



**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: Nov 2019**

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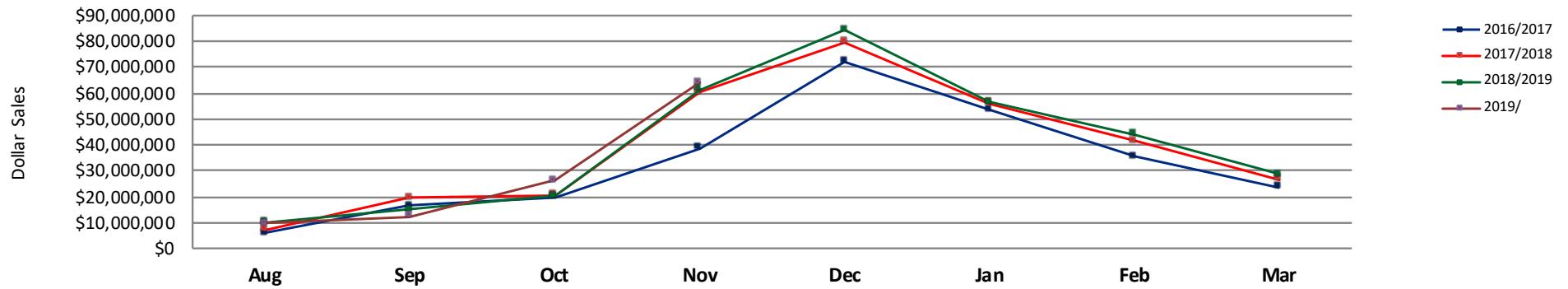
# All Channels Summary

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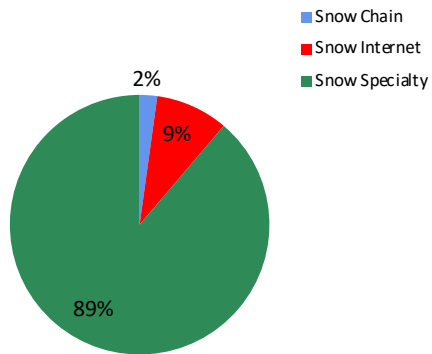
## Current Period: Nov 2019

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
Alpine/AT Boots	Sales: \$12,052,693 Units: 0% Dollars: -2%	↓	↓	Sales: \$22,028,850 Units: 11% Dollars: 4%	↑	↑
High Performance Alpine Boots	Sales: \$40,425,929 Units: 21% Dollars: 14%	↑	↑	Sales: \$69,886,875 Units: 20% Dollars: 15%	↑	↑
Recreation Alpine Boots	Sales: \$2,149,063 Units: -7% Dollars: 0%	↓	↓	Sales: \$3,881,187 Units: -22% Dollars: -14%	↓	↓
Sport Performance Alpine Boots	Sales: \$9,527,728 Units: -20% Dollars: -17%	↓	↓	Sales: \$16,675,932 Units: -18% Dollars: -18%	↓	↓

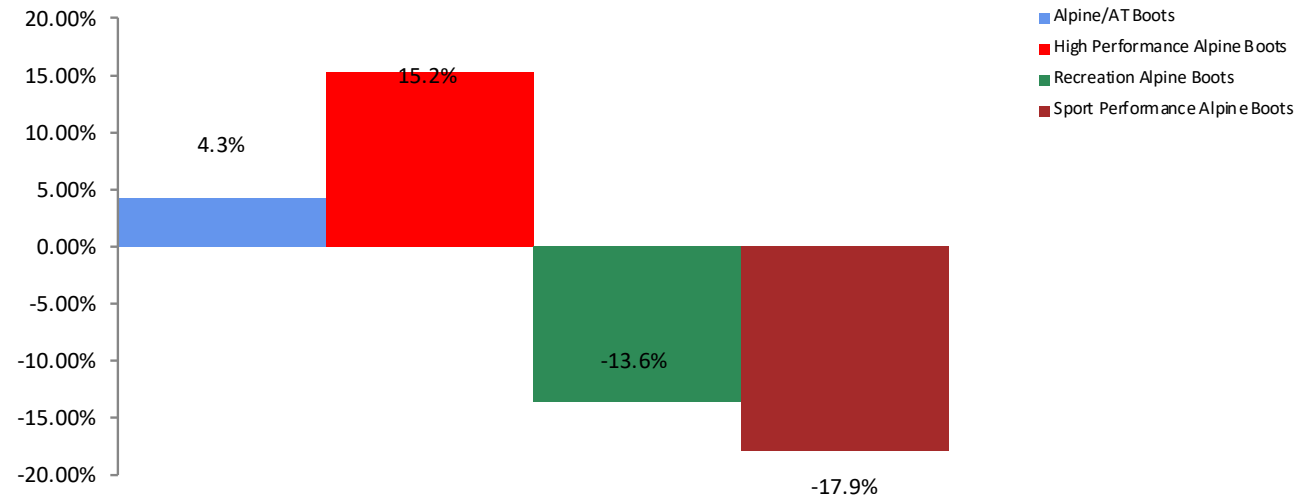
**All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold**



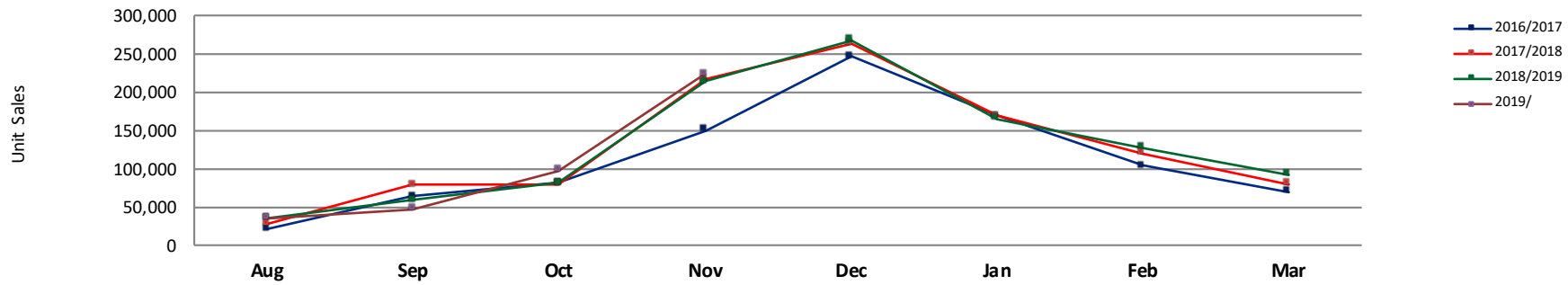
**Dollar Sales By Channel, Season to Date**



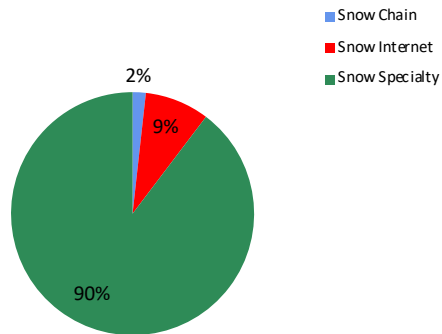
**Alpine Boots Sales, All Stores, Season to Date**



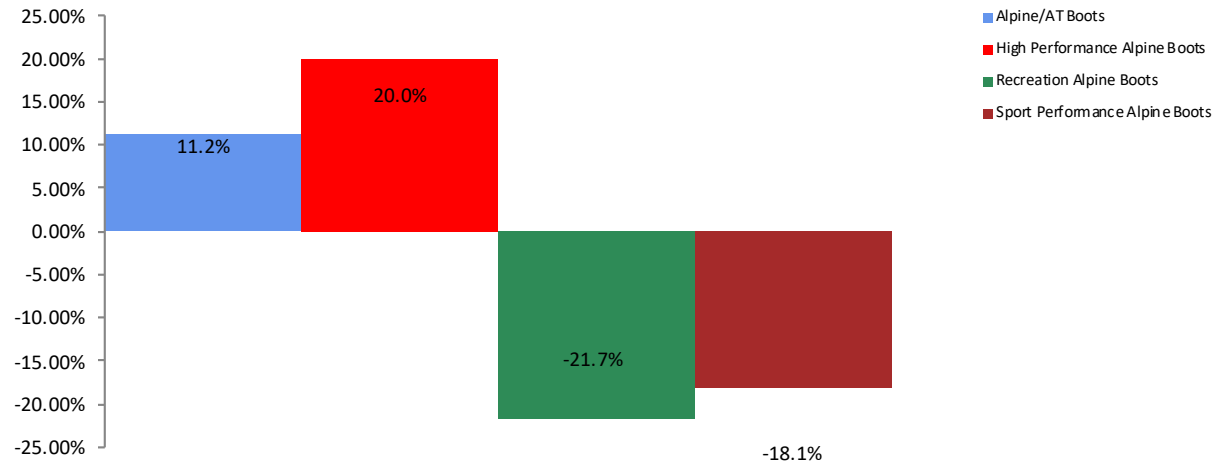
**All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold**



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



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





# All Channels Topline

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**Current Period: Nov 2019**

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	223,709	403,896	4.7%	3.9%	\$64,155,413	\$112,472,844	4.3%	5.5%	\$286.78	\$278.47	-0.4%	1.5%
Alpine/AT Boots	34,314	66,315	-0.1%	11.2%	\$12,052,693	\$22,028,850	-2.4%	4.3%	\$351.25	\$332.19	-2.3%	-6.3%
High Performance Alpine Boots	124,937	221,167	21.4%	20.0%	\$40,425,929	\$69,886,875	13.9%	15.2%	\$323.57	\$315.99	-6.2%	-4.0%
Recreation Alpine Boots	23,426	43,598	-7.2%	-21.7%	\$2,149,063	\$3,881,187	-0.3%	-13.6%	\$91.74	\$89.02	7.2%	10.3%
Sport Performance Alpine Boots	41,032	72,816	-19.8%	-18.1%	\$9,527,728	\$16,675,932	-17.2%	-17.9%	\$232.20	\$229.01	3.3%	0.3%



# Specialty Topline

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Current Period: Nov 2019

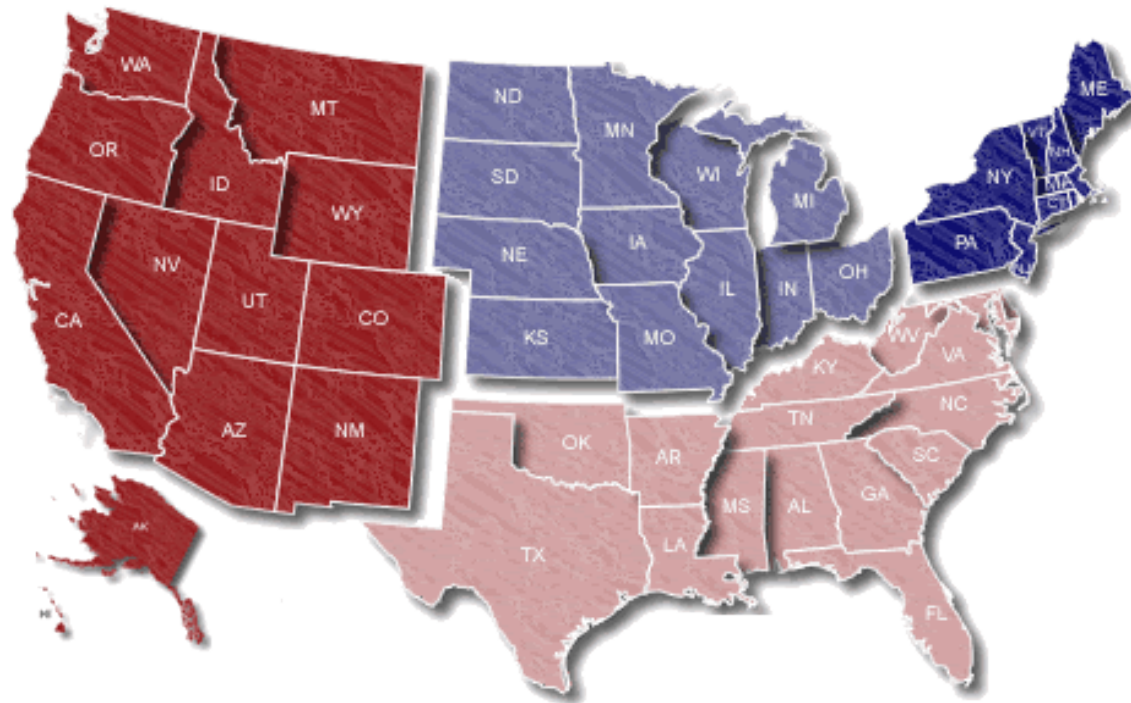
Alpine Boots Topline Specialty												
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Alpine Boots	203,025	362,191	10.1%	10.4%	\$57,990,022	\$99,842,512	9.3%	10.0%	\$285.63	\$275.66	-0.7%	-0.4%
Alpine/AT Boots	28,745	54,840	5.3%	17.1%	\$10,152,404	\$18,151,672	2.8%	9.5%	\$353.19	\$330.99	-2.4%	-6.5%
High Performance Alpine Boots	115,080	200,486	30.8%	29.0%	\$37,179,954	\$62,987,643	20.6%	21.2%	\$323.08	\$314.17	-7.8%	-6.1%
Recreation Alpine Boots	22,376	41,861	-4.8%	-9.3%	\$2,008,529	\$3,662,446	2.7%	-4.3%	\$89.76	\$87.49	7.8%	5.6%
Sport Performance Alpine Boots	36,824	65,004	-19.4%	-18.4%	\$8,649,135	\$15,040,751	-16.8%	-18.2%	\$234.88	\$231.38	3.2%	0.3%

Current Period: Nov 2019

## Midwest

11.7% / 13.1%

**West**  
43.4% / 1.8%



## Northeast

36.7% / 21.2%

**South**  
8.2% / 7.4%

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





# Chain Topline

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**Current Period: Nov 2019**

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	4,632	7,085	-1.9%	2.1%	\$1,565,339	\$2,458,505	4.1%	10.9%	\$337.94	\$347.00	6.1%	8.5%
Alpine/AT Boots	1,554	2,454	-8.6%	-4.6%	\$625,853	\$966,241	-1.5%	2.1%	\$402.74	\$393.74	7.7%	7.1%
High Performance Alpine Boots	1,613	2,606	12.1%	15.6%	\$617,146	\$1,017,595	11.5%	20.2%	\$382.61	\$390.48	-0.5%	4.0%
Recreation Alpine Boots	236	291	-36.6%	-41.6%	\$27,674	\$34,924	-43.9%	-45.1%	\$117.26	\$120.01	-11.6%	-6.1%
Sport Performance Alpine Boots	1,229	1,734	1.5%	7.7%	\$294,666	\$439,745	11.0%	21.7%	\$239.76	\$253.60	9.4%	13.0%



# Internet Topline

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**Current Period: Nov 2019**

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	16,050	34,620	-34.5%	-35.5%	\$4,600,053	\$10,171,827	-33.9%	-25.2%	\$286.61	\$293.81	0.7%	15.9%
Alpine/AT Boots	4,014	9,021	-25.2%	-11.9%	\$1,274,437	\$2,910,937	-30.9%	-19.4%	\$317.50	\$322.68	-7.7%	-8.4%
High Performance Alpine Boots	8,244	18,075	-38.8%	-32.3%	\$2,628,829	\$5,881,638	-36.1%	-24.9%	\$318.88	\$325.40	4.4%	11.0%
Recreation Alpine Boots	813	1,446	-40.4%	-83.9%	\$112,860	\$183,817	-25.0%	-69.5%	\$138.82	\$127.12	21.0%	90.1%
Sport Performance Alpine Boots	2,979	6,078	-30.4%	-21.0%	\$583,927	\$1,195,435	-30.7%	-23.5%	\$196.01	\$196.68	-0.5%	-3.3%