

SIA MONTHLY RETAIL REPORT: MARCH

SALES - DOLLARS

ALL	YTD	AUG 2018-JAN 2019	\$5,492,721
		AUG 2019-JAN 2020	\$5,462,705
	CURRENT PERIOD	JAN 2019	\$954,119
		JAN 2020	\$939,410

SALES - CHANNEL - DOLLARS

CHAIN	YTD	AUG 2018-JAN 2019	\$2,096,786
		AUG 2019-JAN 2020	\$1,997,610
	CURRENT PERIOD	JAN 2019	\$230,218
		JAN 2020	\$192,812
INTERNET	YTD	AUG 2018-JAN 2019	\$954,650
		AUG 2019-JAN 2020	\$938,759
	CURRENT PERIOD	JAN 2019	\$123,402
		JAN 2020	\$125,054
SPECIALTY	YTD	AUG 2018-JAN 2019	\$2,441,286
		AUG 2019-JAN 2020	\$2,526,337
	CURRENT PERIOD	JAN 2019	\$600,498
		JAN 2020	\$621,544

SALES - REGION (SPECIALTY ONLY) - DOLLARS

MIDWEST	YTD	AUG 2018-JAN 2019	\$341,294
		AUG 2019-JAN 2020	\$290,243
	CURRENT PERIOD	JAN 2019	\$76,992
		JAN 2020	\$64,863
NORTHEAST	YTD	AUG 2018-JAN 2019	\$644,390
		AUG 2019-JAN 2020	\$695,736
	CURRENT PERIOD	JAN 2019	\$131,629
		JAN 2020	\$115,343
SOUTH	YTD	AUG 2018-JAN 2019	\$284,489
		AUG 2019-JAN 2020	\$280,366
	CURRENT PERIOD	JAN 2019	\$70,684
		JAN 2020	\$67,606
WEST	YTD	AUG 2018-JAN 2019	\$1,171,112
		AUG 2019-JAN 2020	\$1,259,992
	CURRENT PERIOD	JAN 2019	\$321,194
		JAN 2020	\$373,733

SALES - GENDER - DOLLARS

MENS	YTD	AUG 2018-JAN 2019	\$1,450,255
		AUG 2019-JAN 2020	\$1,509,348
WOMENS	YTD	AUG 2018-JAN 2019	\$645,194
		AUG 2019-JAN 2020	\$623,902
YOUTH	YTD	AUG 2018-JAN 2019	\$191,869
		AUG 2019-JAN 2020	\$199,011
	CURRENT PERIOD	JAN 2019	\$60,860
		JAN 2020	\$53,941
NOT SPECIFIED	YTD	AUG 2018-JAN 2019	\$153,968
		AUG 2019-JAN 2020	\$194,076
	CURRENT PERIOD	JAN 2019	\$75,713
		JAN 2020	\$89,222

EACH MONTH, ALONG WITH THEIR REPORT, NPD PROVIDES A VIDEO RECORDING WHERE THEY TAKE THE AUDIENCE THROUGH THE REPORT EXPLAINING HOW TO USE IT WHILE THEY HIGHLIGHT KEY INSIGHTS.

THE FOLLOWING ARE THE NOTES FROM THIS RECORDING.



• GENERAL DESCRIPTION OF DATA AND HOW TO USE THE REPORT (0:00 – 3:33)



• CURRENT PERIOD – JAN. 2020 (3:33 – 4:40)

- OVERALL: DOLLARS ARE DOWN 2%. UNITS ARE DOWN 9%. AVERAGE PRICE IS UP 9%.



• CURRENT PERIOD – JAN. 2020 – CATEGORY BREAKDOWN (4:40 – 7:02)

- Accessories: Dollars are flat. Units are down 3%. The average price is up 4%.
- Apparel (largest category): Dollars are down 12%. Units are down 13%. The average price is up 1%.
- Equipment: Dollars are up 10%. Units are down 5%. The average price is up 16%.



• SEASON TO DATE – JAN. 2020 (7:02 – 7:46)

- Overall: Dollars are down 1%. Units are down 2%. Average price is up 2%.



• SEASON TO DATE – JAN. 2020 – CATEGORY BREAKDOWN (7:46 – 12:04)

- Accessories: Dollars are flat. Units are down 2%. The average price is up 2%.
- Apparel (largest category): Dollars are down 5%. Units are down 3%. The average price is down 2%.
- Equipment: Dollars are up 8%. Units are down 2%. The average price is up 11%.



• SPECIALTY REGION GENERAL OVERVIEW (12:04 – 12:46)



"IF THE MANUFACTURES DON'T FIND A WAY TO HELP CUSTOMERS TO FIND THEIR RETAILERS INSTEAD OF BEING OUR COMPETITION THE USER EXPERIENCE WILL BE PART OF THE PAST FAST. IS THAT WHAT THEY REALLY WANT? WE HELP DRIVE THE DESIRE. WHAT'S MORE FUN THAN CHECKING OUT YOUR LOCAL SNOW SPORTS SHOP?"

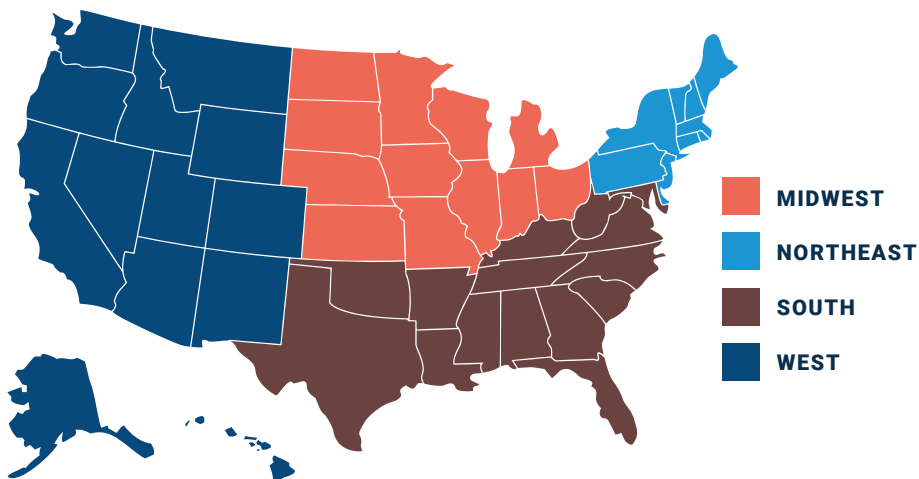
"WE ARE STILL TRYING TO FIGURE OUT HOW TO NAVIGATE AROUND AMAZON. WE ARE REALLY TIRED OF PEOPLE BUYING HARDGOODS ONLINE AND JUST WANTING US TO PUT IT TOGETHER."

WEST

- + "Low snow through December started off sales lower and slower than normal. 5 feet of new snow in the first week of January increased sales significantly."
- "Our ski school success rate at resorts is and has been dismal for years. They lose nearly 90% of all beginners. This is a well-known fact, yet not addressed by anyone."

MIDWEST

- + "Lots of snow."
- "Not enough new skiers entering the sport."



SOUTH

- + "Ski and snowboard sales are up over last season."
- "Outerwear sales are down."

NORTHEAST

- + "Ski and board service are up. Sales for ski boots, snowboard boots and footbeds are also strong."
- "Soft goods are slow due primarily to our warm weather. Ski sales continue to be a challenge due to pressure from online sales."



"I WOULD HAVE RENTED SKIS BUT DEMO SKIS REQUIRED A RESERVATION MORE THAN 24 HOURS IN ADVANCE."

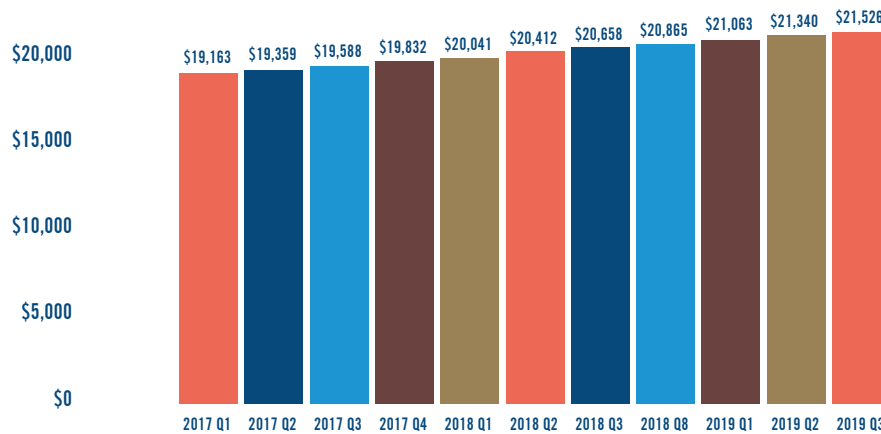
"WE ARE MORE INFORMED BECAUSE WE RESEARCH BEFORE BUYING."

"MANY PEOPLE BUYING SECOND HAND AND SHARING TO SAVE MONEY."

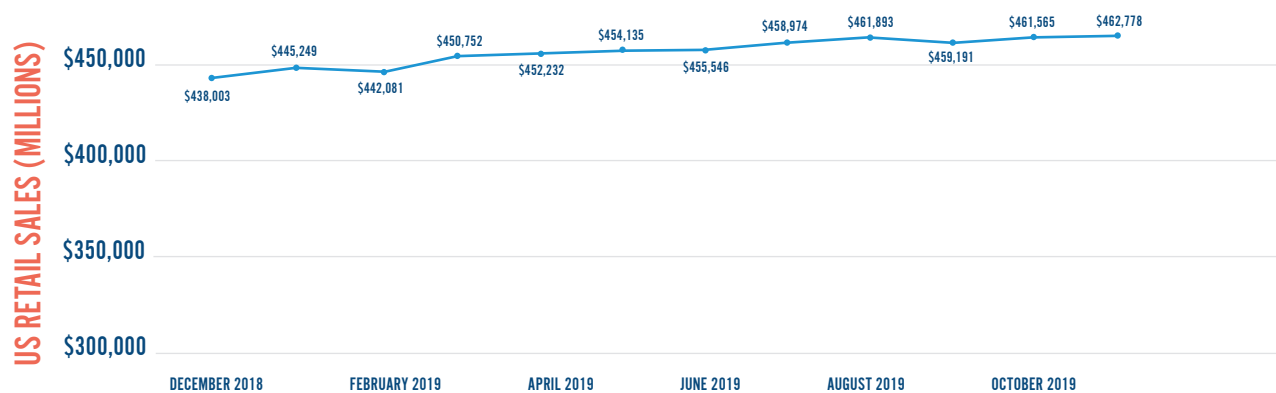
"ETHICAL BUSINESS PRACTICES AND ENVIRONMENTAL IMPACT MATTER."



THE GDP GROWTH RATE MEASURES HOW FAST THE ECONOMY IS GROWING AND IS THE MOST IMPORTANT INDICATOR OF ECONOMIC HEALTH. THE GDP GROWTH RATE IS DRIVEN BY FOUR COMPONENTS: PERSONAL CONSUMPTION, BUSINESS INVESTMENT, GOVERNMENT SPENDING, AND NET EXPORTS. THE MAIN DRIVER OF GDP GROWTH IS PERSONAL CONSUMPTION. THIS INCLUDES THE CRITICAL SECTOR OF RETAIL SALES.⁴



THE U.S. RETAIL SALES REPORT, PUBLISHED MONTHLY BY THE U.S. CENSUS BUREAU, IS A MONTHLY MEASUREMENT OF THE U.S. RETAIL INDUSTRY. RETAIL SALES ARE USED TO PREDICT CONSUMER SPENDING TRENDS AND ARE A TIMELY MEASUREMENT OF ECONOMIC HEALTH.⁶





SIA MONTHLY RETAIL REPORTS

FROM NOVEMBER THROUGH MAY, SIA, IN PARTNERSHIP WITH THE NPD GROUP, WILL BE PROVIDING TOP LINE SNOW SPORTS RETAIL DATA THAT INCLUDES ALPINE, NORDIC, SNOWBOARD AND OUTERWEAR AND SPANS SNOW SPECIALTY, SNOW CHAIN AND SNOW INTERNET – COLLECTIVELY CALLED THE **SIA US SNOW INDUSTRY RETAIL MARKET REPORT**. THESE REPORTS ARE ONLY AVAILABLE TO SIA PREMIUM, STANDARD AND RETAILER/REP MEMBERS. REPORTS WILL BE ISSUED ON/AROUND THE SECOND THURSDAY OF EACH MONTH AND WILL LINK TO A MONTHLY RECORDING THAT HELPS YOU NAVIGATE EACH TOP LINE RETAIL REPORT.

IN ADDITION, IN AN EFFORT TO HELP PROVIDE ADDITIONAL CONTEXT TO THE RETAIL DATA, SIA WILL PRODUCE THE “SIA RETAIL WRAP-UP” THAT WILL FEATURE HIGHLIGHTS FROM THE SNOW INDUSTRY RETAIL MARKET REPORT, GENERAL MARKET INDICATORS, AND (WHERE APPLICABLE) RELEVANT INSIGHTS FROM OUR MONTHLY RETAIL PULSE SURVEYS. THROUGH THESE SURVEYS, SIA IS ENGAGING WITH RETAILERS AND CONSUMERS TO GET A “PULSE” FROM PEOPLE CLOSE TO THE ACTION. INSIGHTS ARE ENHANCED BY THE NUMBER OF CONTRIBUTORS. THEREFORE, WE WELCOME YOUR CONTINUED SUPPORT AND PARTICIPATION!

Contacts

FOR SIA MEMBERSHIP QUESTIONS, MONTHLY RETAIL PULSE SURVEY PARTICIPATION AND/OR ADDITIONAL SIA REPORTS, PLEASE CALL COLIN EDWARDS 435.659.3713 OR EMAIL AT CEDWARDS@SNOWSPORTS.ORG

FOR QUESTIONS ON NPD RETAIL DATA OR OTHER NPD REPORTS, PLEASE REACH OUT TO JULIA DAY 303.402.5611 OR JULIA.DAY@NPD.COM

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