

SIA MONTHLY RETAIL REPORT: APRIL

SALES - DOLLARS

ALL	YTD	AUG 2018-FEB 2019	\$6,266,719
		AUG 2019-FEB 2020	\$6,280,151
	CURRENT PERIOD	FEB 2019	\$875,398
		FEB 2020	\$890,195

SALES - CHANNEL - DOLLARS

CHAIN	YTD	AUG 2018-FEB 2019	\$2,338,236
		AUG 2019-FEB 2020	\$2,308,517
	CURRENT PERIOD	FEB 2019	\$207,816
		FEB 2020	\$189,863
INTERNET	YTD	AUG 2018-FEB 2019	\$1,099,591
		AUG 2019-FEB 2020	\$1,056,722
	CURRENT PERIOD	FEB 2019	\$145,146
		FEB 2020	\$117,634
SPECIALTY	YTD	AUG 2018-FEB 2019	\$2,828,893
		AUG 2019-FEB 2020	\$2,914,912
	CURRENT PERIOD	FEB 2019	\$522,436
		FEB 2020	\$582,698

SALES - REGION (SPECIALTY ONLY) - DOLLARS

MIDWEST	YTD	AUG 2018-FEB 2019	\$383,311
		AUG 2019-FEB 2020	\$327,367
	CURRENT PERIOD	FEB 2019	\$55,557
		FEB 2020	\$57,151
NORTHEAST	YTD	AUG 2018-FEB 2019	\$593,822
		AUG 2019-FEB 2020	\$603,257
	CURRENT PERIOD	FEB 2019	\$88,247
		FEB 2020	\$100,291
SOUTH	YTD	AUG 2018-FEB 2019	\$343,249
		AUG 2019-FEB 2020	\$336,224
	CURRENT PERIOD	FEB 2019	\$59,983
		FEB 2020	\$60,986
WEST	YTD	AUG 2018-FEB 2019	\$1,508,511
		AUG 2019-FEB 2020	\$1,648,064
	CURRENT PERIOD	FEB 2019	\$318,649
		FEB 2020	\$364,270

SALES - GENDER - DOLLARS

MENS	YTD	AUG 2018-FEB 2019	\$3,483,627
		AUG 2019-FEB 2020	\$3,501,738
WOMENS	YTD	AUG 2018-FEB 2019	\$2,016,495
		AUG 2019-FEB 2020	\$1,949,740
YOUTH	YTD	AUG 2018-FEB 2019	\$478,484
		AUG 2019-FEB 2020	\$477,081
	CURRENT PERIOD	FEB 2019	\$59,659
		FEB 2020	\$55,608
NOT SPECIFIED	YTD	AUG 2018-FEB 2019	\$288,114
		AUG 2019-FEB 2020	\$351,591
	CURRENT PERIOD	FEB 2019	\$82,583
		FEB 2020	\$106,850

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 – 3:58)



- SEASON TO DATE – AUG. 2019 - FEB. 2020 (3:58 – 11:55)
 - Overall: Dollars are flat. Units are down 1%. Average price is up 1%.

◇ ACCESSORIES:

- DOING WELL OVERALL (5% INCREASE Y-O-Y)
- BACKPACKS DOING WELL
- SUNGLASSES CATEGORY HAS BEEN CHALLENGED

◇ APPAREL:

- OUTERWEAR CATEGORY HAS BEEN CHALLENGED OVERALL (9% DECLINE Y-O-Y)

◇ EQUIPMENT:

- DOING WELL OVERALL (7% INCREASE Y-O-Y)
- ALPINE TOURING DOING WELL
- NORDIC HAS BEEN CHALLENGED



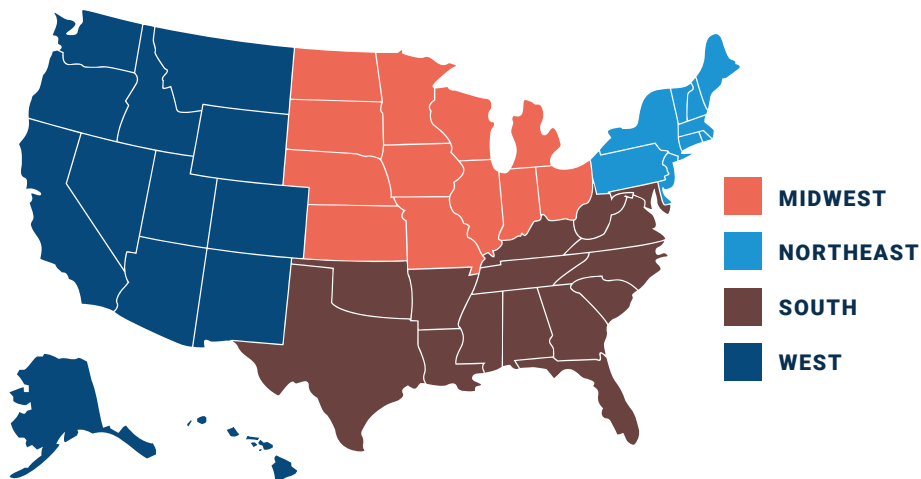
"CUSTOMERS ARE COMING IN TO SIZE SOMETHING THAT THEY ARE PLANNING ON BUYING ON LINE. IT IS EXTREMELY DIFFICULT TO HAVE A GREAT VARIETY OF PRODUCTS IN THE SHOP WITHOUT OVER BUYING. WE HAVE A NUMBER OF STORES IN THE AREA AND CAN GET A SIZE OR COLOR THAT WE ARE OUT OF PRETTY EASILY. WE ALSO MATCH PRICES. I DON'T WANT TO TRAIN OUR CUSTOMERS THAT IF THEY DON'T SEE IT HERE THEY HAVE TO GET IT ON LINE. THAT IS PRETTY DANGEROUS FOR THE HEALTH OF BRICK AND MORTAR"

WEST

- + "Boot sales are up"
- "No snow in February has been tough."

MIDWEST

- + "Sales for the beginning of the season until January were very strong."
- "Baselayer and jacket sales were lower than expected. Not as cold as usual in the upper Midwest."



SOUTH

- + "Accessories, helmets and goggles were strong."
- "Kids apparel was weak."

NORTHEAST

- + "Snowboard boots and bindings are selling but everything else is slow"
- "Winter clothing is slow. This trend is consistent with the past 5 years or so. It seems that people are buying it on line"



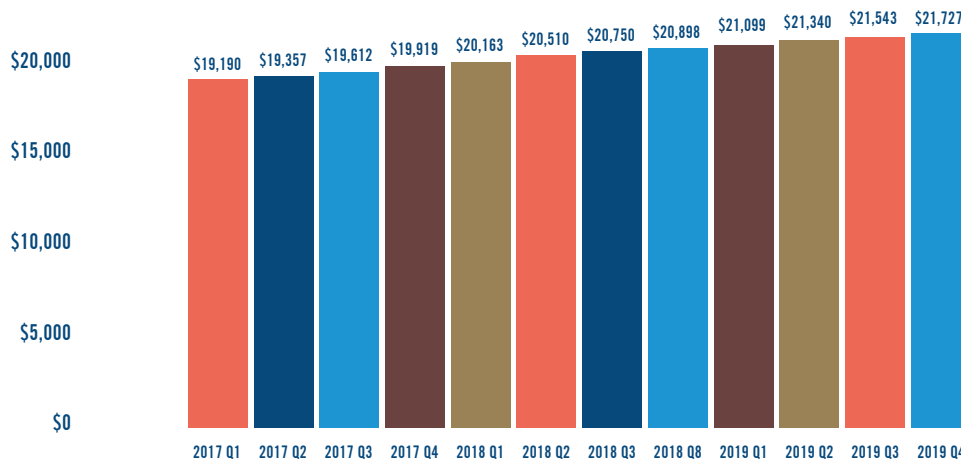
"QUALITY AND RETURN POLICY- I WANT GEAR THAT IS BUILT TO LAST."

"YOUNG AND OLD LIKE FEWER VISITS TO BRICK AND MORTAR STORES IN FAVOR OF ONLINE PURCHASES AFTER EXTENSIVE BEFORE PURCHASE RESEARCH AND COMPARING WHERE ITS AVAILABLE AND PRICING WITH FREE SHIPPING."

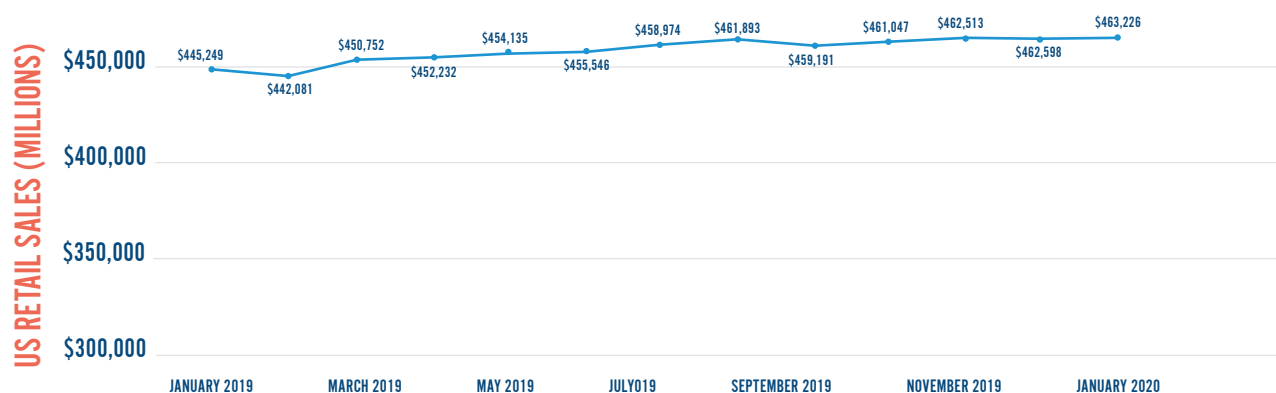
"RETAILERS / MANUFACTURES PRICING US OUT OF THE SPORT & ONLY THE ELITE WILL BE ABLE TO CONTINUE."



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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