



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: Jan 2020

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All Channels Summary

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Current Period: Jan 2020

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
Flat Skis <70mm	Sales: \$872,489 Units: 37% Dollars: 80%	↑	↑	Sales: \$6,288,666 Units: 20% Dollars: 22%	↑	↑
Flat Skis 70-79mm	Sales: \$554,232 Units: -19% Dollars: -27%	↓	↓	Sales: \$5,576,683 Units: 0% Dollars: -2%	↑	↓
Flat Skis 80-90mm	Sales: \$14,940,232 Units: 42% Dollars: 43%	↑	↑	Sales: \$66,460,087 Units: 32% Dollars: 33%	↑	↑
Flat Skis 91-100mm	Sales: \$17,939,207 Units: 12% Dollars: 17%	↑	↑	Sales: \$76,810,098 Units: 8% Dollars: 11%	↑	↑
Flat Skis 101-110mm	Sales: \$6,420,311 Units: 49% Dollars: 51%	↑	↑	Sales: \$25,958,194 Units: 27% Dollars: 30%	↑	↑
Flat Skis >110mm	Sales: \$1,429,389 Units: 22% Dollars: 18%	↑	↑	Sales: \$6,818,574 Units: 13% Dollars: 7%	↑	↑
Ski Systems <70mm	Sales: \$2,491,258 Units: 11% Dollars: 7%	↑	↑	Sales: \$19,987,538 Units: 8% Dollars: 4%	↑	↑
Ski Systems 70-79mm	Sales: \$8,063,310 Units: -19% Dollars: -17%	↓	↓	Sales: \$44,149,520 Units: -7% Dollars: -4%	↓	↓
Ski Systems 80-90mm	Sales: \$5,359,160 Units: 5% Dollars: -3%	↑	↓	Sales: \$23,306,433 Units: 1% Dollars: -11%	↑	↓
Ski Systems 91-100mm	Sales: \$579,959 Units: -28%	↓	↓	Sales: \$4,071,422 Units: -5%	↓	↑



All Channels Summary

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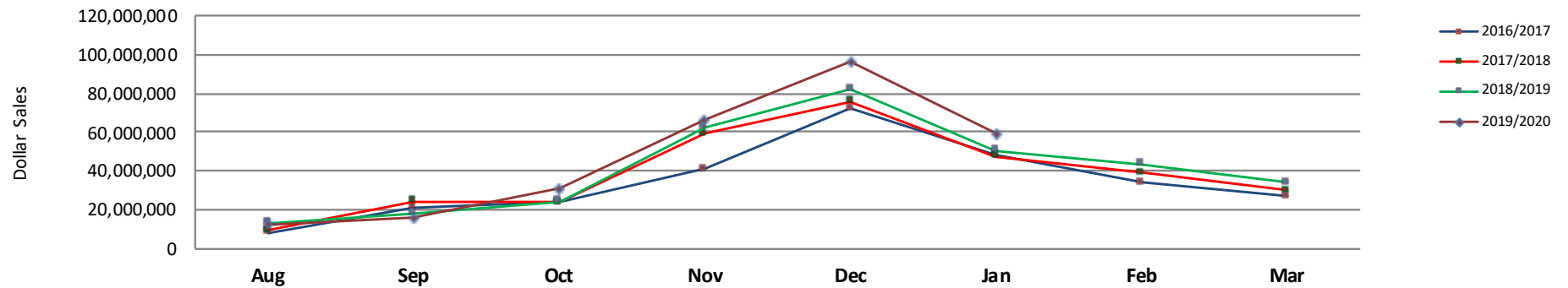
	Dollars:	-17%			Dollars:	0%		
Ski Systems 101-110mm	Sales:	\$71,477	↑	↑	Sales:	\$121,721	↑	↑
	Units:	0%			Units:	114%		
	Dollars:	0%			Dollars:	516%		
Ski Systems >110mm	Sales:	\$260,664	↑	↑	Sales:	\$855,917	↑	↑
	Units:	2790%			Units:	3075%		
	Dollars:	2241%			Dollars:	4717%		



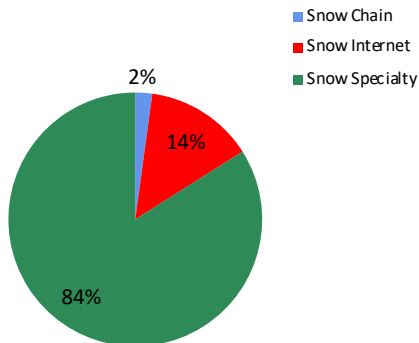
Dollar Analysis, All Alpine Skis

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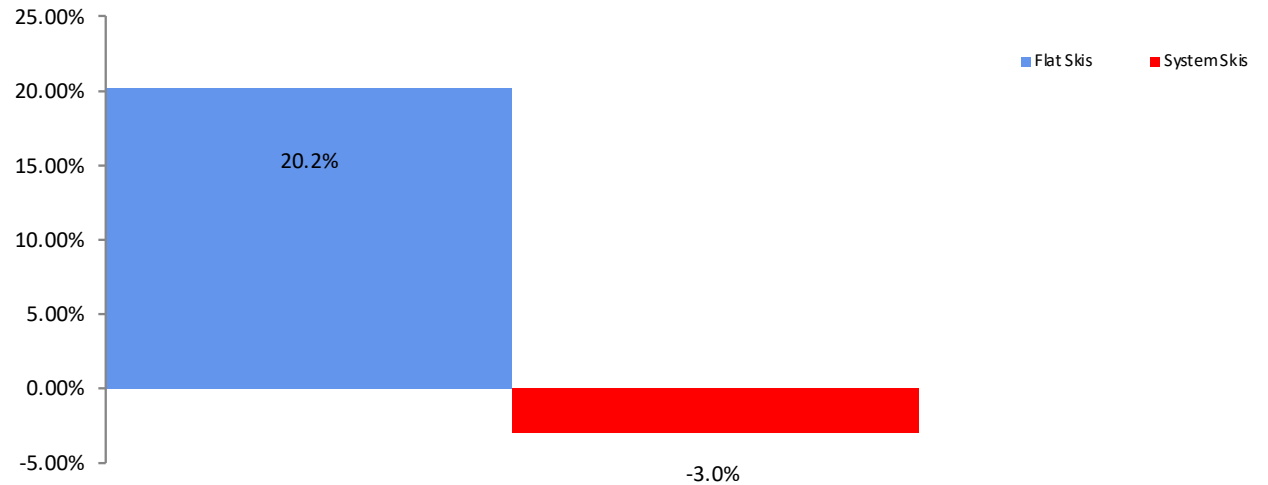
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



Dollar Sales By Channel, Season to Date



All Alpine Skis Sales, All Stores, Season to Date

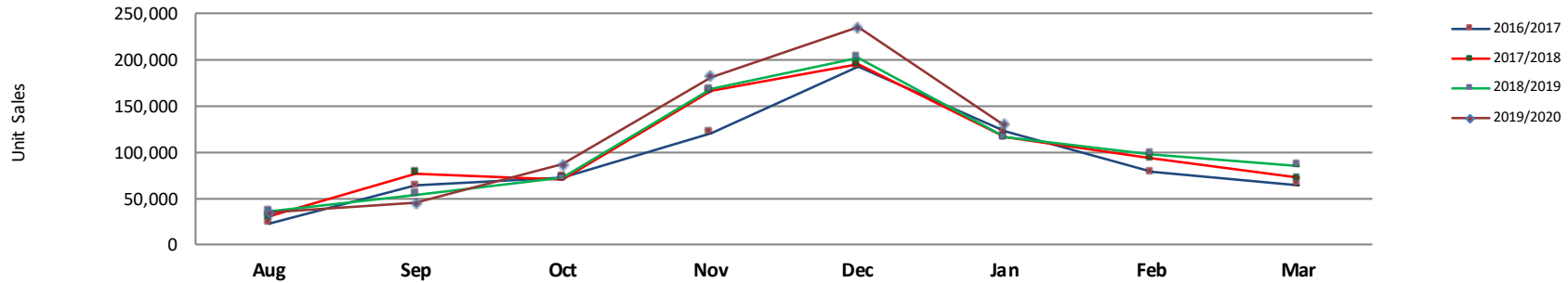




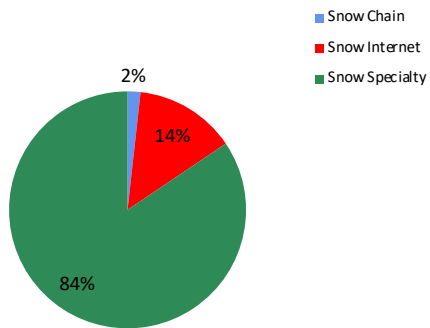
Unit Analysis, All Alpine Skis

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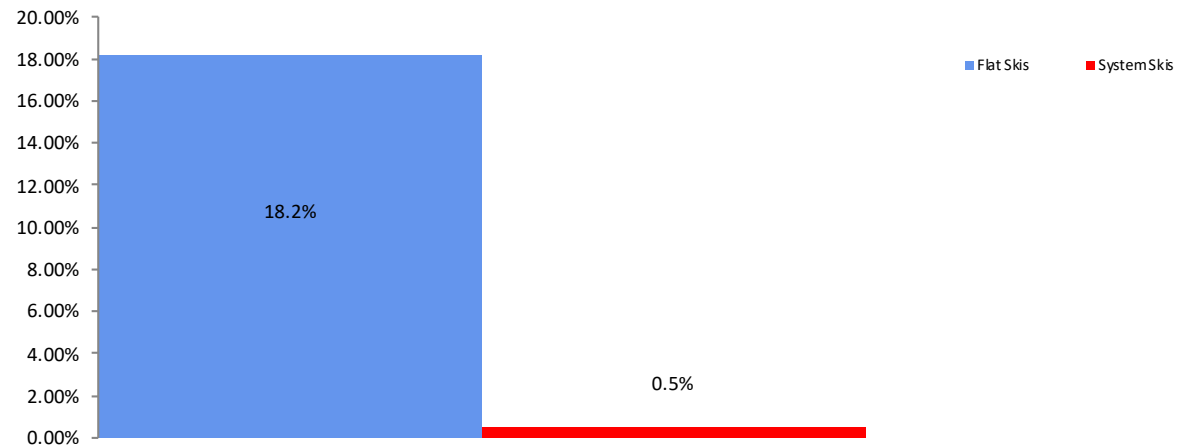
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



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: Jan 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	128,689	711,285	11.7%	10.1%	\$58,981,688	\$280,404,852	16.0%	11.4%	\$458.33	\$394.22	3.9%	1.1%
Flat Skis	82,580	418,041	25.4%	18.2%	\$42,155,860	\$187,912,302	29.4%	20.2%	\$510.49	\$449.51	3.1%	1.7%
<70mm	2,036	17,858	36.6%	20.0%	\$872,489	\$6,288,666	80.0%	21.8%	\$428.53	\$352.15	31.8%	1.5%
70-79mm	2,562	24,622	-19.4%	0.5%	\$554,232	\$5,576,683	-27.5%	-1.7%	\$216.33	\$226.49	-10.0%	-2.2%
80-90mm	32,371	160,115	41.7%	31.9%	\$14,940,232	\$66,460,087	42.7%	33.2%	\$461.53	\$415.08	0.7%	1.0%
91-100mm	33,036	158,698	11.8%	8.0%	\$17,939,207	\$76,810,098	16.5%	10.8%	\$543.02	\$484.00	4.2%	2.6%
101-110mm	10,306	44,500	48.8%	26.7%	\$6,420,311	\$25,958,194	50.6%	29.9%	\$622.97	\$583.33	1.2%	2.6%
>110mm	2,270	12,247	21.9%	13.1%	\$1,429,389	\$6,818,574	17.8%	7.3%	\$629.69	\$556.75	-3.3%	-5.1%
Ski Systems	46,108	293,244	-6.6%	0.4%	\$16,825,829	\$92,492,550	-7.8%	-3.1%	\$364.92	\$315.41	-1.3%	-3.4%
<70mm	12,186	101,485	11.1%	8.5%	\$2,491,258	\$19,987,538	6.8%	3.7%	\$204.44	\$196.95	-3.9%	-4.4%
70-79mm	21,005	126,648	-19.3%	-6.6%	\$8,063,310	\$44,149,520	-16.7%	-3.8%	\$383.88	\$348.60	3.2%	3.0%
80-90mm	10,654	51,295	4.7%	1.4%	\$5,359,160	\$23,306,433	-2.8%	-11.0%	\$503.02	\$454.36	-7.2%	-12.2%
91-100mm	1,546	11,607	-28.2%	-5.3%	\$579,959	\$4,071,422	-17.4%	0.1%	\$375.14	\$350.77	15.0%	5.7%
101-110mm	139	272	0.0%	114.2%	\$71,477	\$121,721	0.0%	515.7%	\$514.22	\$447.50	0.0%	187.5%
>110mm	578	1,937	2790.0%	3075.4%	\$260,664	\$855,917	2241.2%	4716.6%	\$450.98	\$441.88	-19.0%	51.7%



Specialty Topline

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Current Period: Jan 2020

All Alpine Skis Topline Specialty

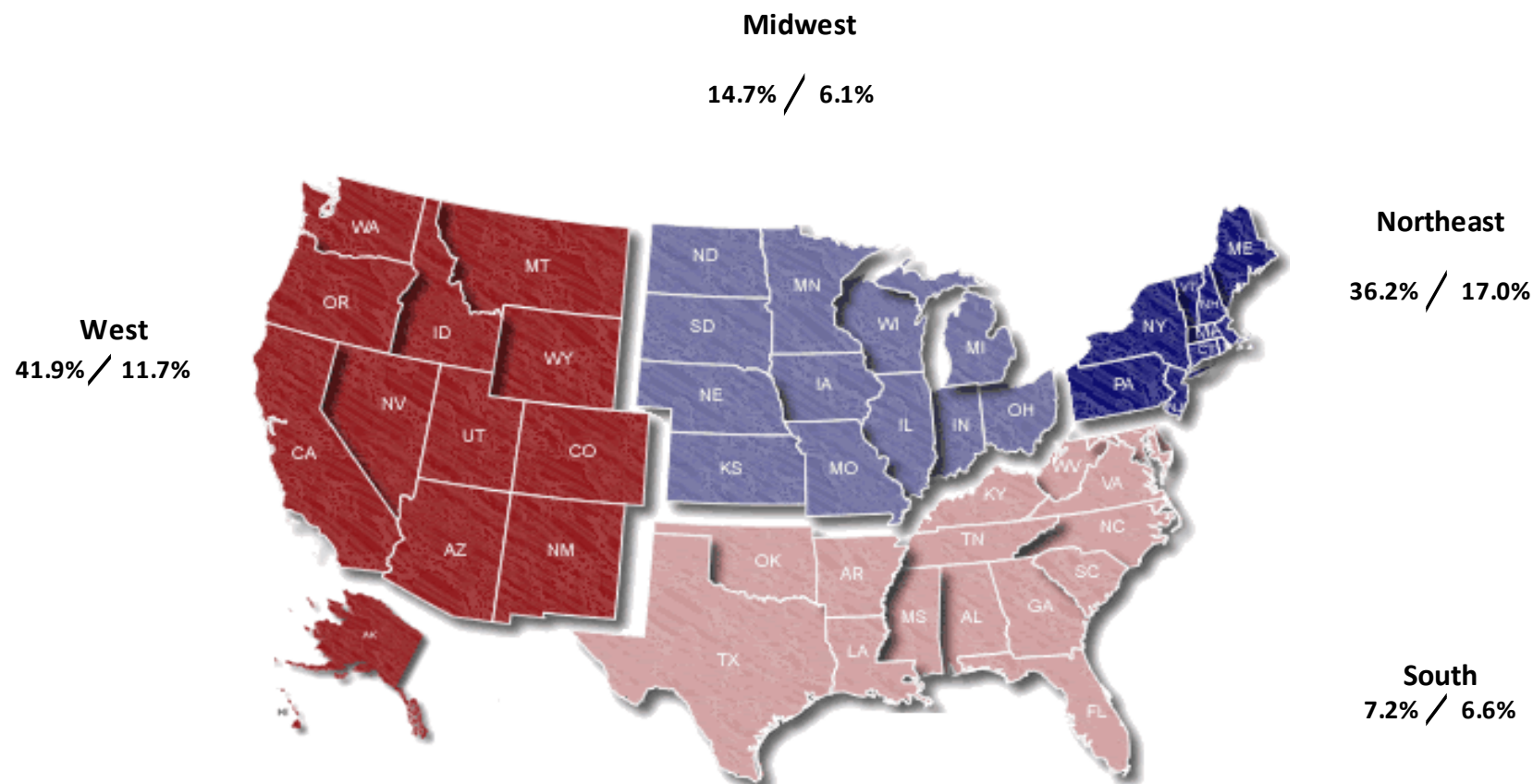
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
All Alpine Skis	113,204	600,571	13.7%	12.1%	\$52,051,548	\$235,439,276	18.0%	12.3%	\$459.80	\$392.03	3.8%	0.1%
Flat Skis	71,373	343,290	29.1%	20.1%	\$36,765,295	\$154,223,084	32.6%	21.7%	\$515.11	\$449.25	2.8%	1.3%
<70mm	1,991	17,259	41.6%	25.5%	\$858,457	\$6,151,170	81.3%	22.4%	\$431.17	\$356.40	28.0%	-2.4%
70-79mm	2,300	22,598	-19.0%	2.5%	\$489,158	\$5,070,955	-28.7%	-2.2%	\$212.68	\$224.40	-12.0%	-4.6%
80-90mm	29,449	141,721	44.0%	33.7%	\$13,860,823	\$59,936,318	44.6%	34.4%	\$470.67	\$422.92	0.4%	0.5%
91-100mm	28,350	126,939	17.1%	9.2%	\$15,663,002	\$62,340,316	20.0%	11.5%	\$552.49	\$491.10	2.5%	2.1%
101-110mm	8,062	29,694	48.6%	27.7%	\$5,099,325	\$17,684,669	54.8%	33.4%	\$632.51	\$595.56	4.2%	4.4%
>110mm	1,221	5,079	28.3%	13.3%	\$794,530	\$3,039,657	25.2%	10.3%	\$650.72	\$598.48	-2.4%	-2.7%
Ski Systems	41,831	257,281	-5.6%	3.0%	\$15,286,253	\$81,216,192	-6.7%	-2.2%	\$365.43	\$315.67	-1.2%	-5.0%
<70mm	11,612	93,930	11.8%	8.2%	\$2,379,982	\$18,677,885	8.6%	4.0%	\$204.96	\$198.85	-2.8%	-3.9%
70-79mm	19,049	110,550	-17.6%	-0.5%	\$7,408,098	\$39,117,698	-14.6%	0.1%	\$388.90	\$353.85	3.6%	0.5%
80-90mm	9,385	42,866	0.4%	0.0%	\$4,781,105	\$19,856,283	-5.3%	-13.6%	\$509.44	\$463.22	-5.7%	-13.6%
91-100mm	1,160	7,930	-18.9%	-11.2%	\$419,027	\$2,662,690	-9.3%	-9.1%	\$361.23	\$335.77	11.8%	2.3%
101-110mm	67	107	0.0%	105.8%	\$47,849	\$64,905	0.0%	354.5%	\$714.16	\$606.59	0.0%	120.9%
>110mm	557	1,898	2685.0%	6678.6%	\$250,193	\$836,731	2147.2%	4936.0%	\$449.18	\$440.85	-19.3%	-25.7%



Specialty Regional Sales

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Current Period: Jan 2020



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



Chain Topline

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Current Period: Jan 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	2,642	12,536	17.8%	4.9%	\$1,362,629	\$6,037,056	19.1%	10.9%	\$515.76	\$481.58	1.1%	5.7%
Flat Skis	1,544	6,592	39.6%	17.0%	\$895,717	\$3,760,150	37.6%	23.1%	\$580.13	\$570.41	-1.4%	5.2%
<70mm	0	2	0.0%	-83.3%	\$0	\$238	0.0%	-79.9%	\$0.00	\$119.00	0.0%	20.4%
70-79mm	6	14	-14.3%	-89.4%	\$2,541	\$5,623	-27.2%	-85.5%	\$423.50	\$401.64	-15.1%	36.4%
80-90mm	501	1,906	83.5%	53.7%	\$246,674	\$917,714	80.4%	60.4%	\$492.36	\$481.49	-1.7%	4.3%
91-100mm	698	3,158	17.1%	3.9%	\$427,642	\$1,861,208	18.9%	11.1%	\$612.67	\$589.36	1.5%	6.9%
101-110mm	291	1,285	36.0%	20.8%	\$184,070	\$828,804	31.9%	22.2%	\$632.54	\$644.98	-3.0%	1.1%
>110mm	47	227	193.8%	55.5%	\$34,790	\$146,563	206.2%	66.7%	\$740.21	\$645.65	4.2%	7.2%
Ski Systems	1,098	5,945	-3.3%	-5.8%	\$466,912	\$2,276,906	-5.3%	-4.7%	\$425.24	\$383.00	-2.0%	1.2%
<70mm	94	667	49.2%	-8.5%	\$23,537	\$167,491	86.6%	1.1%	\$250.39	\$251.11	25.1%	10.5%
70-79mm	615	3,219	-11.6%	-13.5%	\$225,857	\$1,083,748	-16.3%	-12.6%	\$367.25	\$336.67	-5.3%	1.1%
80-90mm	282	1,187	12.8%	1.5%	\$175,163	\$709,755	9.0%	-3.5%	\$621.15	\$597.94	-3.3%	-4.9%
91-100mm	107	872	-15.7%	26.2%	\$42,355	\$315,912	-15.4%	28.1%	\$395.84	\$362.28	0.5%	1.5%
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: Jan 2020

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	12,843	98,178	-3.8%	-0.2%	\$5,567,512	\$38,928,520	-0.1%	6.4%	\$433.51	\$396.51	3.9%	6.6%
Flat Skis	9,663	68,160	2.4%	9.4%	\$4,494,848	\$29,929,067	6.6%	12.6%	\$465.16	\$439.10	4.2%	3.0%
<70mm	45	597	-46.4%	-46.2%	\$14,033	\$137,258	26.3%	1.2%	\$311.84	\$229.91	135.8%	88.1%
70-79mm	255	2,010	-22.7%	-14.0%	\$62,533	\$500,105	-15.6%	11.6%	\$245.23	\$248.81	9.2%	29.8%
80-90mm	2,421	16,488	14.1%	16.5%	\$832,734	\$5,606,054	11.7%	18.5%	\$343.96	\$340.01	-2.1%	1.7%
91-100mm	3,987	28,602	-15.6%	3.4%	\$1,848,563	\$12,608,574	-7.0%	7.7%	\$463.65	\$440.83	10.2%	4.2%
101-110mm	1,953	13,521	51.7%	24.9%	\$1,136,917	\$7,444,722	37.1%	23.2%	\$582.14	\$550.60	-9.7%	-1.3%
>110mm	1,002	6,942	12.1%	11.9%	\$600,069	\$3,632,354	5.8%	3.5%	\$598.87	\$523.24	-5.6%	-7.5%
Ski Systems	3,180	30,018	-18.7%	-16.9%	\$1,072,664	\$8,999,453	-21.0%	-10.3%	\$337.32	\$299.80	-2.9%	7.9%
<70mm	480	6,888	-8.6%	14.8%	\$87,740	\$1,142,162	-32.3%	0.7%	\$182.79	\$165.82	-25.9%	-12.3%
70-79mm	1,341	12,879	-39.5%	-38.1%	\$429,355	\$3,948,074	-41.9%	-28.8%	\$320.18	\$306.55	-3.9%	15.0%
80-90mm	987	7,242	71.4%	10.6%	\$402,892	\$2,740,395	33.8%	11.8%	\$408.20	\$378.40	-21.9%	1.1%
91-100mm	279	2,805	-53.0%	6.0%	\$118,577	\$1,092,820	-37.4%	22.5%	\$425.01	\$389.60	33.2%	15.5%
101-110mm	72	165	0.0%	120.0%	\$23,629	\$56,816	0.0%	935.1%	\$328.18	\$344.34	0.0%	370.5%
>110mm	21	39	0.0%	18.2%	\$10,471	\$19,186	0.0%	1561.1%	\$498.62	\$491.95	0.0%	1305.6%