



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: Feb 2020

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All Channels Summary

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Current Period: Feb 2020

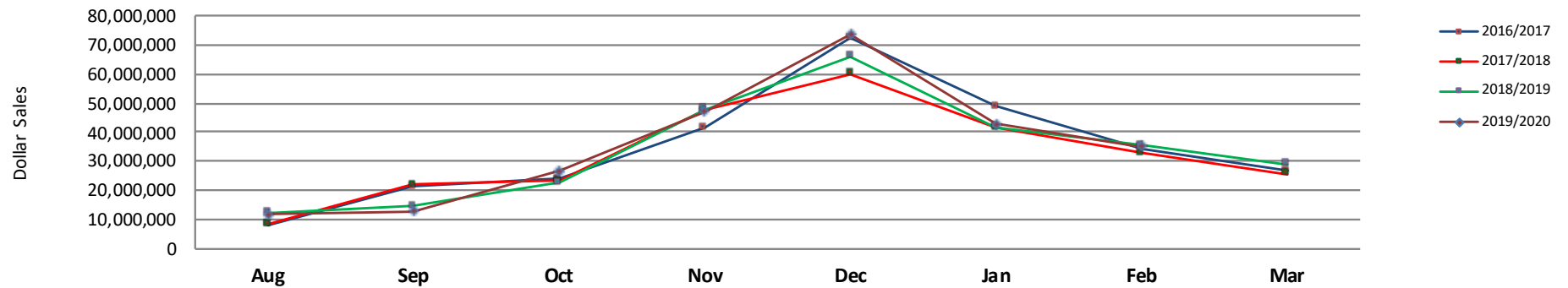
	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
Flat Skis <70mm	Sales: \$412,675 Units: 7% Dollars: 45%	↑	↑	Sales: \$3,792,642 Units: 10% Dollars: 19%	↑	↑
Flat Skis 70-79mm	Sales: \$307,211 Units: -17% Dollars: -25%	↓	↓	Sales: \$4,149,375 Units: -9% Dollars: -13%	↓	↓
Flat Skis 80-90mm	Sales: \$8,741,270 Units: 20% Dollars: 18%	↑	↑	Sales: \$57,758,256 Units: 22% Dollars: 21%	↑	↑
Flat Skis 91-100mm	Sales: \$12,093,125 Units: -2% Dollars: -1%	↓	↓	Sales: \$79,456,859 Units: 3% Dollars: 5%	↑	↑
Flat Skis 101-110mm	Sales: \$4,294,654 Units: 5% Dollars: -1%	↑	↓	Sales: \$29,032,117 Units: 18% Dollars: 19%	↑	↑
Flat Skis >110mm	Sales: \$967,554 Units: 0% Dollars: -13%	↑	↓	Sales: \$7,684,530 Units: 9% Dollars: 1%	↑	↑
Ski Systems <70mm	Sales: \$954,407 Units: -7% Dollars: -1%	↓	↓	Sales: \$15,482,951 Units: 4% Dollars: -1%	↑	↓
Ski Systems 70-79mm	Sales: \$4,000,607 Units: -22% Dollars: -19%	↓	↓	Sales: \$30,879,191 Units: -17% Dollars: -15%	↓	↓
Ski Systems 80-90mm	Sales: \$2,704,775 Units: -16% Dollars: -20%	↓	↓	Sales: \$17,920,542 Units: -7% Dollars: -18%	↓	↓
Ski Systems 91-100mm	Sales: \$545,213 Units: 11% Dollars: 24%	↑	↑	Sales: \$3,820,879 Units: 0% Dollars: 6%	↓	↑
Ski Systems 101-110mm	Sales: \$17,297 Units: 344% Dollars: 109%	↑	↑	Sales: \$120,447 Units: 149% Dollars: 409%	↑	↑
Ski Systems >110mm	Sales: \$36,225 Units: 0% Dollars: 0%	↑	↑	Sales: \$421,276 Units: 1756% Dollars: 3657%	↑	↑



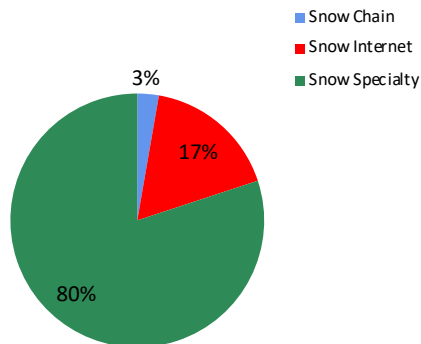
Dollar Analysis, All Alpine Skis

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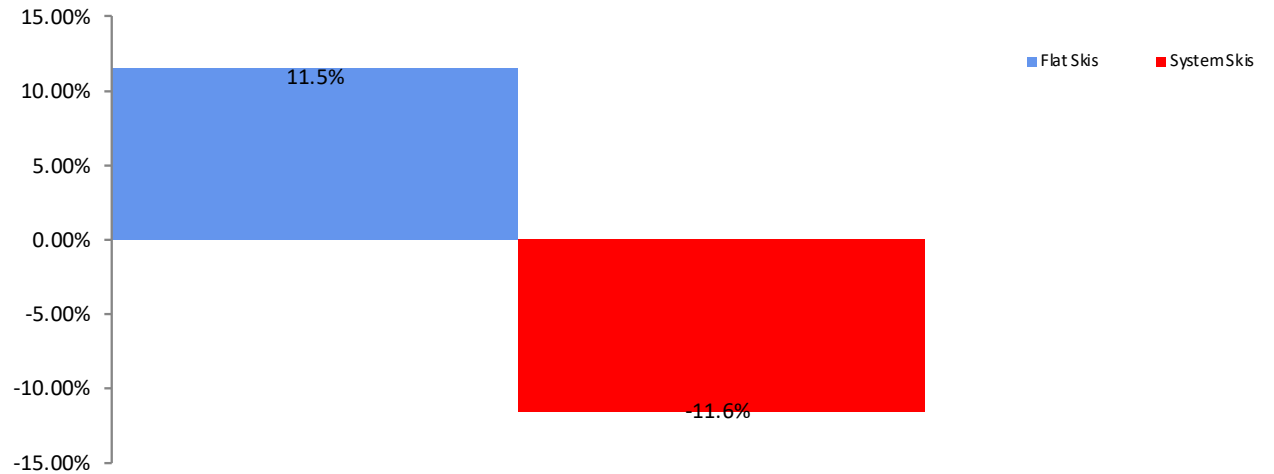
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



Dollar Sales By Channel, Season to Date



All Alpine Skis Sales, All Stores, Season to Date

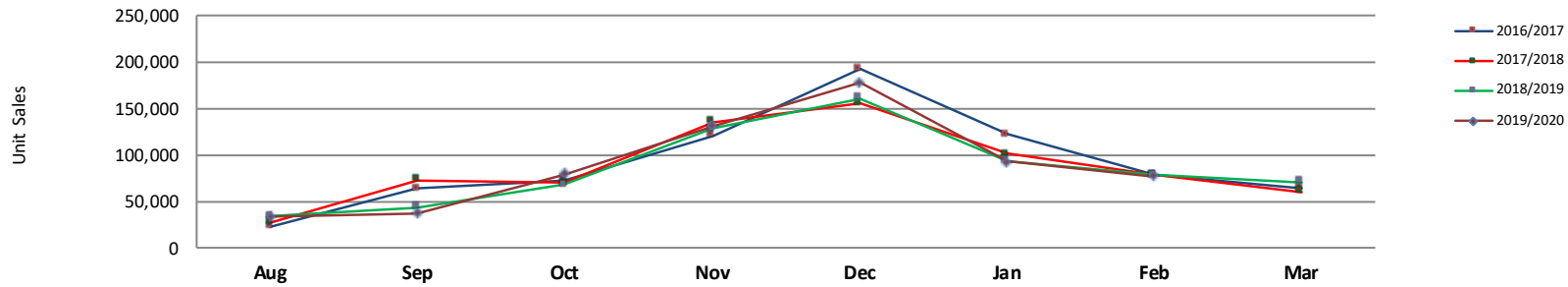




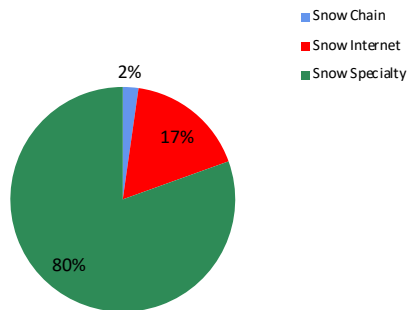
Unit Analysis, All Alpine Skis

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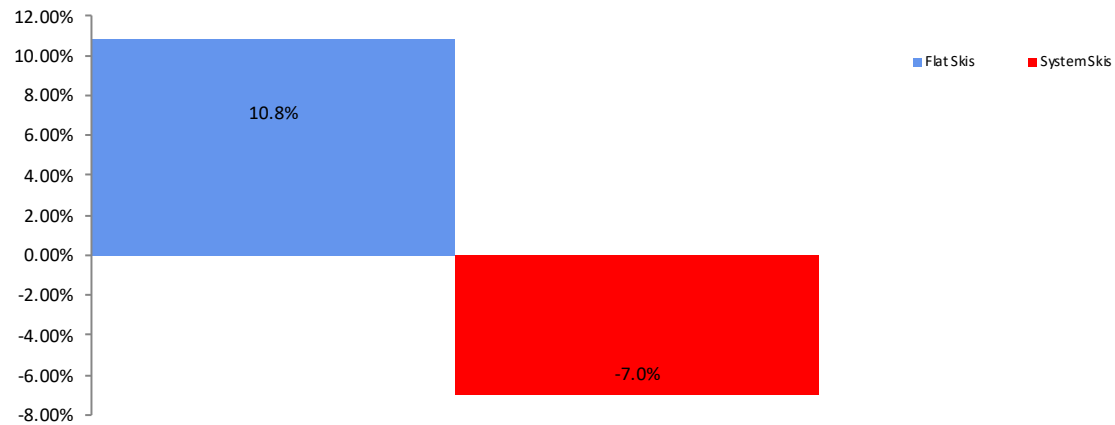
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



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: Feb 2020

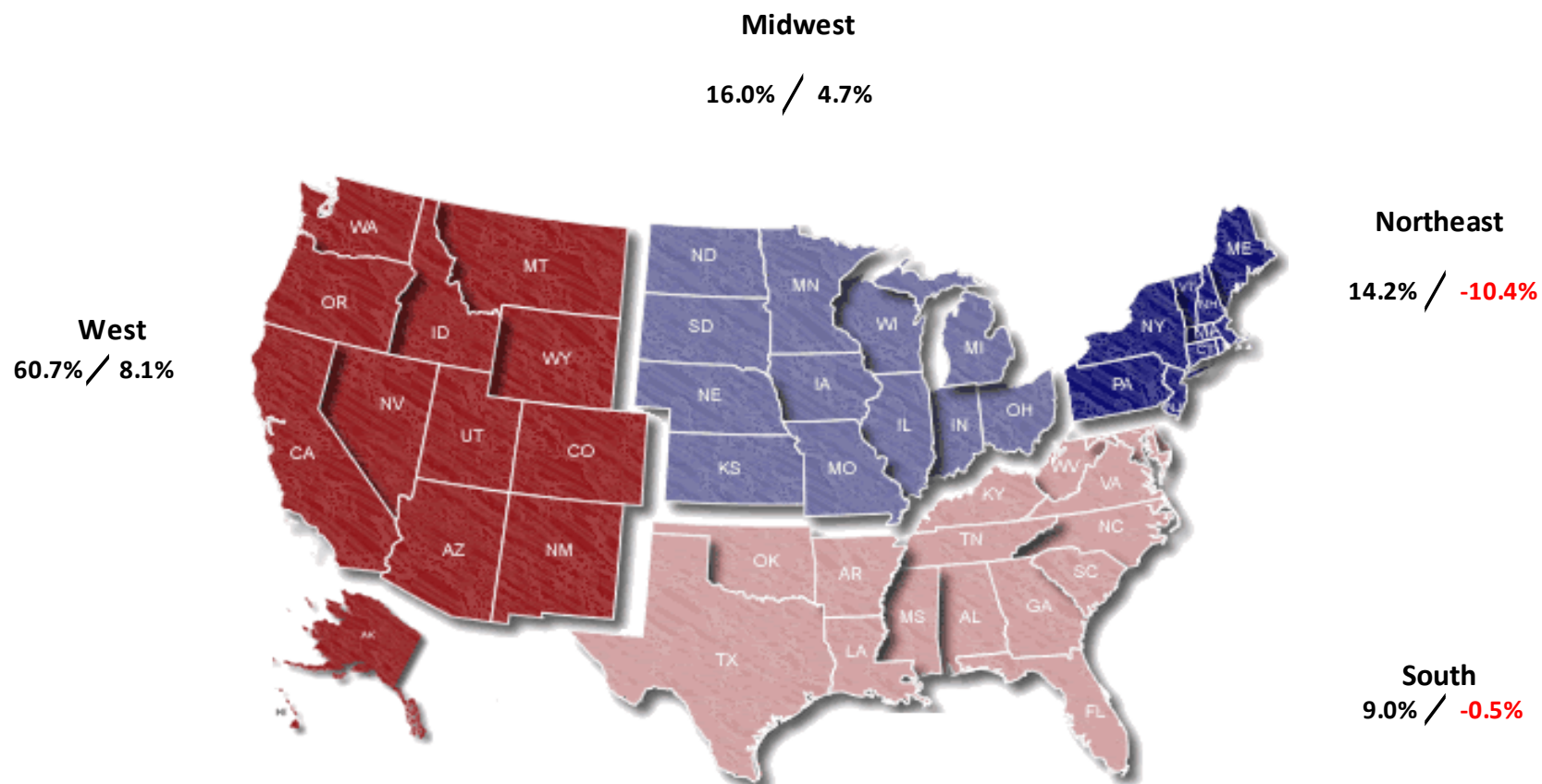
All Alpine Skis Topline All Channels												
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
All Alpine Skis	76,851	628,127	-1.5%	3.5%	\$35,075,014	\$250,519,065	-1.3%	4.1%	\$456.40	\$398.84	0.2%	0.5%
Flat Skis	54,423	399,433	5.6%	10.8%	\$26,816,490	\$181,873,779	3.8%	11.5%	\$492.74	\$455.33	-1.8%	0.6%
<70mm	832	10,961	7.2%	9.7%	\$412,675	\$3,792,642	45.0%	18.9%	\$496.00	\$346.01	35.2%	8.3%
70-79mm	1,265	18,971	-17.0%	-9.0%	\$307,211	\$4,149,375	-24.6%	-12.6%	\$242.85	\$218.72	-9.1%	-4.0%
80-90mm	19,880	141,010	19.9%	22.2%	\$8,741,270	\$57,758,256	17.6%	21.0%	\$439.70	\$409.60	-1.9%	-1.0%
91-100mm	23,344	164,742	-2.2%	3.5%	\$12,093,125	\$79,456,859	-1.5%	5.4%	\$518.04	\$482.31	0.7%	1.8%
101-110mm	7,404	49,829	4.6%	18.0%	\$4,294,654	\$29,032,117	-0.9%	18.9%	\$580.05	\$582.63	-5.3%	0.8%
>110mm	1,698	13,919	0.2%	8.9%	\$967,554	\$7,684,530	-13.2%	1.3%	\$569.82	\$552.09	-13.3%	-6.9%
Ski Systems	22,427	228,694	-15.4%	-7.1%	\$8,258,524	\$68,645,285	-14.9%	-11.6%	\$368.24	\$300.16	0.7%	-4.9%
<70mm	4,958	85,886	-7.3%	4.4%	\$954,407	\$15,482,951	-1.0%	-1.1%	\$192.50	\$180.27	6.8%	-5.3%
70-79mm	10,538	91,138	-22.0%	-17.2%	\$4,000,607	\$30,879,191	-18.6%	-15.4%	\$379.64	\$338.82	4.3%	2.2%
80-90mm	5,228	39,601	-16.1%	-7.4%	\$2,704,775	\$17,920,542	-19.8%	-18.0%	\$517.36	\$452.53	-4.4%	-11.4%
91-100mm	1,580	10,850	10.6%	-0.2%	\$545,213	\$3,820,879	24.3%	5.6%	\$345.07	\$352.15	12.4%	5.8%
101-110mm	40	291	344.4%	148.7%	\$17,297	\$120,447	109.4%	409.1%	\$432.43	\$413.91	-52.9%	104.7%
>110mm	83	928	0.0%	1756.0%	\$36,225	\$421,276	0.0%	3656.7%	\$436.45	\$453.96	0.0%	102.4%



Specialty Regional Sales

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Current Period: Feb 2020



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



Chain Topline

NOTE: NPD POS data reports are based on calendar which may result in trends not in with other reporting periods. Please cont NPD account representative with questio

Current Period: Feb 2020

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	1,550	14,133	-22.8%	1.3%	\$779,059	\$6,848,229	-23.6%	6.0%	\$502.62	\$484.56	-0.9%	4.6%
Flat Skis	897	7,520	-22.3%	10.8%	\$517,364	\$4,297,737	-19.8%	16.2%	\$576.77	\$571.51	3.2%	4.9%
<70mm	0	2	-100.0%	-85.7%	\$0	\$238	-100.0%	-83.1%	\$0.00	\$119.00	-100.0%	18.3%
70-79mm	3	17	-57.1%	-87.9%	\$1,271	\$6,893	-59.3%	-83.6%	\$423.67	\$405.47	-5.1%	35.2%
80-90mm	306	2,213	39.7%	51.7%	\$148,641	\$1,066,356	29.3%	55.2%	\$485.75	\$481.86	-7.4%	2.3%
91-100mm	405	3,591	-40.3%	-3.4%	\$245,341	\$2,124,496	-35.0%	3.5%	\$605.78	\$591.62	8.9%	7.1%
101-110mm	169	1,456	-24.6%	13.0%	\$110,911	\$941,990	-17.1%	16.0%	\$656.28	\$646.97	9.9%	2.6%
>110mm	14	241	-41.7%	40.9%	\$11,201	\$157,764	-30.2%	51.7%	\$800.07	\$654.62	19.7%	7.7%
Ski Systems	654	6,613	-23.4%	-7.7%	\$261,695	\$2,550,492	-30.0%	-7.7%	\$400.15	\$385.68	-8.6%	0.1%
<70mm	63	729	-7.4%	-8.5%	\$17,900	\$185,391	-1.6%	0.8%	\$284.13	\$254.31	6.3%	10.3%
70-79mm	361	3,583	-28.8%	-15.3%	\$124,081	\$1,208,686	-37.8%	-16.1%	\$343.71	\$337.34	-12.7%	-0.9%
80-90mm	176	1,376	7.3%	3.1%	\$99,765	\$820,553	-12.4%	-3.4%	\$566.85	\$596.33	-18.3%	-6.3%
91-100mm	54	926	-53.0%	14.9%	\$19,950	\$335,862	-52.9%	16.2%	\$369.44	\$362.70	0.3%	1.1%
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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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	10,239	108,450	7.2%	0.5%	\$4,163,865	\$43,112,055	-2.2%	5.5%	\$406.67	\$397.53	-8.8%	5.0%
Flat Skis	8,118	76,311	13.4%	9.9%	\$3,442,323	\$33,391,061	0.4%	11.3%	\$424.04	\$437.57	-11.5%	1.3%
<70mm	57	654	26.7%	-43.4%	\$14,760	\$152,018	180.6%	7.9%	\$258.95	\$232.44	121.5%	90.5%
70-79mm	174	2,184	3.6%	-12.8%	\$42,311	\$542,417	-2.3%	10.4%	\$243.17	\$248.36	-5.6%	26.6%
80-90mm	2,301	18,789	39.5%	18.9%	\$743,827	\$6,349,881	17.8%	18.4%	\$323.26	\$337.96	-15.5%	-0.4%
91-100mm	2,946	31,578	-8.1%	2.3%	\$1,285,890	\$13,911,884	-8.5%	6.1%	\$436.49	\$440.56	-0.4%	3.8%
101-110mm	1,767	15,291	25.3%	25.0%	\$899,157	\$8,346,129	2.2%	20.6%	\$508.86	\$545.82	-18.4%	-3.5%
>110mm	873	7,815	28.2%	13.5%	\$456,378	\$4,088,732	-1.7%	2.9%	\$522.77	\$523.19	-23.4%	-9.3%
Ski Systems	2,121	32,139	-11.2%	-16.5%	\$721,543	\$9,720,994	-12.9%	-10.5%	\$340.19	\$302.47	-2.0%	7.2%
<70mm	303	7,191	-21.7%	12.6%	\$60,499	\$1,202,660	-13.3%	-0.1%	\$199.67	\$167.25	10.7%	-11.3%
70-79mm	918	13,797	-15.2%	-37.0%	\$305,313	\$4,253,387	-17.8%	-28.1%	\$332.58	\$308.28	-3.0%	14.1%
80-90mm	441	7,683	-9.3%	9.3%	\$187,554	\$2,927,949	-32.7%	7.3%	\$425.29	\$381.09	-25.8%	-1.8%
91-100mm	438	3,243	1.4%	5.4%	\$157,677	\$1,250,496	44.8%	24.9%	\$359.99	\$385.60	42.8%	18.5%
101-110mm	12	177	0.0%	136.0%	\$6,000	\$62,816	0.0%	1044.4%	\$500.00	\$354.89	0.0%	384.9%
>110mm	9	48	0.0%	45.5%	\$4,500	\$23,686	0.0%	1950.7%	\$500.00	\$493.46	0.0%	1309.9%