



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

## Alpine Boots Report

Report Date: Mar 2020

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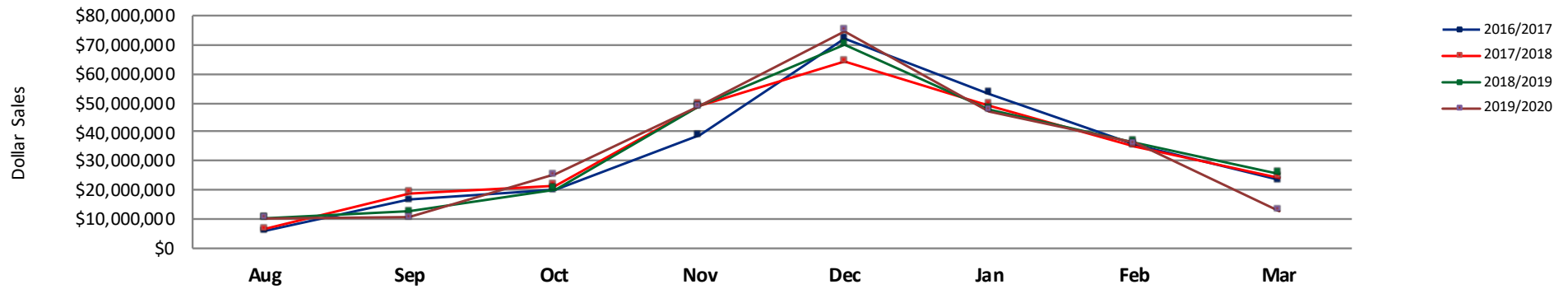
# All Channels Summary

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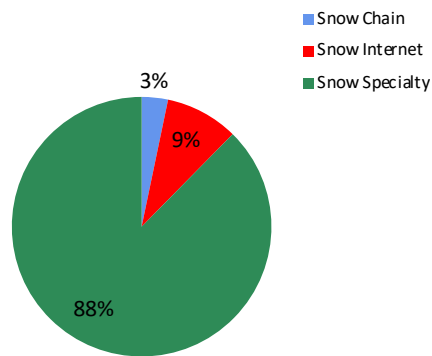
**Current Period: Mar 2020**

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
Alpine/AT Boots	Sales: \$2,569,636 Units: -55% Dollars: -56%	↓	↓	Sales: \$53,044,201 Units: -7% Dollars: -9%	↓	↓
High Performance Alpine Boots	Sales: \$8,731,723 Units: -40% Dollars: -46%	↓	↓	Sales: \$170,592,122 Units: 4% Dollars: 4%	↑	↑
Recreation Alpine Boots	Sales: \$89,574 Units: -61% Dollars: -53%	↓	↓	Sales: \$7,544,368 Units: -14% Dollars: -7%	↓	↓
Sport Performance Alpine Boots	Sales: \$1,558,716 Units: -48% Dollars: -55%	↓	↓	Sales: \$34,851,052 Units: -18% Dollars: -19%	↓	↓

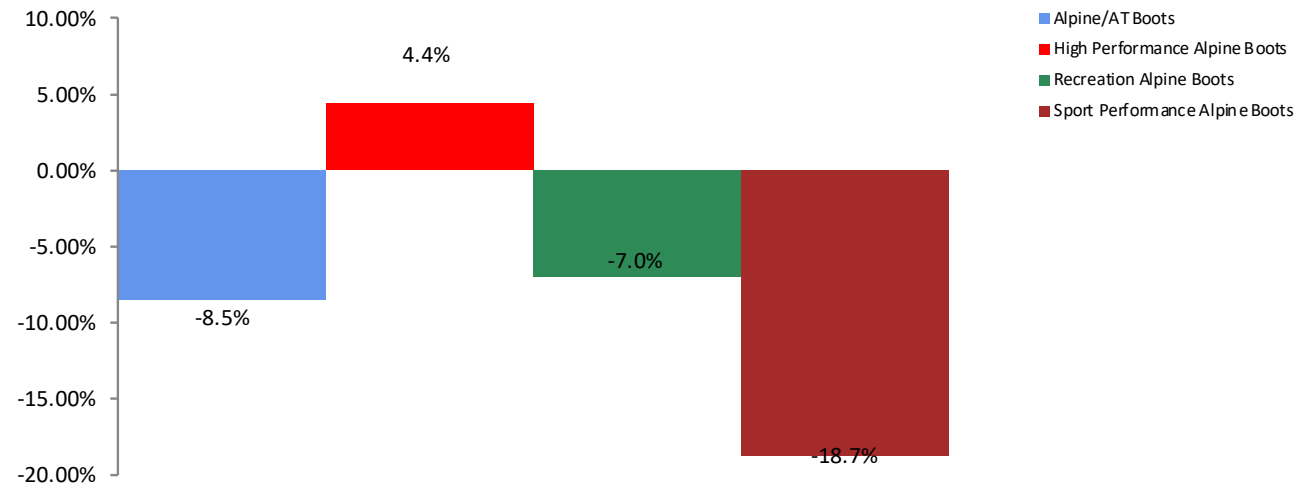
**All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold**



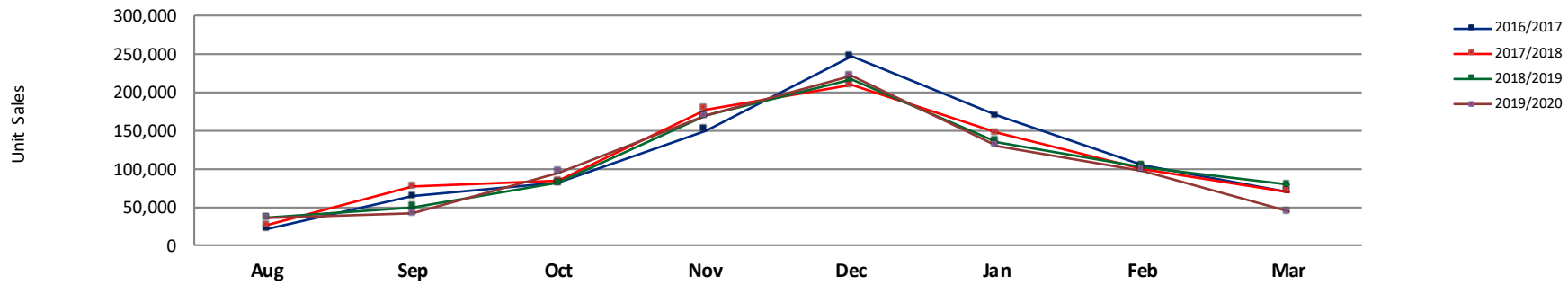
**Dollar Sales By Channel, Season to Date**



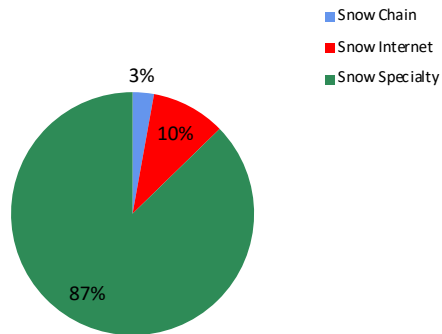
**Alpine Boots Sales, All Stores, Season to Date**



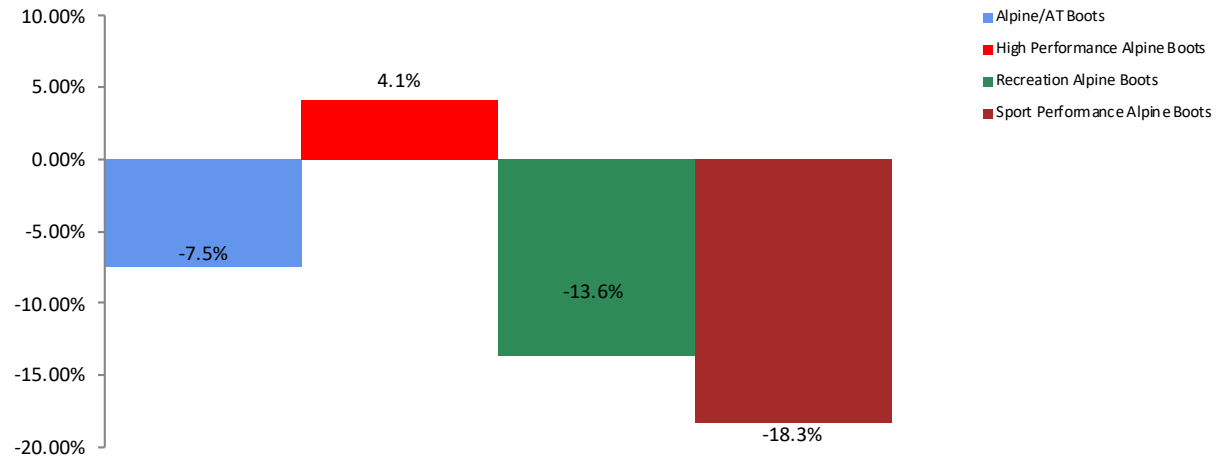
**All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold**



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



**Alpine Boots Sales, All Stores, Season to Date**





# All Channels Topline

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Current Period: Mar 2020

Alpine Boots 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
Alpine Boots	42,967	832,524	-45.6%	-4.3%	\$12,949,649	\$266,031,743	-49.6%	-2.4%	\$301.39	\$319.55	-7.3%	2.0%
Alpine/AT Boots	8,069	147,586	-54.5%	-7.5%	\$2,569,636	\$53,044,201	-56.2%	-8.5%	\$318.46	\$359.41	-3.8%	-1.1%
High Performance Alpine Boots	26,995	464,507	-40.4%	4.1%	\$8,731,723	\$170,592,122	-46.0%	4.4%	\$323.46	\$367.25	-9.5%	0.2%
Recreation Alpine Boots	1,157	82,985	-60.7%	-13.6%	\$89,574	\$7,544,368	-52.7%	-7.0%	\$77.42	\$90.91	20.1%	7.6%
Sport Performance Alpine Boots	6,746	137,446	-48.4%	-18.3%	\$1,558,716	\$34,851,052	-54.9%	-18.7%	\$231.06	\$253.56	-12.5%	-0.5%



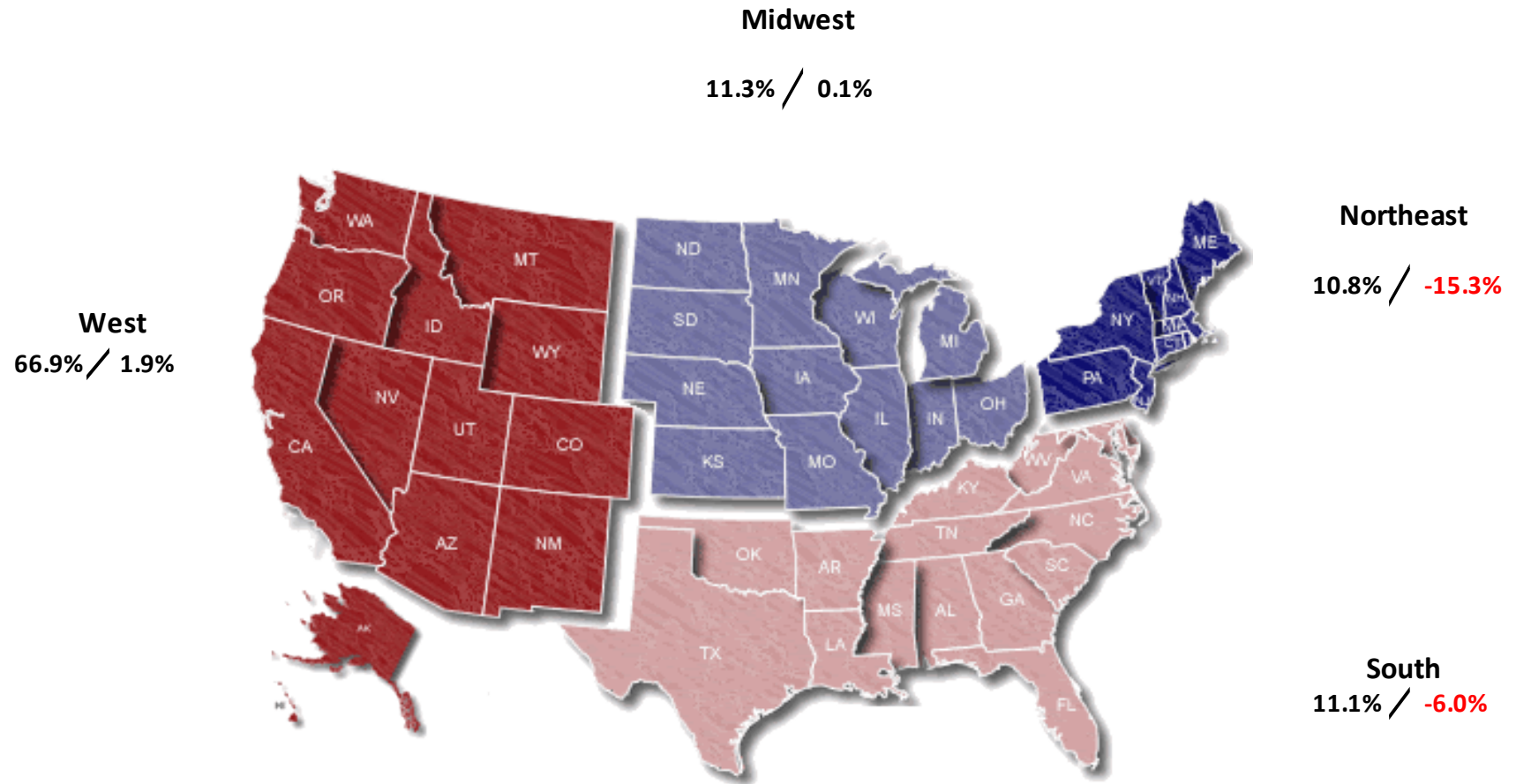
# Specialty Topline

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Current Period: Mar 2020

Alpine Boots Topline 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
Alpine Boots	33,656	726,691	-52.7%	-2.9%	\$10,411,388	\$233,113,604	-54.9%	-1.4%	\$309.35	\$320.79	-4.6%	1.5%
Alpine/AT Boots	5,393	115,596	-65.1%	-10.8%	\$1,780,946	\$42,072,640	-64.8%	-10.9%	\$330.23	\$363.96	0.8%	-0.1%
High Performance Alpine Boots	22,023	415,335	-46.3%	7.7%	\$7,348,760	\$153,642,028	-49.8%	7.1%	\$333.69	\$369.92	-6.6%	-0.5%
Recreation Alpine Boots	925	78,210	-67.2%	-7.0%	\$63,847	\$6,918,221	-63.9%	-2.8%	\$69.02	\$88.46	10.1%	4.5%
Sport Performance Alpine Boots	5,315	117,550	-55.3%	-20.9%	\$1,217,835	\$30,480,715	-61.6%	-21.0%	\$229.13	\$259.30	-14.2%	-0.1%

Current Period: Mar 2020



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





# Chain Topline

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**Current Period: Mar 2020**

Alpine Boots 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
Alpine Boots	359	23,599	-74.0%	-5.2%	\$106,578	\$8,706,728	-73.9%	3.1%	\$296.87	\$368.94	0.2%	8.7%
Alpine/AT Boots	165	9,106	-64.7%	-6.4%	\$62,840	\$3,720,931	-51.5%	5.7%	\$380.85	\$408.62	37.2%	12.9%
High Performance Alpine Boots	121	8,345	-80.4%	-2.8%	\$29,295	\$3,487,389	-86.3%	1.1%	\$242.11	\$417.90	-30.4%	4.0%
Recreation Alpine Boots	4	1,003	-92.5%	-34.2%	\$444	\$136,452	-93.1%	-38.3%	\$111.00	\$136.04	-8.9%	-6.3%
Sport Performance Alpine Boots	69	5,145	-71.6%	1.9%	\$13,999	\$1,361,956	-75.9%	8.3%	\$202.88	\$264.71	-15.1%	6.3%



# Internet Topline

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**Current Period: Mar 2020**

Alpine Boots 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
Alpine Boots	8,952	82,233	37.7%	-15.2%	\$2,431,684	\$24,211,411	9.4%	-12.2%	\$271.64	\$294.42	-20.6%	3.5%
Alpine/AT Boots	2,511	22,884	37.7%	13.1%	\$725,850	\$7,250,630	6.8%	0.3%	\$289.07	\$316.84	-22.4%	-11.3%
High Performance Alpine Boots	4,851	40,827	32.1%	-21.2%	\$1,353,668	\$13,462,704	2.8%	-18.7%	\$279.05	\$329.75	-22.2%	3.3%
Recreation Alpine Boots	228	3,771	245.5%	-63.8%	\$25,284	\$489,695	335.2%	-36.7%	\$110.89	\$129.86	14.5%	74.9%
Sport Performance Alpine Boots	1,362	14,751	45.0%	2.2%	\$326,882	\$3,008,382	49.0%	-0.4%	\$240.00	\$203.94	2.8%	-2.5%