



GOGGLES ASSORTMENT GUIDELINES



INTRODUCTION: SCOPE, USE AND APPLICATION

The purpose of this document is to provide the sales force with **guidelines for designing product offerings tailored to each main distribution channel and its consumer targets.**

The scope of these recommendations is to **indicate styles that the company believes will generate sales** for each channel based on the type of retailer and its consumers. We have segmented consumers and know both their main needs and where they shop.

For each channel we have identified **recommended products** for strategic or tactical reasons and products that could be **additional and/or alternative options**, depending on the depth and variety of the shop's assortment.

The items in the table listed as “**must have**” are a priority and should not be missing from the assortment of a specific channel. The items listed as “**suggested**” are **potential alternative or additional solutions** to the recommended ones; their inclusion in the assortment depends on several variables (i.e. proximity of a pool and its customer base, the retailer also sells online, etc.)



STRATEGY: CONSUMER AND PRODUCT FAMILY SEGMENTATION

CONSUMER TARGETS

Our consumer targets differ by **age** (adults, teens and kids), **type** (competitive swimmers, fitness swimmers) and **need** (looking for a specific benefit in swimming goggles).

A FAMILY OF GOGGLES

THE WAY TO MEET THE PRIMARY NEEDS OF ALL CONSUMER GROUPS.

To identify the consumer segments and their specific needs, arena conducted market research with 5,000 swimmers in Italy, France, Germany, the UK, and the US.

The analysis of the results revealed distinct consumer groups, each of which identified one primary need they look for in a pair of goggles. Based on the results of this research, arena created a family for each consumer group.

COBRA, for young, competitive, and intensive swimmers looking for the best technology for the highest performance.

AIR, for competitive and fitness swimmers that prioritize **comfort** as the essential necessity for their goggles.

THE ONE, for fitness swimmers searching for goggles that look and feel good, with an eye-catching style and design that **fits everyone**.

SPIDER, for fitness swimmers in search of practical and robust goggles that make the swimming experience **easier**.

ESSENTIALS, goggles with basic features, designed for those in search for the best **value for money** and guaranteed by the quality and reliability of the arena brand.



COBRA

PERFORMANCE



BEST TECHNOLOGY. HIGHEST PERFORMANCE.

Cobra goggles are the most advanced performance goggles for competitive swimmers on the market. There is nothing more hydrodynamic than their sleek design, with the frame-integrated lenses of Cobra Ultra and Cobra Core reducing drag to the extreme. No other racing goggle has such a vast field of vision for keeping your eye on the competition and the finish line. They're unmovable when on, and Cobra Ultra and Cobra have an ingenious extended frame for extra stability. Plus Cobra goggles are enviously cool. Their aggressive look gives swimmers an edge over their rivals.

AIR

COMFORT



COMFORTABLY LIGHT.

How goggles feel on your face can be a real game-changer for both fitness and competitive swimmers. Our Air goggles prioritize lightness and comfort with gaskets that reduce pressure on the eye socket and the pain caused by suction on sensitive areas. The special honey-comb texture of the Air Seals ensures they sit softly on the face but are also watertight.

THE ONE

FIT



DESIGNED TO FIT EVERYONE.

The One goggles look cool on any face with their distinctive design. We studied facial anatomy to create Orbit Proof seals that avoid areas compromising suction. The result is an amazingly watertight goggle that adapts to almost every face.

SPIDER

EASE OF USE



PRACTICAL AND COMPACT.

Spider goggles are the perfect choice for swimmers who want a practical and compact solution. Made for recreational and fitness swimming, their simplicity is what makes them so good. All Spider goggles have a silicone strap with a single clip for easy adjustment, even for kids. The self-adjusting nose bridge adapts intuitively to your facial structure.

NEW: New colors made out of recycled materials (33% silicone and 15% polycarbonate) available from SS 23.

ARENA ESSENTIALS

VALUE FOR MONEY



ALL YOU NEED. SPEND LESS.

A collection of classic goggles with basic features, designed to deliver great value for money and guaranteed by the quality of the arena brand.



CONSUMER TARGET	CONSUMER TYPE	MAIN BENEFIT	FAMILY	PRODUCT	RSP (€)	RSP MR (€)	SGS & DPT STORE			POOL SHOP	SWIM SPECIALIST	MASS DISTRIBUTION (DISCOUNT SUPERMARKET)
							SMALL	MEDIUM	LARGE			
ADULT	COMPETITIVE	PERFORMANCE	COBRA	COBRA EDGE SWIPE (MIRROR)	90	100			SUGGESTED		MUST HAVE	
ADULT	COMPETITIVE	PERFORMANCE	COBRA	COBRA ULTRA SWIPE (MIRROR)	70	75		MUST HAVE	MUST HAVE	MUST HAVE	MUST HAVE	
ADULT	COMPETITIVE	PERFORMANCE	COBRA	COBRA ORIGINAL SWIPE (MIRROR)	65	70		SUGGESTED	SUGGESTED	SUGGESTED	MUST HAVE	
ADULT	COMPETITIVE	PERFORMANCE	COBRA	COBRA CORE SWIPE (MIRROR)	60	65		SUGGESTED	SUGGESTED	SUGGESTED	SUGGESTED	
ADULT	COMPETITIVE	PERFORMANCE	COBRA	COBRA TRI SWIPE MIRROR	-	80			SUGGESTED		SUGGESTED	
ADULT	FITNESS	COMFORT	AIR	AIR BOLD SWIPE (MIRROR)	42	52	SUGGESTED	MUST HAVE	MUST HAVE	SUGGESTED	SUGGESTED	
ADULT	COMPETITIVE	COMFORT	AIR	AIR SPEED (MIRROR)	30	-	SUGGESTED	SUGGESTED	SUGGESTED	SUGGESTED	MUST HAVE	
ADULT	FITNESS	COMFORT	AIR	AIR SOFT	20	-	SUGGESTED	SUGGESTED	SUGGESTED	SUGGESTED	SUGGESTED	
JUNIOR	FITNESS	COMFORT	AIR	AIR JR	18	-		SUGGESTED	SUGGESTED	SUGGESTED	SUGGESTED	
ADULT	FITNESS	FIT	THE ONE	THE ONE MASK (MIRROR)	28	37		SUGGESTED	SUGGESTED			
ADULT	FITNESS	FIT	THE ONE	THE ONE PLUS (MIRROR)	25	28		SUGGESTED	SUGGESTED		SUGGESTED	
ADULT	FITNESS	FIT	THE ONE	THE ONE (MIRROR)	22	28	MUST HAVE	MUST HAVE	MUST HAVE	MUST HAVE	MUST HAVE	
ADULT	FITNESS	FIT	THE ONE	THE ONE WOMAN	22	-		SUGGESTED	SUGGESTED	SUGGESTED	SUGGESTED	
JUNIOR	FITNESS	FIT	THE ONE	THE ONE MASK JR	26	-			SUGGESTED	SUGGESTED		
JUNIOR	FITNESS	FIT	THE ONE	THE ONE JR	20	-		SUGGESTED	SUGGESTED	SUGGESTED	MUST HAVE	
ADULT	FITNESS	EASE OF USE	SPIDER	SPIDER	18	-			MUST HAVE	SUGGESTED		SUGGESTED
JUNIOR	FITNESS	EASE OF USE	SPIDER	SPIDER JR (MIRROR)	15	21	MUST HAVE	MUST HAVE	MUST HAVE	MUST HAVE		MUST HAVE
KIDS	FITNESS	EASE OF USE	SPIDER	SPIDER KIDS MASK	26	-			SUGGESTED	SUGGESTED		SUGGESTED
KIDS	FITNESS	EASE OF USE	SPIDER	SPIDER KIDS	14	-	SUGGESTED	SUGGESTED	SUGGESTED	SUGGESTED		SUGGESTED
ADULT	COMPETITIVE	VALUE FOR MONEY	ESSENTIALS	PYTHON (MIRROR)	27	33				SUGGESTED	SUGGESTED	
ADULT	COMPETITIVE	VALUE FOR MONEY	ESSENTIALS	SWEDIX (MIRROR)	22	30				SUGGESTED	SUGGESTED	
ADULT	COMPETITIVE	VALUE FOR MONEY	ESSENTIALS	TRACKS (MIRROR)	20	25				SUGGESTED	SUGGESTED	
ADULT	FITNESS	VALUE FOR MONEY	ESSENTIALS	ARENA 365 (MIRROR)	18	24			SUGGESTED	SUGGESTED		
ADULT	FITNESS	VALUE FOR MONEY	ESSENTIALS	ZOOM X-FIT	13	-	SUGGESTED	SUGGESTED	SUGGESTED	SUGGESTED		SUGGESTED
JUNIOR	COMPETITIVE	VALUE FOR MONEY	ESSENTIALS	TRACKS JR (MIRROR)	17	23					SUGGESTED	
JUNIOR	FITNESS	VALUE FOR MONEY	ESSENTIALS	ARENA 365 JR	17	-			SUGGESTED	SUGGESTED		
JUNIOR	FITNESS	VALUE FOR MONEY	ESSENTIALS	BUBBLE 3	11	-	SUGGESTED	SUGGESTED	SUGGESTED	SUGGESTED		SUGGESTED
ADULT	FITNESS		-	PREMIUM SNORKELING SET	52	-			SUGGESTED			SUGGESTED
JUNIOR	FITNESS		-	PREMIUM SNORKELING SET JR	43	-			SUGGESTED			SUGGESTED