



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: Mar 2019

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All Channels Summary

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Current Period: Mar 2019

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
Flat Skis <70mm	Sales: \$308,564 Units: -14% Dollars: -4%	↓	↓	Sales: \$4,335,870 Units: -54% Dollars: -32%	↓	↓
Flat Skis 70-79mm	Sales: \$395,822 Units: -13% Dollars: -37%	↓	↓	Sales: \$6,226,823 Units: -19% Dollars: -24%	↓	↓
Flat Skis 80-90mm	Sales: \$7,289,866 Units: 11% Dollars: 8%	↑	↑	Sales: \$57,611,582 Units: -7% Dollars: -6%	↓	↓
Flat Skis 91-100mm	Sales: \$9,338,465 Units: 33% Dollars: 31%	↑	↑	Sales: \$78,377,885 Units: 19% Dollars: 23%	↑	↑
Flat Skis 101-110mm	Sales: \$3,599,137 Units: 39% Dollars: 45%	↑	↑	Sales: \$23,690,431 Units: 3% Dollars: 6%	↑	↑
Flat Skis >110mm	Sales: \$781,426 Units: 4% Dollars: 7%	↑	↑	Sales: \$7,311,316 Units: 10% Dollars: 11%	↑	↑
Ski Systems <70mm	Sales: \$388,947 Units: 18% Dollars: -54%	↑	↓	Sales: \$20,229,941 Units: -1% Dollars: 6%	↓	↑
Ski Systems 70-79mm	Sales: \$4,640,253 Units: 7% Dollars: 4%	↑	↑	Sales: \$56,080,080 Units: 4% Dollars: 8%	↑	↑
Ski Systems 80-90mm	Sales: \$3,291,113 Units: -10% Dollars: -15%	↓	↓	Sales: \$31,089,238 Units: -11% Dollars: -4%	↓	↓
Ski Systems 91-100mm	Sales: \$340,971 Units: 106% Dollars: 89%	↑	↑	Sales: \$4,656,577 Units: 50% Dollars: 43%	↑	↑
Ski Systems 101-110mm	Sales: \$8,663 Units: -4%	↓	↓	Sales: \$34,946 Units: -49%	↓	↓



All Channels Summary

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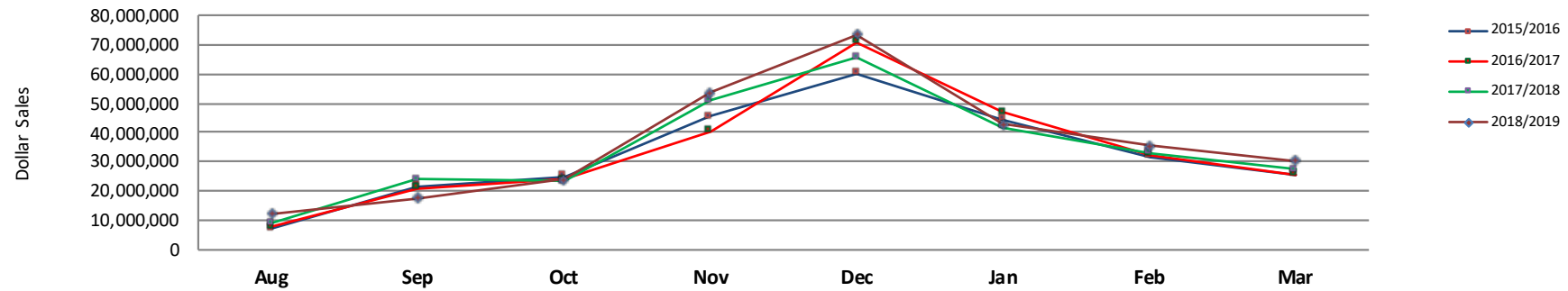
	Dollars:	-21%			Dollars:	-72%		
	Sales:	\$0			Sales:	\$4,760		
	Units:	-100%			Units:	-24%		
	Dollars:	-100%			Dollars:	-72%		
Ski Systems >110mm								



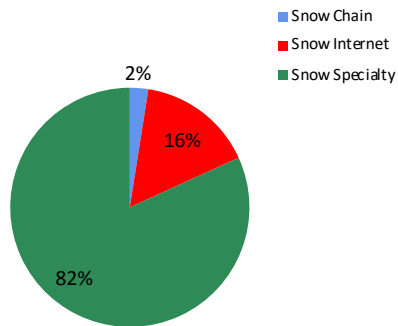
Dollar Analysis, All Alpine Skis

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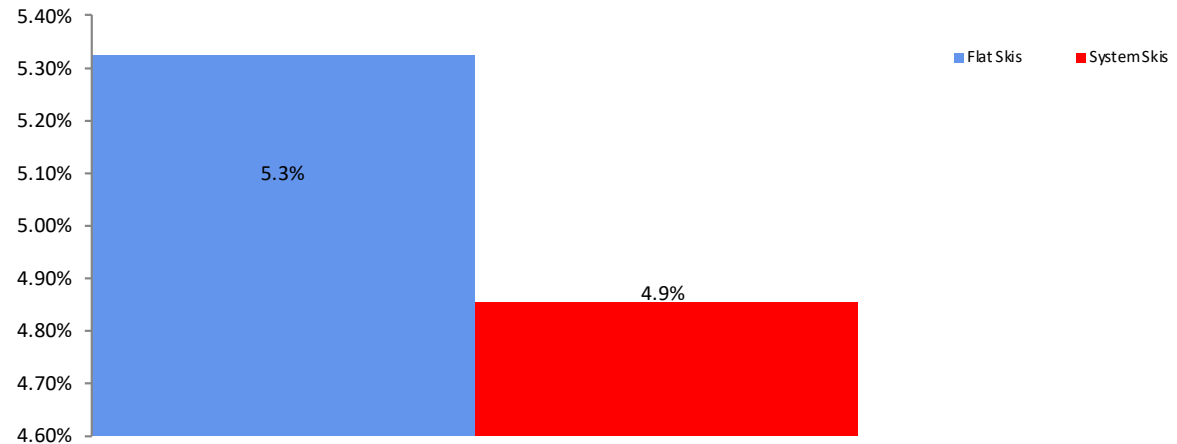
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



Dollar Sales By Channel, Season to Date



All Alpine Skis Sales, All Stores, Season to Date

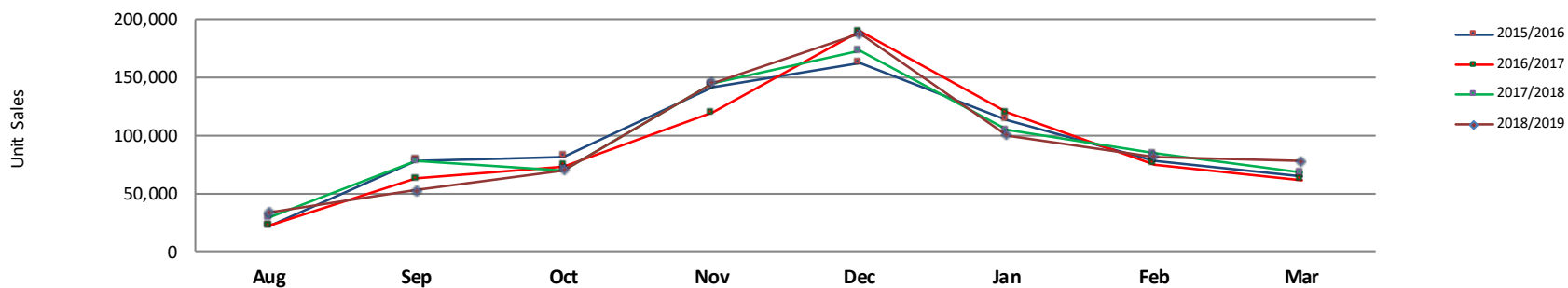




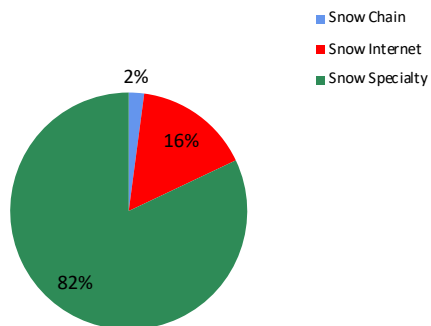
Unit Analysis, All Alpine Skis

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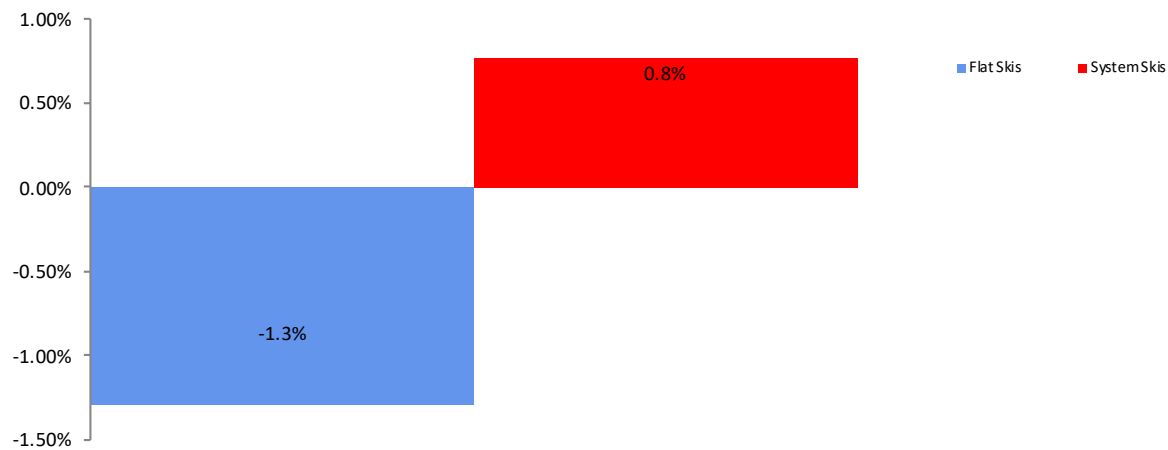
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



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: Mar 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	77,120	746,845	14.7%	-0.4%	\$30,383,228	\$289,649,449	10.9%	5.1%	\$393.97	\$387.83	-3.3%	5.5%
Flat Skis	49,398	403,198	20.4%	-1.3%	\$21,713,281	\$177,553,908	20.5%	5.3%	\$439.56	\$440.36	0.1%	6.7%
<70mm	1,274	14,274	-13.8%	-54.4%	\$308,564	\$4,335,870	-4.0%	-32.4%	\$242.20	\$303.76	11.3%	48.4%
70-79mm	1,796	26,832	-13.2%	-18.8%	\$395,822	\$6,226,823	-37.4%	-24.1%	\$220.39	\$232.07	-27.8%	-6.5%
80-90mm	18,015	140,769	11.3%	-7.5%	\$7,289,866	\$57,611,582	8.5%	-6.2%	\$404.66	\$409.26	-2.5%	1.4%
91-100mm	20,152	166,771	33.4%	19.2%	\$9,338,465	\$78,377,885	31.0%	23.0%	\$463.40	\$469.97	-1.8%	3.2%
101-110mm	6,810	42,085	39.3%	3.4%	\$3,599,137	\$23,690,431	44.7%	6.4%	\$528.51	\$562.92	3.9%	2.9%
>110mm	1,351	12,468	4.2%	10.3%	\$781,426	\$7,311,316	7.2%	11.5%	\$578.41	\$586.41	2.8%	1.1%
Ski Systems	27,722	343,647	5.8%	0.8%	\$8,669,947	\$112,095,542	-7.6%	4.9%	\$312.75	\$326.19	-12.7%	4.1%
<70mm	4,573	99,116	18.4%	-1.1%	\$388,947	\$20,229,941	-54.3%	5.5%	\$85.05	\$204.10	-61.4%	6.7%
70-79mm	14,737	167,701	6.9%	4.0%	\$4,640,253	\$56,080,080	3.7%	8.0%	\$314.87	\$334.41	-3.0%	3.9%
80-90mm	7,141	62,039	-10.0%	-10.6%	\$3,291,113	\$31,089,238	-14.9%	-4.0%	\$460.88	\$501.12	-5.5%	7.4%
91-100mm	1,248	14,591	105.9%	49.8%	\$340,971	\$4,656,577	89.4%	42.7%	\$273.21	\$319.14	-8.0%	-4.7%
101-110mm	23	161	-4.2%	-48.6%	\$8,663	\$34,946	-21.1%	-71.6%	\$376.65	\$217.06	-17.7%	-44.7%
>110mm	0	39	-100.0%	-23.5%	\$0	\$4,760	-100.0%	-72.2%	\$0.00	\$122.05	-100.0%	-63.6%



Specialty Topline

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Current Period: Mar 2019

All Alpine Skis Topline Specialty

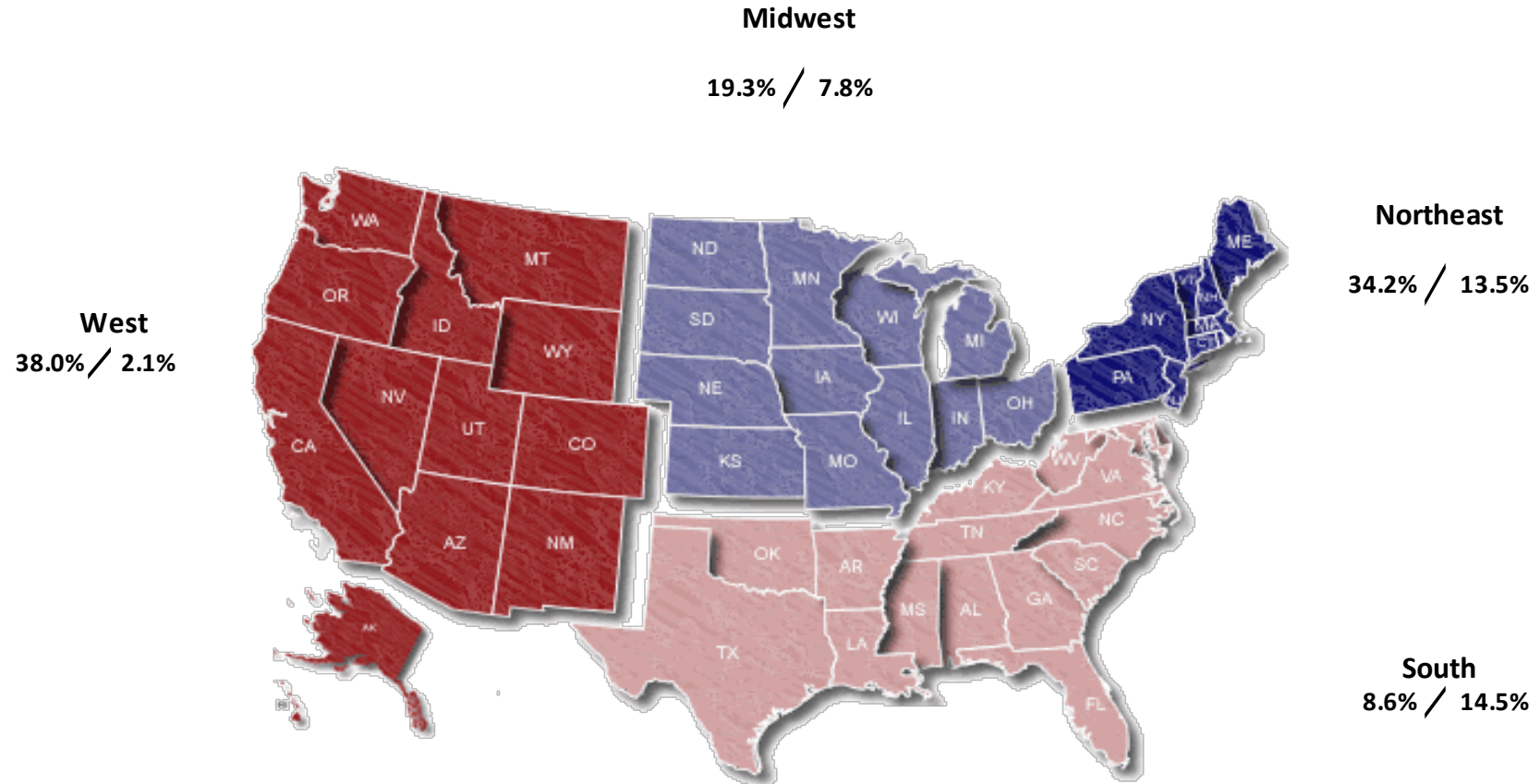
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
All Alpine Skis	64,498	612,671	20.2%	5.0%	\$24,766,866	\$236,932,475	9.6%	7.9%	\$383.99	\$386.72	-8.9%	2.7%
Flat Skis	39,836	317,738	22.0%	2.1%	\$17,209,785	\$139,567,182	17.5%	7.2%	\$432.02	\$439.25	-3.6%	5.0%
<70mm	1,217	13,048	61.2%	-43.1%	\$293,198	\$4,178,151	10.9%	-24.8%	\$240.92	\$320.21	-31.2%	32.0%
70-79mm	1,610	24,001	-12.9%	-18.6%	\$343,533	\$5,641,252	-40.3%	-26.3%	\$213.37	\$235.04	-31.5%	-9.5%
80-90mm	15,815	121,353	13.4%	-0.9%	\$6,361,817	\$50,660,246	7.9%	-0.9%	\$402.26	\$417.46	-4.8%	0.1%
91-100mm	15,963	128,126	29.5%	19.9%	\$7,401,249	\$61,356,012	26.4%	24.7%	\$463.65	\$478.87	-2.4%	4.0%
101-110mm	4,604	26,479	42.3%	7.5%	\$2,387,371	\$14,825,133	38.0%	7.2%	\$518.54	\$559.88	-3.0%	-0.3%
>110mm	627	4,731	14.6%	-0.9%	\$422,617	\$2,906,387	30.3%	3.4%	\$674.03	\$614.33	13.7%	4.3%
Ski Systems	24,661	294,933	17.6%	8.4%	\$7,557,081	\$97,365,293	-5.1%	8.9%	\$306.44	\$330.13	-19.3%	0.5%
<70mm	4,154	91,513	33.7%	3.7%	\$272,956	\$18,725,935	-62.1%	7.0%	\$65.71	\$204.63	-71.6%	3.1%
70-79mm	13,173	140,026	24.2%	11.8%	\$4,111,623	\$48,197,696	10.7%	11.5%	\$312.13	\$344.21	-10.9%	-0.3%
80-90mm	6,375	52,908	-5.6%	5.9%	\$2,900,651	\$27,120,098	-14.0%	5.0%	\$455.00	\$512.59	-9.0%	-0.8%
91-100mm	935	10,394	97.7%	24.9%	\$263,187	\$3,288,502	90.3%	20.3%	\$281.48	\$316.38	-3.8%	-3.7%
101-110mm	23	86	-4.2%	-69.4%	\$8,663	\$29,457	-21.1%	-74.0%	\$376.65	\$342.52	-17.7%	-15.1%
>110mm	0	6	-100.0%	-62.5%	\$0	\$3,605	-100.0%	61.4%	\$0.00	\$600.83	-100.0%	330.3%



Specialty Regional Sales

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Current Period: Mar 2019



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



Chain Topline

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Current Period: Mar 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	1,739	15,647	41.2%	13.0%	\$774,073	\$7,207,894	41.0%	18.8%	\$445.13	\$460.66	-0.1%	5.2%
Flat Skis	1,024	7,765	56.3%	25.1%	\$485,298	\$4,157,107	51.3%	27.1%	\$473.92	\$535.36	-3.2%	1.6%
<70mm	0	14	0.0%	27.3%	\$0	\$1,408	0.0%	-12.1%	\$0.00	\$100.57	0.0%	-30.9%
70-79mm	5	145	-54.5%	85.9%	\$1,583	\$43,570	-54.7%	20.2%	\$316.60	\$300.48	-0.3%	-35.3%
80-90mm	136	1,569	-6.2%	-8.7%	\$54,259	\$726,136	-12.8%	-3.8%	\$398.96	\$462.80	-7.0%	5.3%
91-100mm	604	4,313	62.8%	43.6%	\$285,532	\$2,333,452	54.9%	43.1%	\$472.74	\$541.03	-4.8%	-0.4%
101-110mm	253	1,529	127.9%	28.2%	\$130,905	\$936,350	113.0%	28.2%	\$517.41	\$612.39	-6.5%	0.1%
>110mm	25	195	47.1%	-4.9%	\$13,019	\$116,191	40.2%	0.1%	\$520.76	\$595.85	-4.7%	5.3%
Ski Systems	715	7,882	23.9%	3.2%	\$288,776	\$3,050,787	26.4%	9.1%	\$403.88	\$387.06	2.0%	5.7%
<70mm	68	865	47.8%	73.7%	\$25,247	\$209,086	46.6%	72.0%	\$371.28	\$241.72	-0.8%	-1.0%
70-79mm	355	4,584	22.0%	-4.5%	\$124,363	\$1,564,187	42.2%	8.9%	\$350.32	\$341.23	16.6%	14.0%
80-90mm	226	1,560	14.7%	-10.7%	\$120,981	\$970,282	9.5%	-5.9%	\$535.31	\$621.98	-4.5%	5.3%
91-100mm	67	873	59.5%	46.7%	\$18,184	\$307,233	36.8%	47.8%	\$271.40	\$351.93	-14.3%	0.7%
101-110mm	0	0	0.0%	-100.0%	\$0	\$0	0.0%	100.0%	\$0.00	\$0.00	0.0%	-100.0%
>110mm	0	0	0.0%	100.0%	\$0	\$0	0.0%	100.0%	\$0.00	\$0.00	0.0%	-100.0%



Internet Topline

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Current Period: Mar 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	10,884	118,527	-12.1%	-22.2%	\$4,842,288	\$45,509,081	14.0%	-8.7%	\$444.90	\$383.96	29.6%	17.4%
Flat Skis	8,538	77,694	10.7%	-14.7%	\$4,018,198	\$33,829,620	31.7%	-3.7%	\$470.63	\$435.42	19.0%	12.9%
<70mm	57	1,212	-92.1%	-85.5%	\$15,367	\$156,311	-73.2%	-81.6%	\$269.60	\$128.97	240.3%	27.2%
70-79mm	180	2,685	-14.3%	-22.4%	\$50,706	\$542,002	-4.2%	6.3%	\$281.70	\$201.86	11.8%	37.1%
80-90mm	2,064	17,847	-1.6%	-36.2%	\$873,790	\$6,225,200	14.4%	-34.9%	\$423.35	\$348.81	16.2%	2.0%
91-100mm	3,585	34,332	48.8%	14.2%	\$1,651,685	\$14,688,421	52.1%	14.0%	\$460.72	\$427.83	2.2%	-0.1%
101-110mm	1,953	14,076	26.7%	-5.4%	\$1,080,861	\$7,928,948	55.4%	2.9%	\$553.44	\$563.30	22.7%	8.8%
>110mm	699	7,542	-4.5%	19.1%	\$345,789	\$4,288,738	-12.5%	18.1%	\$494.69	\$568.65	-8.4%	-0.9%
Ski Systems	2,346	40,833	-49.7%	-33.4%	\$824,090	\$11,679,461	-31.2%	-20.5%	\$351.27	\$286.03	36.8%	19.3%
<70mm	351	6,738	-50.4%	-41.2%	\$90,744	\$1,294,920	-20.4%	-15.9%	\$258.53	\$192.18	60.6%	43.0%
70-79mm	1,209	23,091	-58.1%	-26.1%	\$404,266	\$6,318,196	-40.0%	-13.1%	\$334.38	\$273.62	43.2%	17.6%
80-90mm	540	7,572	-45.0%	-57.2%	\$269,480	\$2,998,859	-29.4%	-45.9%	\$499.04	\$396.05	28.3%	26.6%
91-100mm	246	3,324	173.3%	302.9%	\$59,600	\$1,060,842	109.7%	230.7%	\$242.28	\$319.15	-23.3%	-17.9%
101-110mm	0	75	0.0%	150.0%	\$0	\$5,489	0.0%	-43.4%	\$0.00	\$73.19	0.0%	-77.3%
>110mm	0	33	0.0%	-8.3%	\$0	\$1,155	0.0%	-92.4%	\$0.00	\$35.00	0.0%	-91.7%