



**NOTE: NPD POS data reports are based on the NRF calendar which may result in trends not in alignment with other reporting periods. Please contact your NPD account representative with questions.**

# SNOWSPORTS INDUSTRY VIEW

## Alpine Boots Report

**Report Date: Dec 2019**

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# All Channels Summary

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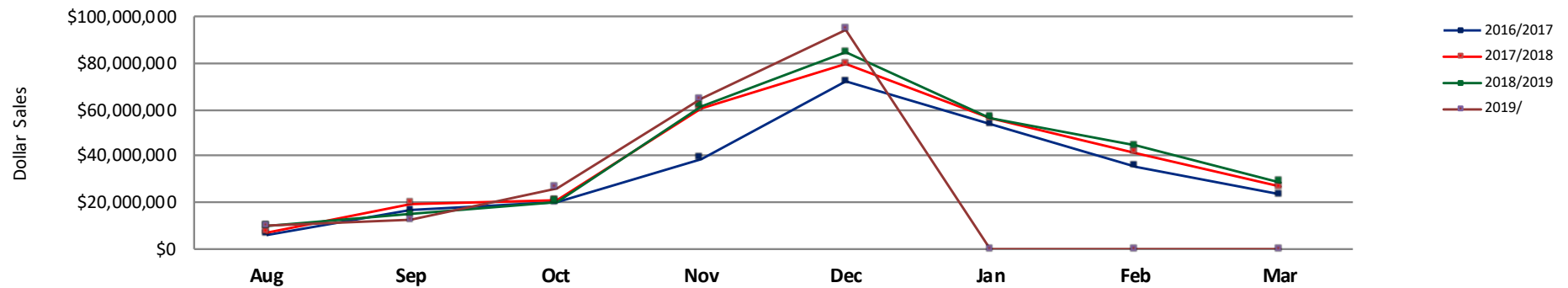
**Current Period: Dec 2019**

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
Alpine/AT Boots	Sales: \$17,364,259 Units: 1% Dollars: 3%	↑	↑	Sales: \$39,448,598 Units: 7% Dollars: 4%	↑	↑
High Performance Alpine Boots	Sales: \$60,734,764 Units: 19% Dollars: 19%	↑	↑	Sales: \$130,745,044 Units: 20% Dollars: 17%	↑	↑
Recreation Alpine Boots	Sales: \$2,278,246 Units: -9% Dollars: -8%	↓	↓	Sales: \$6,159,432 Units: -17% Dollars: -12%	↓	↓
Sport Performance Alpine Boots	Sales: \$13,801,070 Units: -5% Dollars: -5%	↓	↓	Sales: \$30,497,290 Units: -13% Dollars: -12%	↓	↓

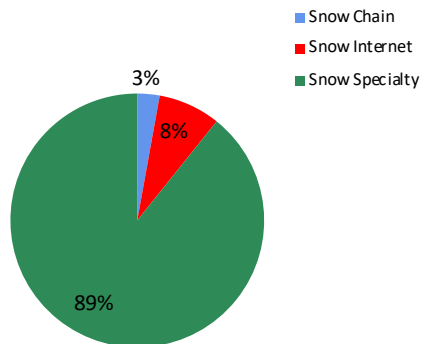


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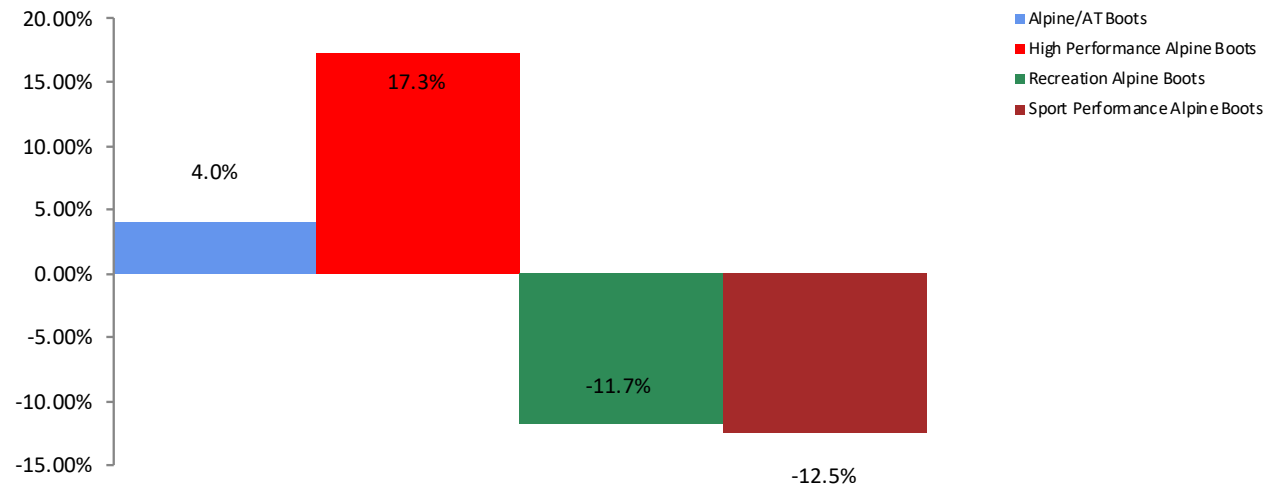
**All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold**



**Dollar Sales By Channel, Season to Date**



**Alpine Boots Sales, All Stores, Season to Date**

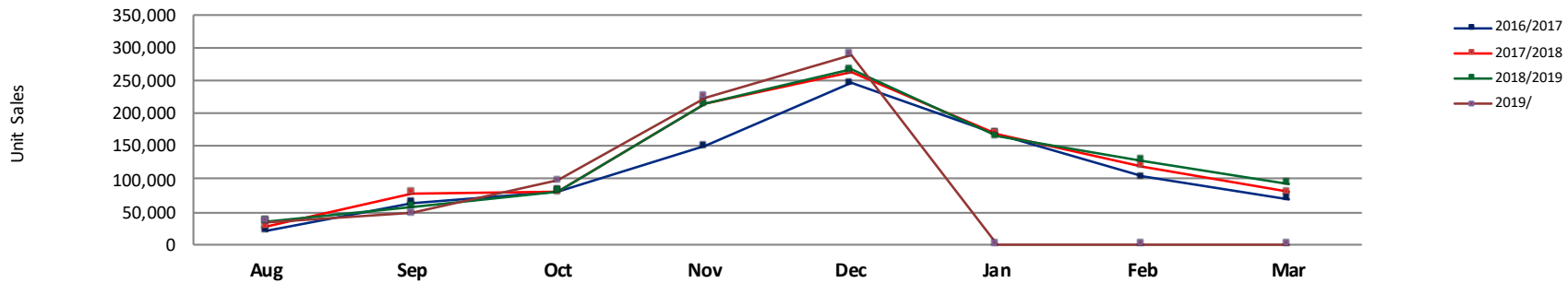




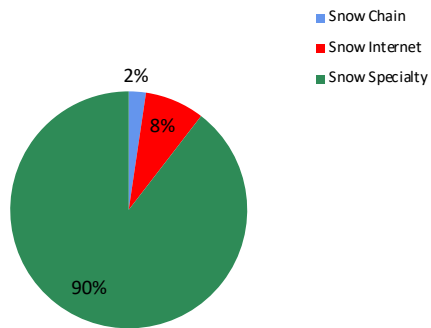
## Unit Analysis, Alpine Boots

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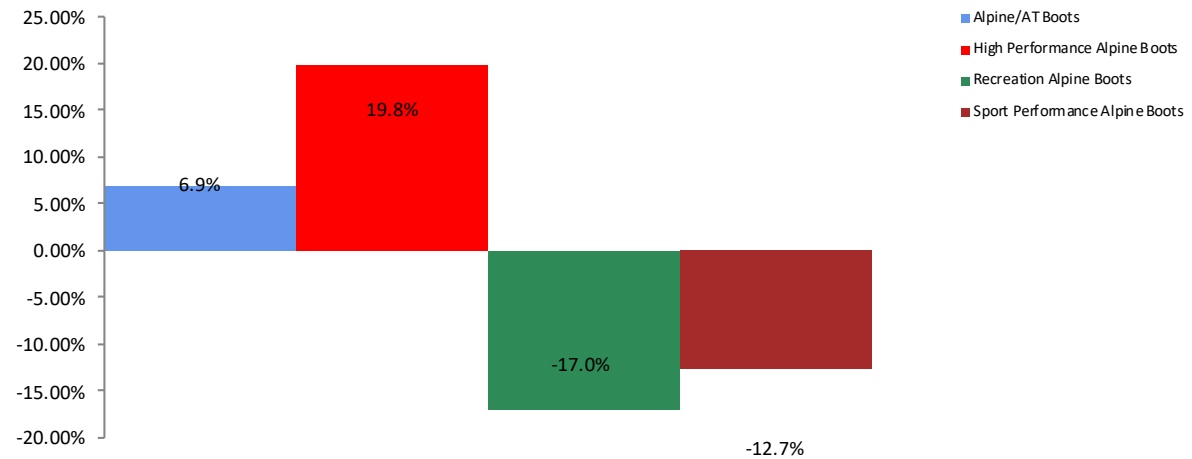
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



Alpine Boots Sales, All Stores, Season to Date





## All Channels Topline

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**Current Period: Dec 2019**

Alpine Boots Topline All Channels												
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Alpine Boots	288,998	693,943	8.1%	5.8%	\$94,178,339	\$206,850,364	11.3%	8.2%	\$325.88	\$298.08	3.0%	2.3%
Alpine/AT Boots	47,041	113,464	1.1%	6.9%	\$17,364,259	\$39,448,598	3.5%	4.0%	\$369.13	\$347.68	2.3%	-2.6%
High Performance Alpine Boots	161,151	382,596	19.5%	19.8%	\$60,734,764	\$130,745,044	19.5%	17.3%	\$376.88	\$341.73	0.0%	-2.1%
Recreation Alpine Boots	24,524	68,667	-9.3%	-17.0%	\$2,278,246	\$6,159,432	-8.4%	-11.7%	\$92.90	\$89.70	0.8%	6.3%
Sport Performance Alpine Boots	56,282	129,216	-4.6%	-12.7%	\$13,801,070	\$30,497,290	-5.0%	-12.5%	\$245.21	\$236.02	-0.5%	0.2%



## Specialty Topline

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Current Period: Dec 2019

### Alpine Boots Topline Specialty

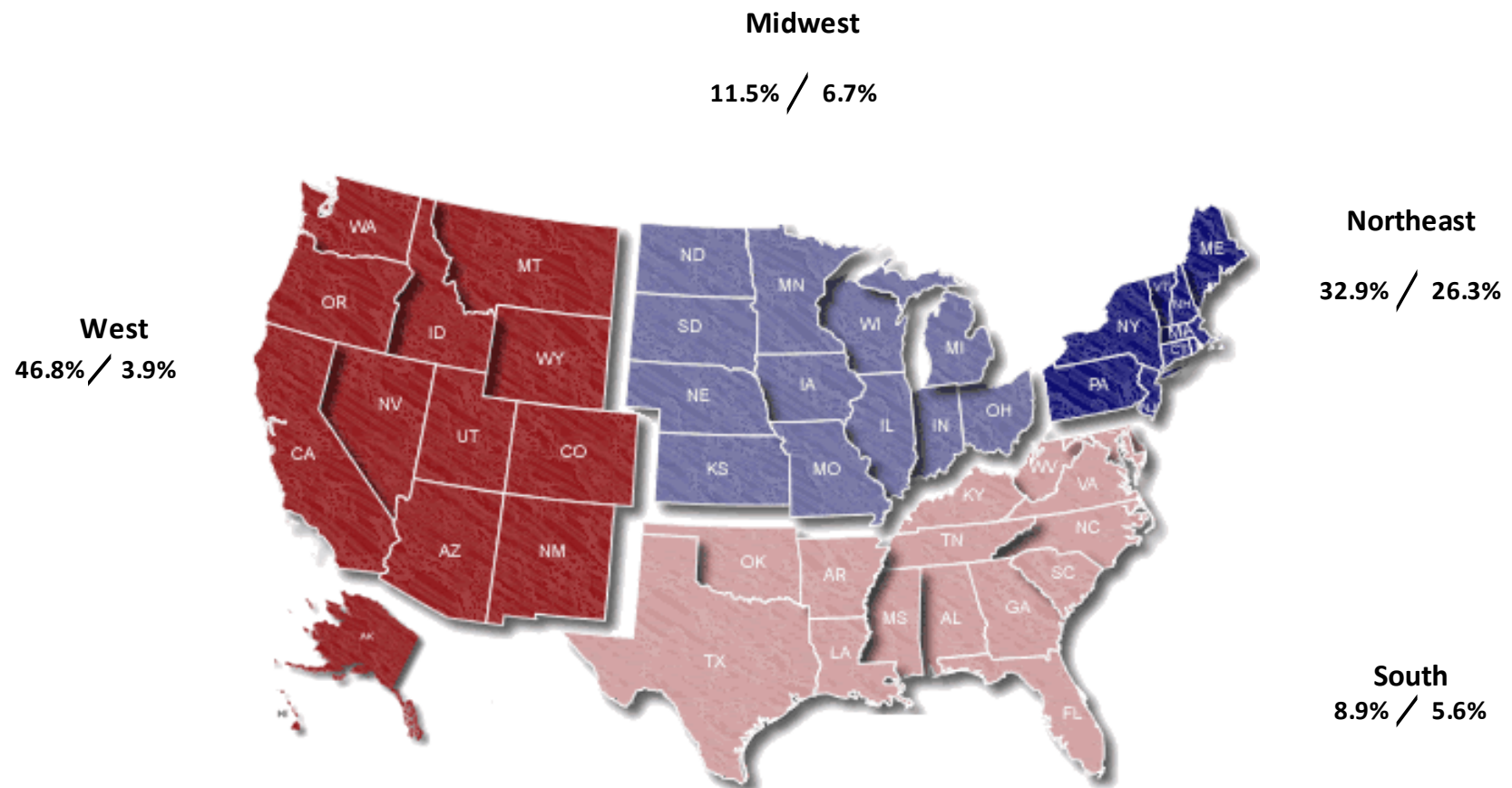
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Alpine Boots	258,218	621,324	7.8%	9.4%	\$84,589,780	\$184,601,100	11.7%	10.9%	\$327.59	\$297.11	3.7%	1.3%
Alpine/AT Boots	37,884	92,818	-2.0%	8.6%	\$14,154,217	\$32,355,605	1.3%	5.9%	\$373.62	\$348.59	3.4%	-2.5%
High Performance Alpine Boots	148,044	348,775	21.7%	25.9%	\$56,077,582	\$119,172,360	21.8%	21.6%	\$378.79	\$341.69	0.1%	-3.4%
Recreation Alpine Boots	22,967	65,373	-9.5%	-8.6%	\$2,053,937	\$5,716,383	-9.6%	-6.3%	\$89.43	\$87.44	-0.2%	2.6%
Sport Performance Alpine Boots	49,323	114,358	-8.7%	-14.5%	\$12,304,044	\$27,356,752	-8.4%	-14.0%	\$249.46	\$239.22	0.2%	0.5%



## Specialty Regional Sales

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Current Period: Dec 2019



Percent of Specialty Sales by Region and Percent Change of Dollar Sales, Season to Date





# Chain Topline

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**Current Period: Dec 2019**

Alpine Boots Chain												
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Alpine Boots	9,052	16,230	4.6%	4.1%	\$3,394,969	\$5,872,606	14.1%	13.1%	\$375.05	\$361.84	9.1%	8.7%
Alpine/AT Boots	3,533	5,998	1.9%	-0.7%	\$1,464,380	\$2,435,045	15.0%	9.7%	\$414.49	\$405.98	12.9%	10.5%
High Performance Alpine Boots	3,102	5,727	10.1%	12.9%	\$1,321,727	\$2,348,097	14.4%	17.3%	\$426.09	\$410.00	3.9%	3.9%
Recreation Alpine Boots	462	753	-16.6%	-28.4%	\$65,679	\$100,603	-23.0%	-32.5%	\$142.16	\$133.60	-7.7%	-5.7%
Sport Performance Alpine Boots	1,955	3,752	7.5%	9.5%	\$543,183	\$988,861	18.0%	20.4%	\$277.84	\$263.56	9.7%	10.0%



# Internet Topline

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**Current Period: Dec 2019**

Alpine Boots Internet												
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Alpine Boots	21,729	56,391	13.6%	-22.5%	\$6,193,589	\$16,376,658	4.3%	-16.2%	\$285.04	\$290.41	-8.3%	8.2%
Alpine/AT Boots	5,625	14,649	27.8%	0.0%	\$1,745,661	\$4,657,948	13.5%	-9.5%	\$310.34	\$317.97	-11.2%	-9.5%
High Performance Alpine Boots	10,005	28,095	-4.3%	-24.4%	\$3,335,455	\$9,224,586	-8.3%	-19.6%	\$333.38	\$328.34	-4.1%	6.4%
Recreation Alpine Boots	1,095	2,541	-1.1%	-74.9%	\$158,630	\$342,447	22.0%	-53.2%	\$144.87	\$134.77	19.3%	86.1%
Sport Performance Alpine Boots	5,004	11,106	58.4%	2.4%	\$953,843	\$2,151,677	51.3%	-1.9%	\$190.62	\$193.74	-4.5%	-4.2%