

SIA MONTHLY RETAIL REPORT: MAY

SALES - DOLLARS

ALL	YTD	AUG 2018-MAR 2019	\$6,792,898
		AUG 2019-MAR 2020	\$6,510,274
	CURRENT	MAR 2019	\$592,573
	PERIOD	MAR 2020	\$340,619

SALES - CHANNEL - DOLLARS

CHAIN	YTD	AUG 2018-MAR 2019	\$2,486,693
		AUG 2019-MAR 2020	\$2,400,878
	CURRENT	MAR 2019	\$152,044
	PERIOD	MAR 2020	\$83,514
INTERNET	YTD	AUG 2018-MAR 2019	\$1,207,527
		AUG 2019-MAR 2020	\$1,164,943
	CURRENT	MAR 2019	\$108,199
	PERIOD	MAR 2020	\$107,380
SPECIALTY	YTD	AUG 2018-MAR 2019	\$3,098,677
		AUG 2019-MAR 2020	\$2,944,453
	CURRENT	MAR 2019	\$332,330
	PERIOD	MAR 2020	\$149,724

SALES - REGION (SPECIALTY ONLY) - DOLLARS

MIDWEST	YTD	AUG 2018-MAR 2019	\$405,452
		AUG 2019-MAR 2020	\$331,894
	CURRENT	MAR 2019	\$30,577
	PERIOD	MAR 2020	\$14,332
NORTHEAST	YTD	AUG 2018-MAR 2019	\$607,854
		AUG 2019-MAR 2020	\$581,917
	CURRENT	MAR 2019	\$51,001
	PERIOD	MAR 2020	\$28,619
SOUTH	YTD	AUG 2018-MAR 2019	\$389,678
		AUG 2019-MAR 2020	\$354,633
	CURRENT	MAR 2019	\$48,239
	PERIOD	MAR 2020	\$23,299
WEST	YTD	AUG 2018-MAR 2019	\$1,695,694
		AUG 2019-MAR 2020	\$1,676,009
	CURRENT	MAR 2019	\$202,513
	PERIOD	MAR 2020	\$83,475

SALES - GENDER - DOLLARS

MENS	YTD	AUG 2018-MAR 2019	\$3,777,436
		AUG 2019-MAR 2020	\$3,646,960
WOMENS	YTD	AUG 2018-MAR 2019	\$2,193,305
		AUG 2019-MAR 2020	\$2,044,303
YOUTH	YTD	AUG 2018-MAR 2019	\$513,316
		AUG 2019-MAR 2020	\$486,756
	CURRENT	MAR 2019	\$41,350
	PERIOD	MAR 2020	\$20,877
NOT SPECIFIED	YTD	AUG 2018-MAR 2019	\$308,841
		AUG 2019-MAR 2020	\$332,255
	CURRENT	MAR 2019	\$29,299
	PERIOD	MAR 2020	\$15,686

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 – 4:35)

- Note: NPD has updated their methodology for following categories:
 - HELMETS
 - GOGGLES



• CURRENT PERIOD – MAR. 2020 (4:35 – 12:44)

- Overall: (compared to the same period last year) Dollars are down 43%. Units are down 45%. Average price is up 4%.
 - Accessories are down the most, followed by Equipment then Apparel.
 - Some positive improvements in the Alpine Touring subcategory.
 - When filtering the report to “Snow Internet” channel we see many improvements compared to the same period last year with more consumers purchasing online due to COVID-19.



• SEASON TO DATE – AUG. 2019 - MAR. 2020 (12:44 – 19:31)

- Overall: (compared to last season) Dollars are down 4%. Units are down 5%. Average price is up 1%.



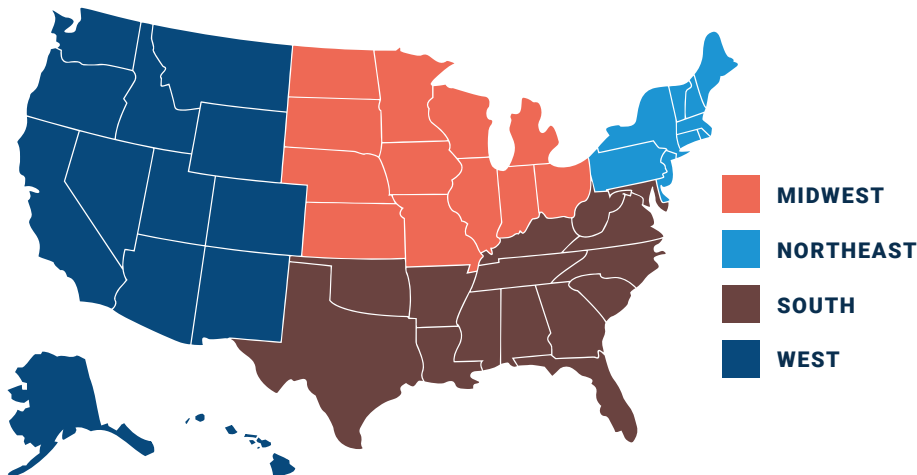
"CUSTOMERS ARE COMING IN TO SIZE SOMETHING THAT THEY ARE PLANNING ON BUYING ON LINE. IT IS EXTREMELY DIFFICULT TO HAVE A GREAT VARIETY OF PRODUCTS IN THE SHOP WITHOUT OVER BUYING. WE HAVE A NUMBER OF STORES IN THE AREA AND CAN GET A SIZE OR COLOR THAT WE ARE OUT OF PRETTY EASILY. WE ALSO MATCH PRICES. 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

- + "We have been closed since 3/18 - backcountry gear is selling or renting, and nordic gear, since both of those can still be done as an activity, as the Covid-19 shuts down our town."
- "Driest February on record in the Sierras and we had to close the resort because of covid-19 just as we started getting the snow."

MIDWEST

- + "Strong sales until beginning of March. Lots of snow. Sold through on modern snowshoes."
- "Closed since 3/19. Sales slowed 20% from 3/1 to 3/18. Furloughed everyone. Reduced/postponed orders."



SOUTH

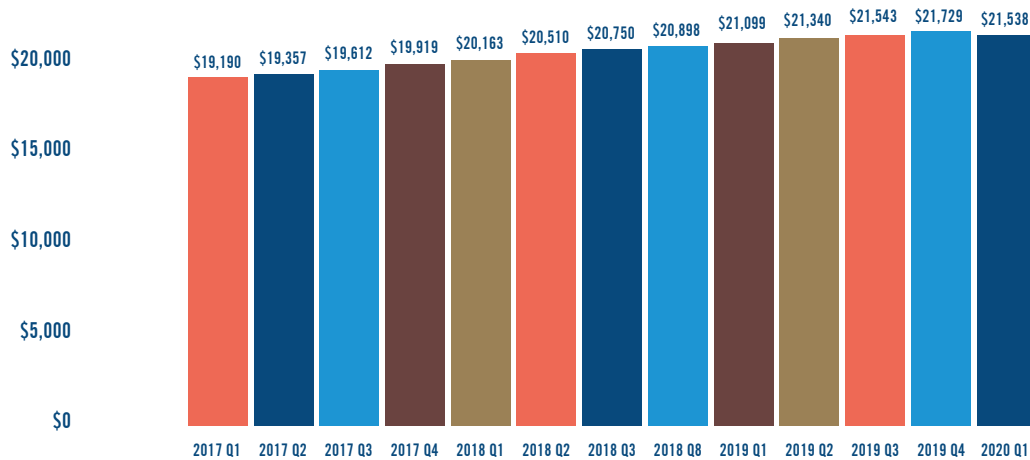
- + "Even though we did not have any measurable snowfall this winter, we had a very good season until the virus appeared. We were disappointed to lose out on the usual spring ski season our customers look forward to."
- "We have too much inventory in stock and no way to get rid of it due to virus."

NORTHEAST

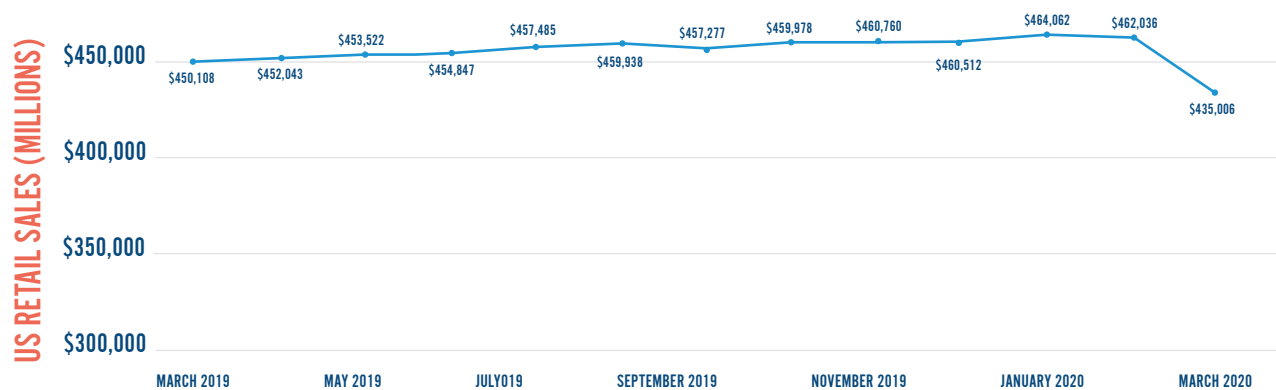
- + "Enthusiasm for skiing seems to have grown in our area. Whether it is the impact of the corporate passes, (Ikon, Epic), or the growth of desire for adventure activities. We are seeing growth in newer skiers and older skiers returning to the fold."
- "Weather wasn't a help in the East and business effectively stopped March 1 due to the pandemic."



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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