



**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

## All Poles Report

**Report Date: Feb 2020**

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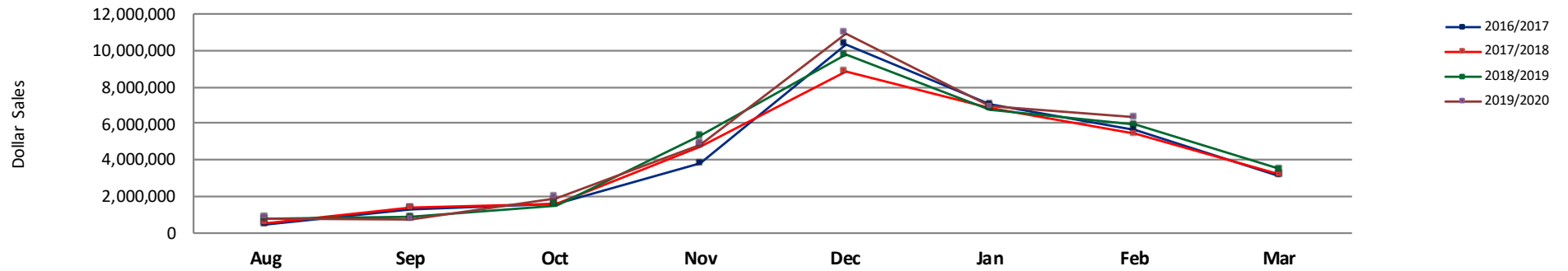
## All Channels Summary

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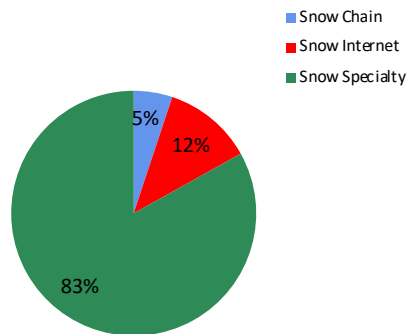
Current Period: Feb 2020

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
Adjustable Poles	Sales:	\$1,362,640	↑	↑	Sales:	\$5,638,810
	Units:	43%	↑	↑	Units:	20%
	Dollars:	44%			Dollars:	17%
Alpine Poles	Sales:	\$4,421,443	↑	↑	Sales:	\$23,699,174
	Units:	2%	↑	↑	Units:	-1%
	Dollars:	5%			Dollars:	5%
Nordic Poles	Sales:	\$561,462	↓	↓	Sales:	\$3,188,608
	Units:	-20%	↓	↓	Units:	-12%
	Dollars:	-25%			Dollars:	-10%

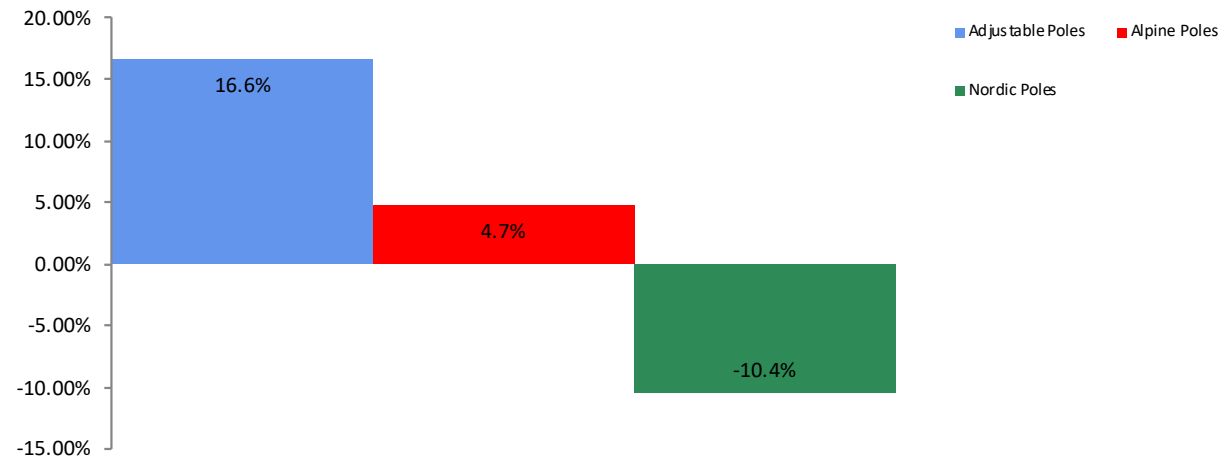
**All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold**



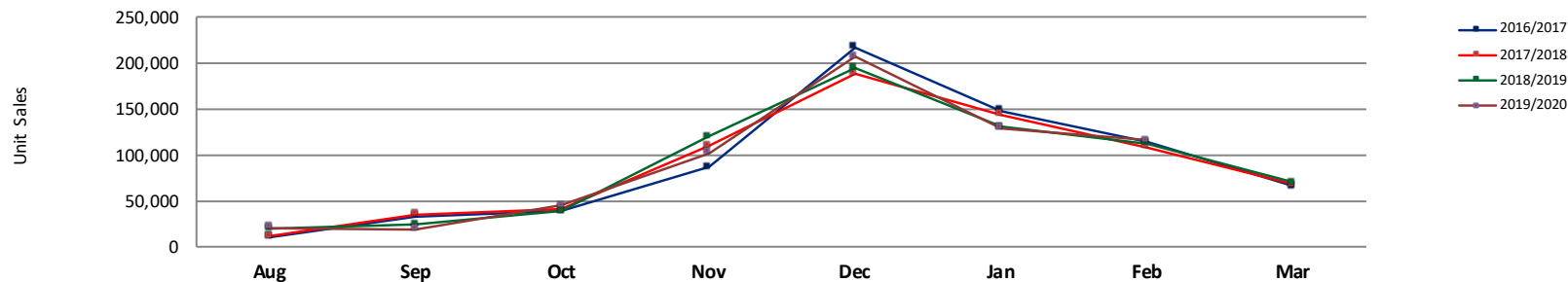
**Dollar Sales By Channel, Season to Date**



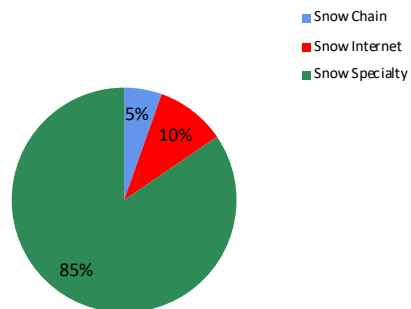
**All Poles Sales, All Stores, Season to Date**



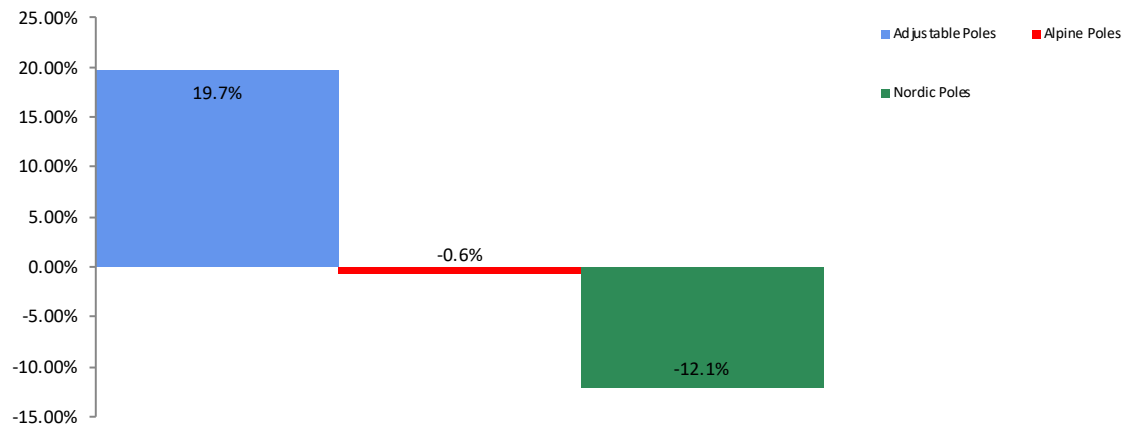
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



All Poles Sales, All Stores, Season to Date





# All Channels Topline

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**Current Period: Feb 2020**

## All Poles 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
All Poles	115,871	638,241	3.0%	-0.1%	\$6,345,545	\$32,526,592	7.3%	4.8%	\$54.76	\$50.96	4.2%	5.0%
Adjustable Poles	16,683	72,364	43.2%	19.7%	\$1,362,640	\$5,638,810	44.2%	16.6%	\$81.68	\$77.92	0.7%	-2.6%
Alpine Poles	86,975	497,386	1.7%	-0.6%	\$4,421,443	\$23,699,174	4.7%	4.7%	\$50.84	\$47.65	2.9%	5.4%
Nordic Poles	12,213	68,491	-20.3%	-12.1%	\$561,462	\$3,188,608	-24.8%	-10.4%	\$45.97	\$46.56	-5.6%	1.9%



# Specialty Topline

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**Current Period: Feb 2020**

All PolesTopline 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
All Poles	102,457	539,386	8.0%	3.5%	\$5,535,692	\$27,024,370	13.1%	7.7%	\$54.03	\$50.10	4.7%	4.1%
Adjustable Poles	12,959	50,311	100.3%	46.3%	\$1,032,422	\$3,599,528	108.9%	40.0%	\$79.67	\$71.55	4.3%	-4.3%
Alpine Poles	79,221	435,895	4.6%	2.5%	\$4,036,118	\$20,910,902	7.3%	6.6%	\$50.95	\$47.97	2.5%	4.0%
Nordic Poles	10,277	53,180	-19.1%	-13.2%	\$467,152	\$2,513,940	-27.0%	-13.1%	\$45.46	\$47.27	-9.7%	0.1%

# Specialty Regional Sales

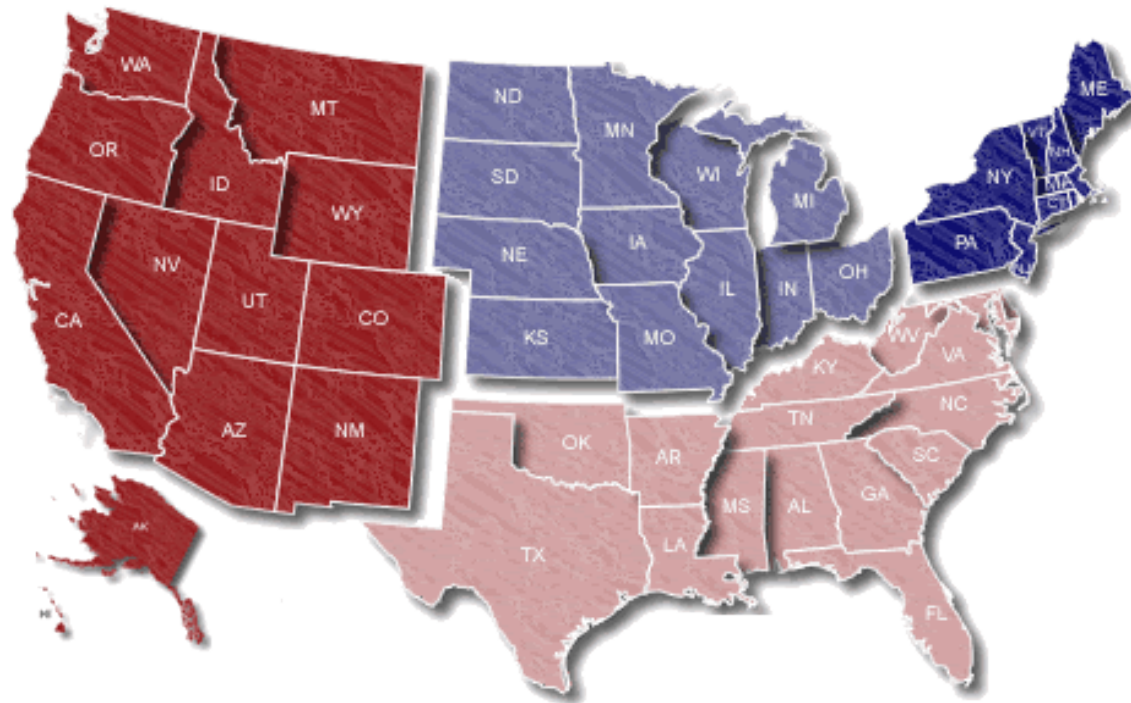
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Current Period: Feb 2020

## Midwest

14.6% / -0.9%

**West**  
62.6% / 9.8%



**Northeast**  
16.7% / 19.6%

**South**  
6.2% / -13.9%

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





# Chain Topline

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Current Period: Feb 2020

All Poles 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
All Poles	4,562	34,709	-36.2%	-12.6%	\$238,298	\$1,659,538	-26.3%	-3.6%	\$52.24	\$47.81	15.4%	10.3%
Adjustable Poles	731	4,332	-51.6%	-29.7%	\$76,628	\$428,794	-37.4%	-20.1%	\$104.83	\$98.98	29.4%	13.6%
Alpine Poles	2,576	20,373	-34.5%	-13.3%	\$108,123	\$832,831	-22.3%	1.1%	\$41.97	\$40.88	18.6%	16.6%
Nordic Poles	1,255	10,004	-26.4%	-0.5%	\$53,547	\$397,913	-13.6%	10.2%	\$42.67	\$39.78	17.4%	10.8%



# Internet Topline

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**Current Period: Feb 2020**

All Poles 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
All Poles	8,852	64,147	-15.6%	-18.1%	\$571,557	\$3,842,684	-17.9%	-9.0%	\$64.57	\$59.90	-2.7%	11.1%
Adjustable Poles	2,993	17,722	-18.5%	-10.9%	\$253,591	\$1,610,487	-22.8%	-6.8%	\$84.73	\$90.88	-5.2%	4.6%
Alpine Poles	5,178	41,118	-12.2%	-20.7%	\$277,202	\$1,955,442	-14.2%	-10.7%	\$53.53	\$47.56	-2.3%	12.6%
Nordic Poles	681	5,307	-26.2%	-19.3%	\$40,764	\$276,755	-8.7%	-9.5%	\$59.86	\$52.15	23.7%	12.1%