



**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: Jan 2020**

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## All Channels Summary

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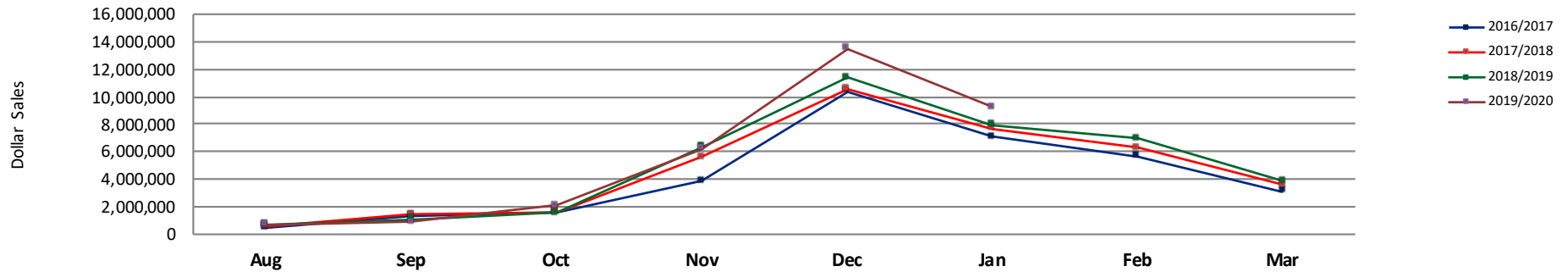
**Current Period: Jan 2020**

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
Adjustable Poles	Sales: \$1,169,059 Units: 15% Dollars: 15%	↑	↑	Sales: \$4,276,169 Units: 14% Dollars: 10%	↑	↑
Alpine Poles	Sales: \$7,185,921 Units: 17% Dollars: 20%	↑	↑	Sales: \$25,109,134 Units: 7% Dollars: 14%	↑	↑
Nordic Poles	Sales: \$875,385 Units: -16% Dollars: -6%	↓	↓	Sales: \$3,161,819 Units: -3% Dollars: 2%	↓	↑

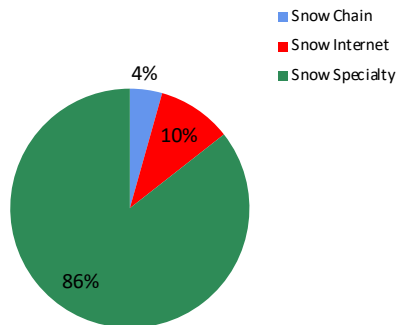


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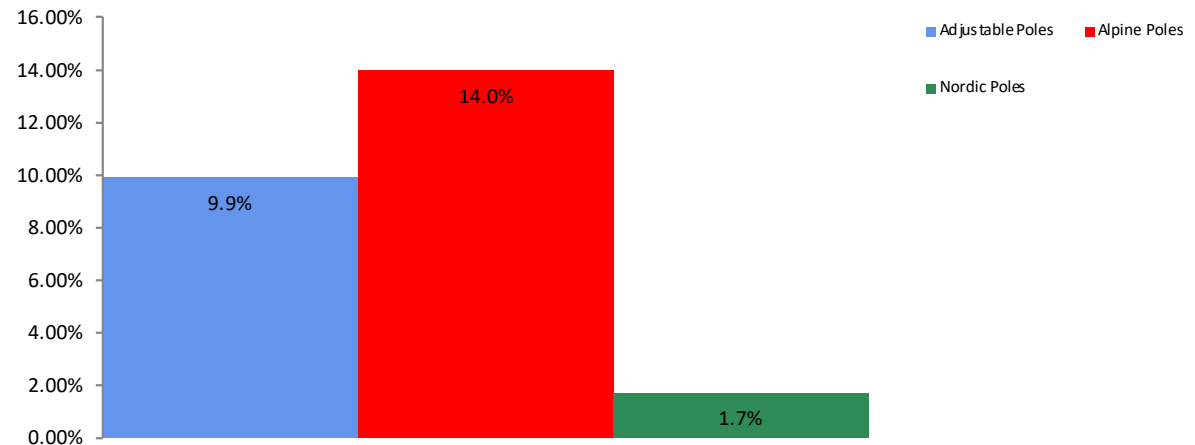
**All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold**



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



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

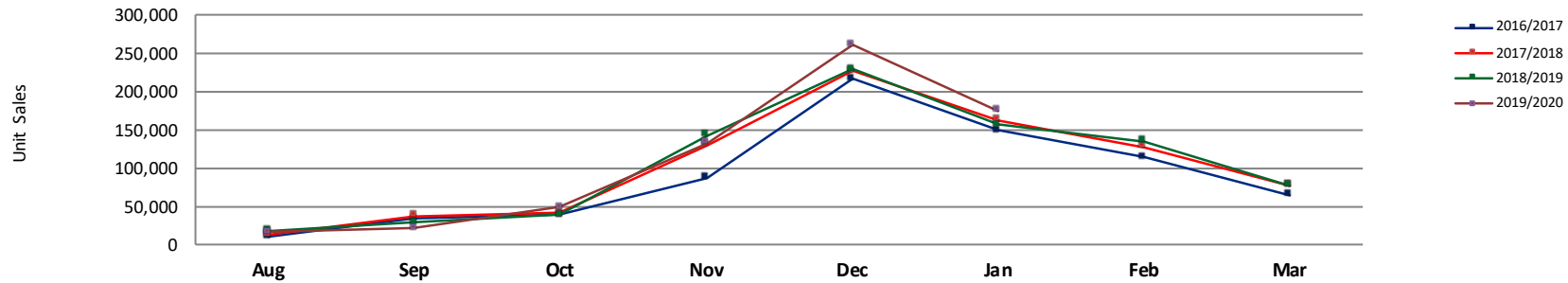




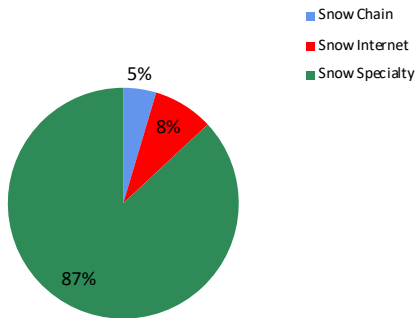
## Unit Analysis, All Poles

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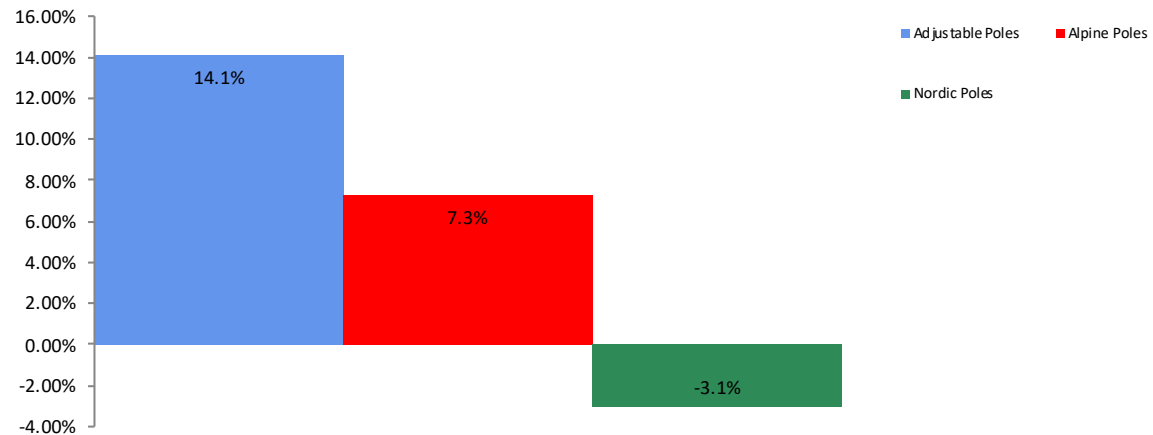
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



All Poles Sales, All Stores, Season to Date





## All Channels Topline

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**Current Period: Jan 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	175,621	654,285	12.6%	6.7%	\$9,230,365	\$32,547,122	16.2%	12.1%	\$52.56	\$49.74	3.2%	5.0%
Adjustable Poles	14,058	55,681	15.3%	14.1%	\$1,169,059	\$4,276,169	14.7%	9.9%	\$83.16	\$76.80	-0.5%	-3.7%
Alpine Poles	144,262	534,744	17.1%	7.3%	\$7,185,921	\$25,109,134	20.0%	14.0%	\$49.81	\$46.96	2.4%	6.2%
Nordic Poles	17,301	63,860	-15.7%	-3.1%	\$875,385	\$3,161,819	-6.2%	1.7%	\$50.60	\$49.51	11.2%	4.9%



# Specialty Topline

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**Current Period: Jan 2020**

## All PolesTopline Specialty

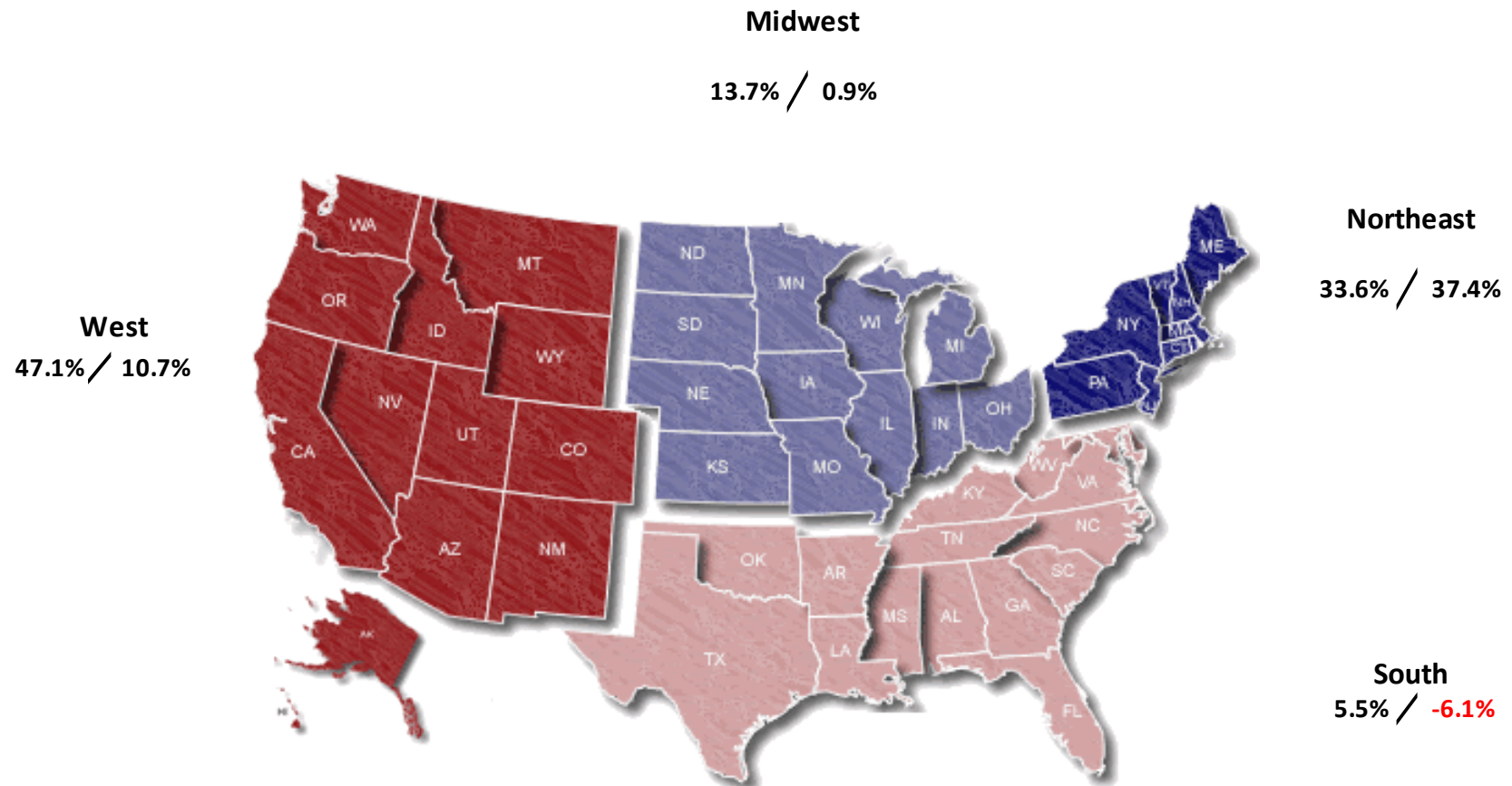
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
All Poles	157,923	568,855	15.6%	11.0%	\$8,173,333	\$27,855,386	18.9%	15.5%	\$51.76	\$48.97	2.8%	4.1%
Adjustable Poles	10,593	37,352	28.2%	33.7%	\$816,209	\$2,567,107	26.4%	23.7%	\$77.05	\$68.73	-1.4%	-7.5%
Alpine Poles	133,476	481,016	19.9%	11.1%	\$6,645,257	\$22,706,725	22.2%	16.6%	\$49.79	\$47.21	2.0%	4.9%
Nordic Poles	13,854	50,487	-18.4%	-2.7%	\$711,867	\$2,581,554	-10.1%	1.2%	\$51.38	\$51.13	10.2%	4.1%



## Specialty Regional Sales

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Current Period: Jan 2020



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







## Chain Topline

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**Current Period: Jan 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	7,824	30,135	-10.8%	-7.4%	\$388,722	\$1,420,609	2.8%	1.7%	\$49.68	\$47.14	15.2%	9.8%
Adjustable Poles	938	3,600	-22.3%	-22.6%	\$97,413	\$352,167	-13.0%	-15.0%	\$103.85	\$97.82	11.9%	9.7%
Alpine Poles	4,567	17,787	-12.6%	-9.1%	\$193,206	\$724,169	5.9%	5.8%	\$42.30	\$40.71	21.2%	16.3%
Nordic Poles	2,319	8,748	-0.8%	4.9%	\$98,103	\$344,273	16.9%	15.4%	\$42.30	\$39.35	17.9%	10.0%



## Internet Topline

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**Current Period: Jan 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	9,874	55,294	-6.3%	-18.5%	\$668,310	\$3,271,128	-3.1%	-7.3%	\$67.68	\$59.16	3.3%	13.7%
Adjustable Poles	2,527	14,729	-7.0%	-9.2%	\$255,437	\$1,356,896	-2.3%	-3.1%	\$101.08	\$92.12	5.0%	6.7%
Alpine Poles	6,219	35,940	-6.0%	-21.8%	\$347,457	\$1,678,240	-6.3%	-10.0%	\$55.87	\$46.70	-0.4%	15.0%
Nordic Poles	1,128	4,625	-6.3%	-18.0%	\$65,416	\$235,992	13.6%	-9.5%	\$57.99	\$51.03	21.2%	10.4%