



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 Alpine Skis Report

Report Date: Dec 2019

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All Channels Summary

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Current Period: Dec 2019

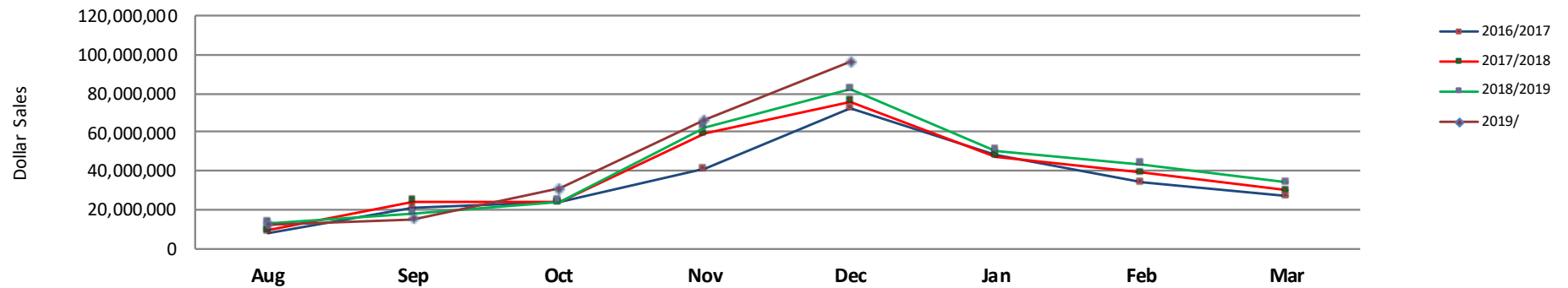
	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
Flat Skis <70mm	Sales: \$1,471,148 Units: 30% Dollars: 48%	↑	↑	Sales: \$5,416,176 Units: 18% Dollars: 16%	↑	↑
Flat Skis 70-79mm	Sales: \$1,710,832 Units: 8% Dollars: 1%	↑	↑	Sales: \$5,016,626 Units: 3% Dollars: 2%	↑	↑
Flat Skis 80-90mm	Sales: \$23,499,437 Units: 40% Dollars: 41%	↑	↑	Sales: \$51,518,997 Units: 30% Dollars: 31%	↑	↑
Flat Skis 91-100mm	Sales: \$26,818,202 Units: 12% Dollars: 13%	↑	↑	Sales: \$58,865,081 Units: 7% Dollars: 9%	↑	↑
Flat Skis 101-110mm	Sales: \$9,114,832 Units: 49% Dollars: 48%	↑	↑	Sales: \$19,567,780 Units: 21% Dollars: 25%	↑	↑
Flat Skis >110mm	Sales: \$2,069,603 Units: 39% Dollars: 25%	↑	↑	Sales: \$5,389,185 Units: 11% Dollars: 5%	↑	↑
Ski Systems <70mm	Sales: \$5,771,646 Units: 4% Dollars: -3%	↑	↓	Sales: \$17,496,280 Units: 8% Dollars: 3%	↑	↑
Ski Systems 70-79mm	Sales: \$16,039,650 Units: 1% Dollars: 4%	↑	↑	Sales: \$36,086,210 Units: -4% Dollars: 0%	↓	↓
Ski Systems 80-90mm	Sales: \$7,779,812 Units: 13% Dollars: -7%	↑	↓	Sales: \$17,916,583 Units: 0% Dollars: -13%	↑	↓
Ski Systems 91-100mm	Sales: \$1,695,607 Units: -3% Dollars: 6%	↓	↑	Sales: \$3,491,463 Units: -1% Dollars: 4%	↓	↑
Ski Systems 101-110mm	Sales: \$12,595 Units: 330% Dollars: 660%	↑	↑	Sales: \$50,244 Units: 4% Dollars: 154%	↑	↑
Ski Systems >110mm	Sales: \$318,483 Units: 8788% Dollars: 5710%	↑	↑	Sales: \$595,252 Units: 3215% Dollars: 8870%	↑	↑



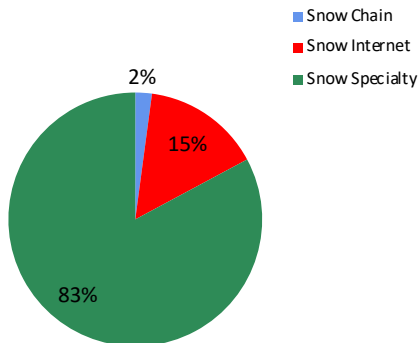
Dollar Analysis, All Alpine Skis

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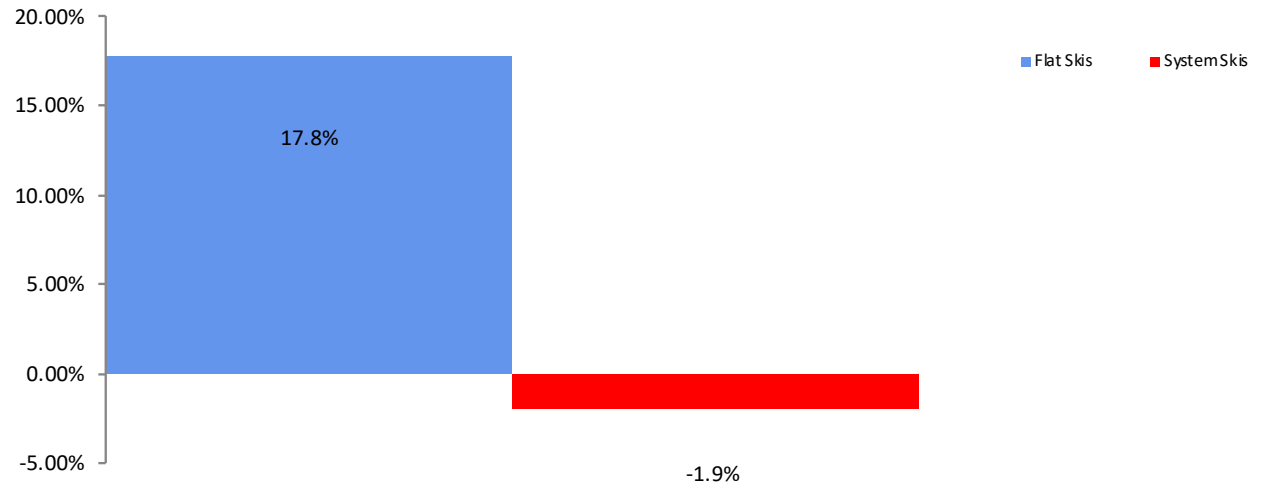
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



Dollar Sales By Channel, Season to Date



All Alpine Skis Sales, All Stores, Season to Date

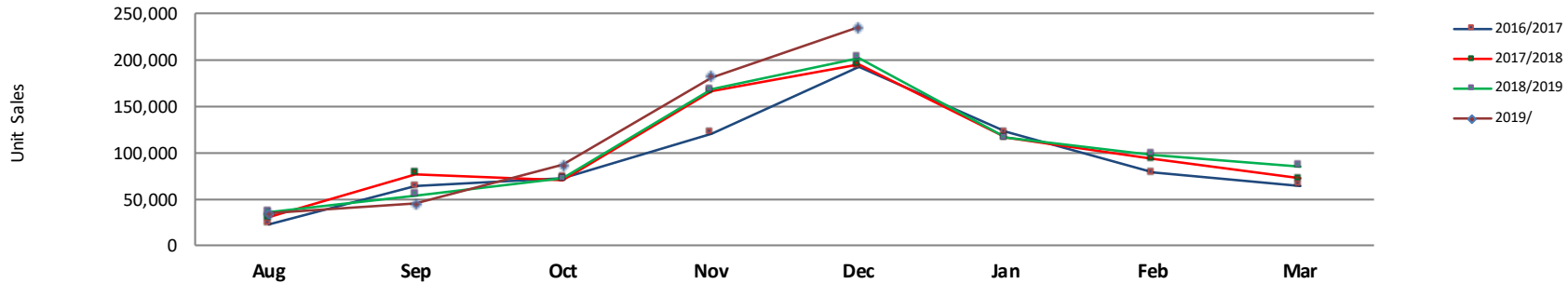




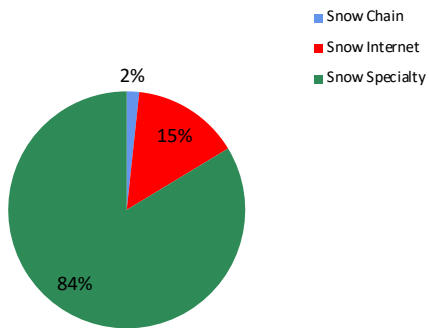
Unit Analysis, All Alpine Skis

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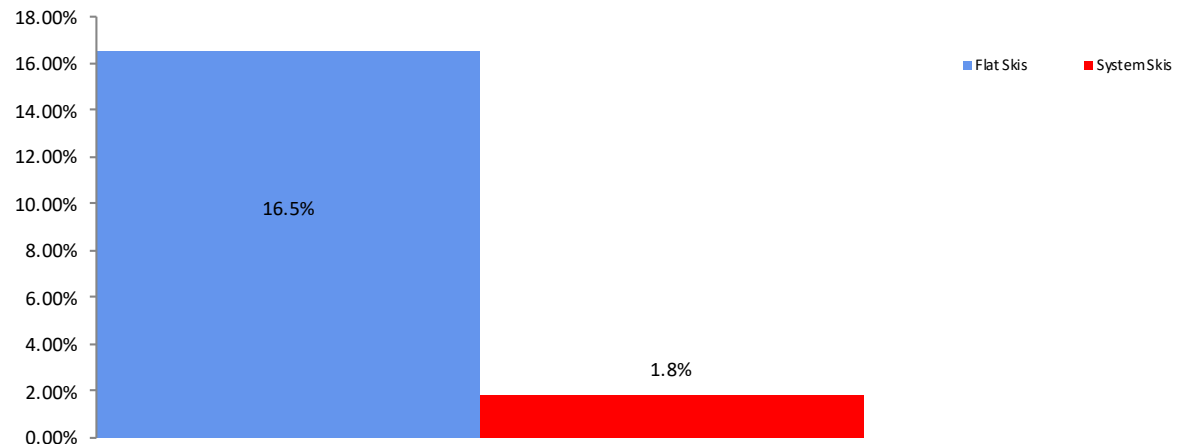
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



All Alpine Skis Sales, All Stores, Season to Date





All Channels Topline

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Current Period: Dec 2019

All Alpine Skis 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 Alpine Skis	234,928	582,463	16.5%	9.8%	\$96,301,848	\$221,409,876	17.2%	10.2%	\$409.92	\$380.13	0.6%	0.4%
Flat Skis	138,081	335,453	26.6%	16.5%	\$64,684,055	\$145,773,845	27.1%	17.8%	\$468.45	\$434.56	0.4%	1.1%
<70mm	4,399	15,822	30.2%	18.2%	\$1,471,148	\$5,416,176	47.9%	15.8%	\$334.43	\$342.32	13.5%	-2.0%
70-79mm	7,418	22,033	8.4%	3.3%	\$1,710,832	\$5,016,626	0.7%	2.2%	\$230.63	\$227.69	-7.1%	-1.1%
80-90mm	54,317	127,742	40.5%	29.7%	\$23,499,437	\$51,518,997	40.7%	30.7%	\$432.64	\$403.31	0.2%	0.8%
91-100mm	53,304	125,655	12.2%	7.0%	\$26,818,202	\$58,865,081	13.1%	9.2%	\$503.12	\$468.47	0.7%	2.0%
101-110mm	15,068	34,223	48.9%	21.3%	\$9,114,832	\$19,567,780	48.3%	24.5%	\$604.91	\$571.77	-0.4%	2.6%
>110mm	3,574	9,978	38.7%	11.2%	\$2,069,603	\$5,389,185	25.2%	4.9%	\$579.07	\$540.11	-9.8%	-5.7%
Ski Systems	96,847	247,010	4.5%	1.7%	\$31,617,793	\$75,636,031	1.2%	-2.0%	\$326.47	\$306.21	-3.2%	-3.7%
<70mm	30,836	89,299	3.8%	8.1%	\$5,771,646	\$17,496,280	-2.6%	3.3%	\$187.17	\$195.93	-6.1%	-4.4%
70-79mm	43,957	105,643	1.4%	-3.6%	\$16,039,650	\$36,086,210	4.2%	-0.3%	\$364.89	\$341.59	2.8%	3.4%
80-90mm	16,750	40,515	12.6%	0.2%	\$7,779,812	\$17,916,583	-6.6%	-13.3%	\$464.47	\$442.22	-17.1%	-13.5%
91-100mm	4,551	10,061	-2.9%	-0.5%	\$1,695,607	\$3,491,463	6.2%	3.7%	\$372.58	\$347.03	9.3%	4.2%
101-110mm	43	132	330.0%	3.9%	\$12,595	\$50,244	659.9%	154.1%	\$292.91	\$380.64	76.7%	144.5%
>110mm	711	1,359	8787.5%	3214.6%	\$318,483	\$595,252	5710.3%	8870.0%	\$447.94	\$438.01	-34.6%	170.6%



Specialty Topline

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Current Period: Dec 2019

All Alpine Skis Topline Specialty

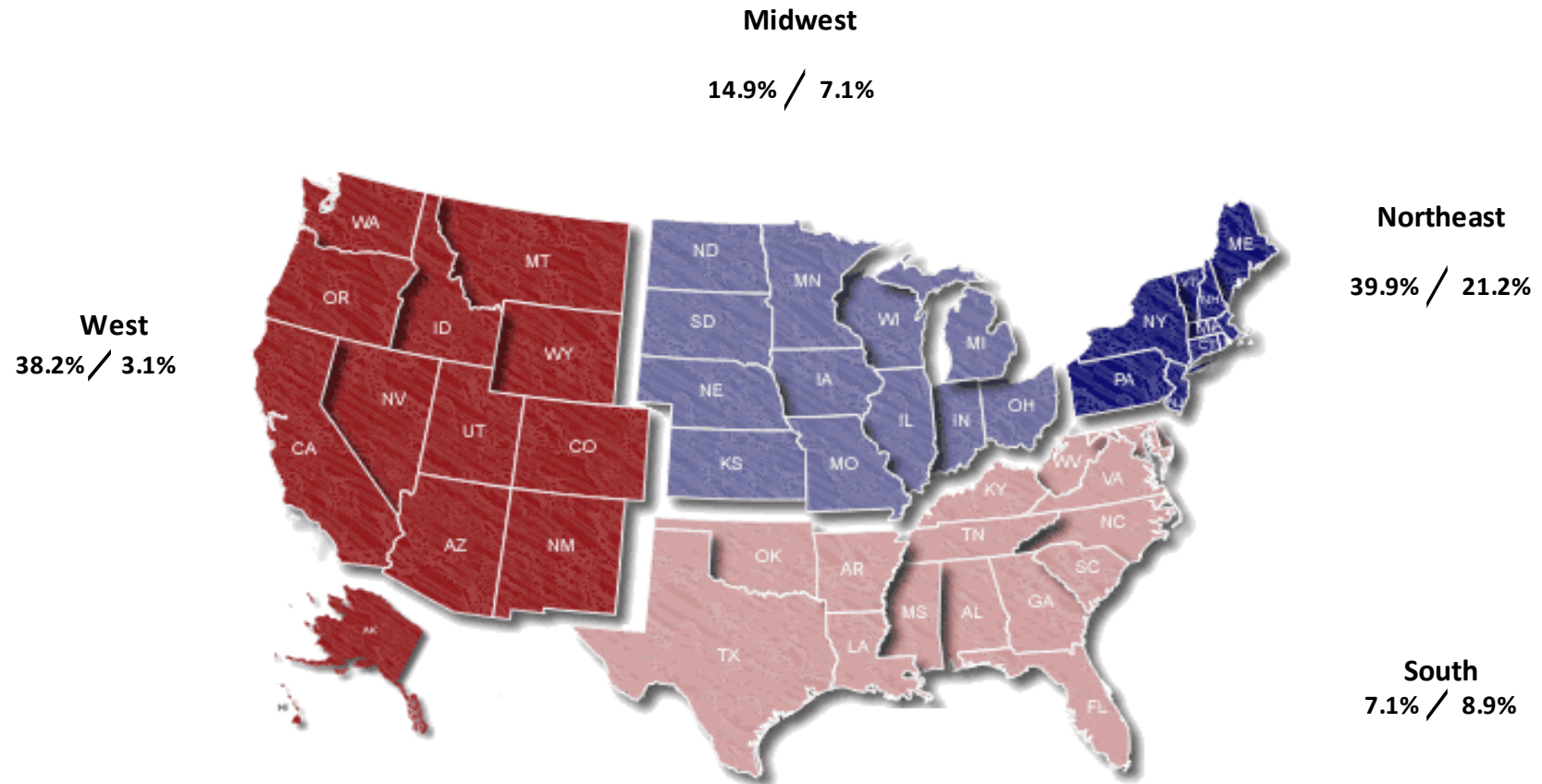
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
All Alpine Skis	193,614	487,244	11.5%	11.8%	\$79,872,933	\$183,381,903	13.1%	10.7%	\$412.54	\$376.37	1.4%	-0.9%
Flat Skis	111,364	271,919	20.4%	18.0%	\$52,809,372	\$117,482,655	22.2%	18.6%	\$474.21	\$432.05	1.5%	0.6%
<70mm	4,278	15,268	30.1%	23.6%	\$1,442,298	\$5,292,713	47.4%	16.3%	\$337.14	\$346.65	13.3%	-5.9%
70-79mm	6,539	20,270	3.3%	5.6%	\$1,500,101	\$4,575,972	-4.7%	1.7%	\$229.41	\$225.75	-7.7%	-3.7%
80-90mm	47,200	112,272	36.2%	31.3%	\$21,035,366	\$46,075,495	38.2%	31.6%	\$445.66	\$410.39	1.5%	0.3%
91-100mm	41,697	98,588	6.4%	7.1%	\$21,532,169	\$46,677,314	7.8%	8.9%	\$516.40	\$473.46	1.3%	1.6%
101-110mm	10,124	21,663	33.4%	21.6%	\$6,342,713	\$12,616,034	39.9%	26.6%	\$626.50	\$582.38	4.9%	4.2%
>110mm	1,526	3,857	6.9%	9.3%	\$956,725	\$2,245,127	2.8%	5.8%	\$626.95	\$582.09	-3.9%	-3.2%
Ski Systems	82,250	215,325	1.4%	4.8%	\$27,063,562	\$65,899,248	-1.2%	-1.1%	\$329.04	\$306.05	-2.6%	-5.6%
<70mm	27,769	82,318	-1.6%	7.7%	\$5,268,585	\$16,297,904	-6.2%	3.3%	\$189.73	\$197.99	-4.8%	-4.0%
70-79mm	37,428	91,501	2.8%	4.0%	\$13,938,577	\$31,709,600	5.3%	4.3%	\$372.41	\$346.55	2.5%	0.2%
80-90mm	13,270	33,355	1.1%	-0.5%	\$6,422,541	\$15,044,487	-13.3%	-16.1%	\$483.99	\$451.04	-14.3%	-15.7%
91-100mm	3,065	6,770	-8.2%	-9.7%	\$1,112,461	\$2,243,663	-0.1%	-9.1%	\$362.96	\$331.41	8.8%	0.7%
101-110mm	10	39	0.0%	-25.0%	\$4,415	\$17,056	166.4%	19.4%	\$441.50	\$437.33	166.4%	59.2%
>110mm	708	1,341	8750.0%	16662.5%	\$316,983	\$586,538	5683.0%	10601.3%	\$447.72	\$437.39	-34.7%	-36.2%



Specialty Regional Sales

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Current Period: Dec 2019



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



Chain Topline

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Current Period: Dec 2019

All Alpine Skis 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 Alpine Skis	5,410	9,889	16.8%	1.9%	\$2,645,447	\$4,671,404	21.1%	8.7%	\$488.99	\$472.38	3.7%	6.6%
Flat Skis	2,758	5,042	34.7%	11.4%	\$1,592,035	\$2,861,411	37.9%	19.1%	\$577.24	\$567.52	2.4%	6.9%
<70mm	1	2	-50.0%	-83.3%	\$69	\$238	-49.9%	-79.9%	\$69.00	\$119.00	0.2%	20.4%
70-79mm	3	7	-93.9%	-94.4%	\$1,228	\$3,081	-91.3%	-91.3%	\$409.33	\$440.14	42.7%	55.5%
80-90mm	817	1,403	75.3%	45.2%	\$403,462	\$670,182	77.1%	53.9%	\$493.83	\$477.68	1.0%	6.0%
91-100mm	1,308	2,457	18.7%	0.5%	\$788,959	\$1,432,195	24.7%	8.8%	\$603.18	\$582.90	5.1%	8.3%
101-110mm	567	992	45.4%	16.7%	\$357,744	\$643,940	40.0%	19.5%	\$630.94	\$649.13	-3.7%	2.4%
>110mm	63	180	61.5%	38.5%	\$40,573	\$111,773	64.9%	46.0%	\$644.02	\$620.96	2.1%	5.4%
Ski Systems	2,652	4,847	2.7%	-6.4%	\$1,053,412	\$1,809,994	2.3%	-4.5%	\$397.21	\$373.43	-0.3%	2.0%
<70mm	223	572	-25.7%	-14.1%	\$54,662	\$143,954	-16.3%	-5.9%	\$245.12	\$251.67	12.7%	9.5%
70-79mm	1,507	2,605	-4.3%	-13.9%	\$524,767	\$857,890	-4.6%	-11.6%	\$348.22	\$329.32	-0.3%	2.7%
80-90mm	564	905	17.5%	-1.6%	\$335,431	\$534,592	3.3%	-7.0%	\$594.74	\$590.71	-12.1%	-5.5%
91-100mm	358	765	56.3%	35.9%	\$138,552	\$273,557	54.7%	39.1%	\$387.02	\$357.59	-1.0%	2.4%
101-110mm	0	0	0.0%	0.0%	\$0	\$0	0.0%	0.0%	\$0.00	\$0.00	0.0%	0.0%
>110mm	0	0	0.0%	0.0%	\$0	\$0	0.0%	0.0%	\$0.00	\$0.00	0.0%	0.0%



Internet Topline

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Current Period: Dec 2019

All Alpine Skis 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 Alpine Skis	35,904	85,329	52.6%	0.3%	\$13,783,468	\$33,356,568	47.0%	7.5%	\$383.90	\$390.92	-3.7%	7.2%
Flat Skis	23,958	58,491	64.6%	10.7%	\$10,282,648	\$25,429,779	57.3%	13.8%	\$429.19	\$434.76	-4.4%	2.8%
<70mm	120	552	37.9%	-46.2%	\$28,782	\$123,225	75.3%	-1.1%	\$239.85	\$223.23	27.1%	83.9%
70-79mm	876	1,755	89.6%	-12.6%	\$209,502	\$437,572	89.2%	17.0%	\$239.16	\$249.33	-0.2%	33.8%
80-90mm	6,300	14,067	77.1%	16.9%	\$2,060,610	\$4,773,320	65.0%	19.7%	\$327.08	\$339.33	-6.8%	2.4%
91-100mm	10,299	24,609	43.0%	7.3%	\$4,497,074	\$10,755,571	44.8%	10.7%	\$436.65	\$437.06	1.3%	3.2%
101-110mm	4,377	11,568	104.3%	21.3%	\$2,414,375	\$6,307,805	77.7%	21.0%	\$551.60	\$545.28	-13.0%	-0.2%
>110mm	1,986	5,940	78.9%	11.9%	\$1,072,305	\$3,032,285	53.5%	3.1%	\$539.93	\$510.49	-14.2%	-7.9%
Ski Systems	11,946	26,838	33.3%	-16.6%	\$3,500,819	\$7,926,790	23.2%	-8.6%	\$293.05	\$295.36	-7.5%	9.7%
<70mm	2,844	6,408	135.8%	17.0%	\$448,399	\$1,054,422	86.3%	4.9%	\$157.66	\$164.55	-21.0%	-10.3%
70-79mm	5,022	11,538	-6.5%	-37.9%	\$1,576,306	\$3,518,720	-2.0%	-26.8%	\$313.88	\$304.97	4.9%	17.9%
80-90mm	2,916	6,255	130.3%	4.8%	\$1,021,840	\$2,337,503	70.9%	8.7%	\$350.43	\$373.70	-25.8%	3.8%
91-100mm	1,128	2,526	0.8%	23.1%	\$444,594	\$974,242	12.9%	38.6%	\$394.14	\$385.69	12.0%	12.6%
101-110mm	33	93	0.0%	24.0%	\$8,180	\$33,188	0.0%	504.6%	\$247.88	\$356.86	0.0%	387.6%
>110mm	3	18	0.0%	-45.5%	\$1,500	\$8,715	0.0%	654.5%	\$500.00	\$484.17	0.0%	1283.3%