



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: 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
Flat Skis <70mm	Sales: \$1,918,727 Units: 23% Dollars: 10%	↑	↑	Sales: \$3,956,044 Units: 14% Dollars: 7%	↑	↑
Flat Skis 70-79mm	Sales: \$1,780,230 Units: 3% Dollars: 5%	↑	↑	Sales: \$3,305,794 Units: 1% Dollars: 3%	↑	↑
Flat Skis 80-90mm	Sales: \$15,773,649 Units: 26% Dollars: 28%	↑	↑	Sales: \$27,981,810 Units: 23% Dollars: 23%	↑	↑
Flat Skis 91-100mm	Sales: \$16,103,623 Units: -2% Dollars: 1%	↓	↑	Sales: \$32,032,362 Units: 3% Dollars: 6%	↑	↑
Flat Skis 101-110mm	Sales: \$4,856,552 Units: -2% Dollars: 2%	↓	↑	Sales: \$10,417,338 Units: 6% Dollars: 9%	↑	↑
Flat Skis >110mm	Sales: \$1,324,941 Units: 2% Dollars: -5%	↑	↓	Sales: \$3,310,433 Units: 0% Dollars: -5%	↑	↓
Ski Systems <70mm	Sales: \$6,516,563 Units: 20% Dollars: 14%	↑	↑	Sales: \$11,724,634 Units: 11% Dollars: 7%	↑	↑
Ski Systems 70-79mm	Sales: \$11,085,178 Units: -2% Dollars: -2%	↓	↓	Sales: \$20,013,067 Units: -7% Dollars: -4%	↓	↓
Ski Systems 80-90mm	Sales: \$5,500,231 Units: -2% Dollars: -16%	↓	↓	Sales: \$10,120,399 Units: -7% Dollars: -18%	↓	↓
Ski Systems 91-100mm	Sales: \$1,116,866 Units: 8%	↑	↑	Sales: \$1,795,856 Units: 2%	↑	↑



All Channels Summary

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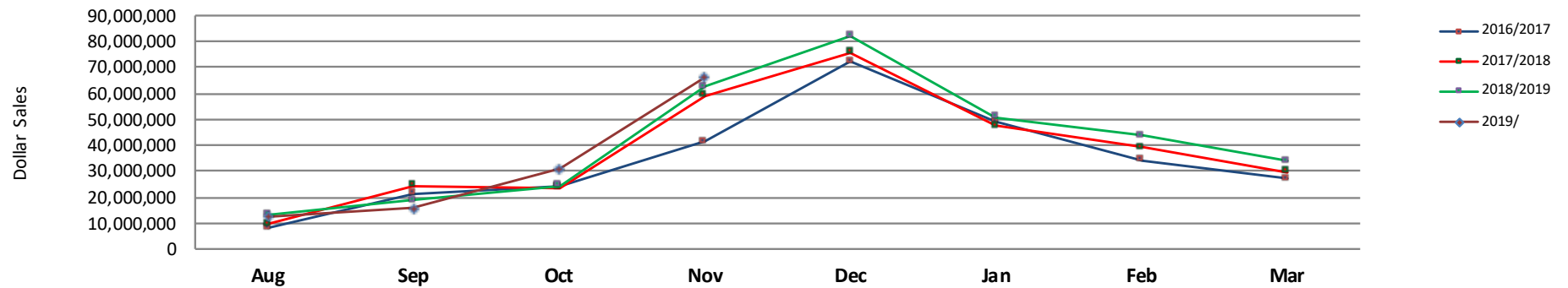
	Dollars:	7%	↑	↑	Dollars:	1%	↑	↑
Ski Systems 101-110mm	Sales:	\$20,538	↑	↑	Sales:	\$37,648	↓	↑
	Units:	79%	↑	↑	Units:	-23%	↓	↑
	Dollars:	134%			Dollars:	108%		
Ski Systems >110mm	Sales:	\$154,894	↑	↑	Sales:	\$276,769	↑	↑
	Units:	0%	↑	↑	Units:	1867%	↑	↑
	Dollars:	0%			Dollars:	23863%		



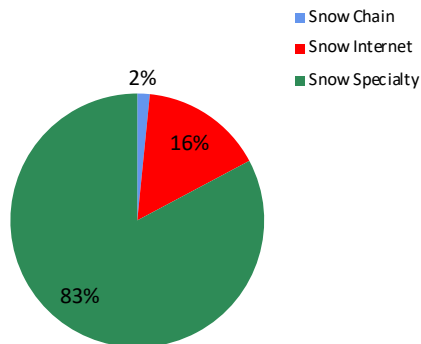
Dollar Analysis, All Alpine Skis

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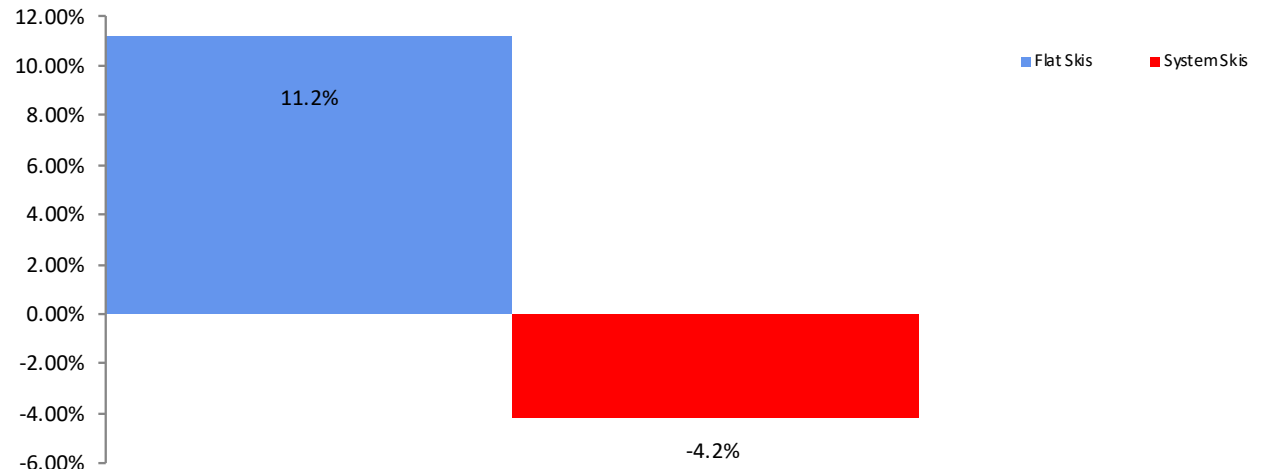
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



Dollar Sales By Channel, Season to Date



All Alpine Skis Sales, All Stores, Season to Date

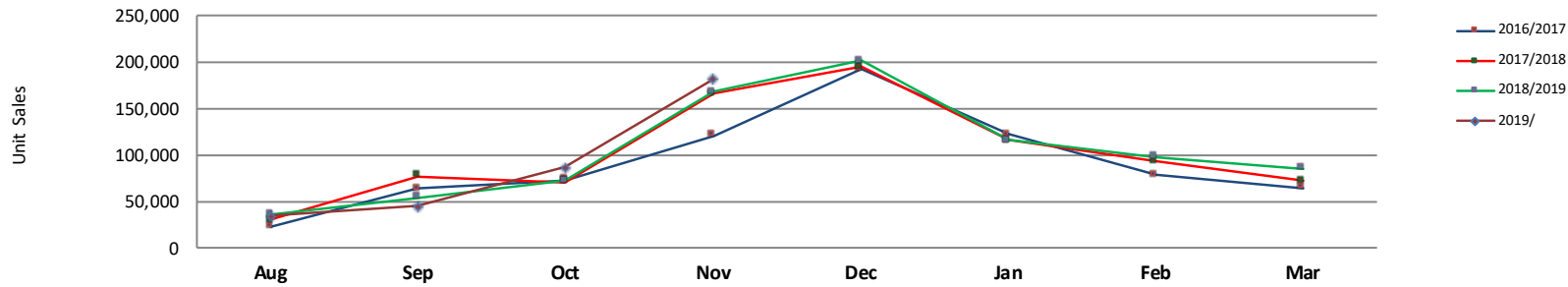




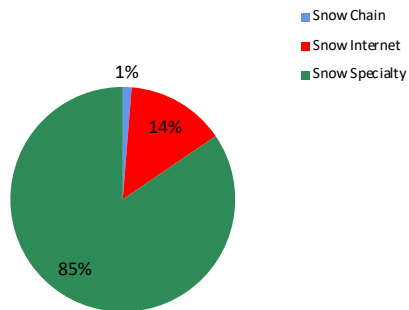
Unit Analysis, All Alpine Skis

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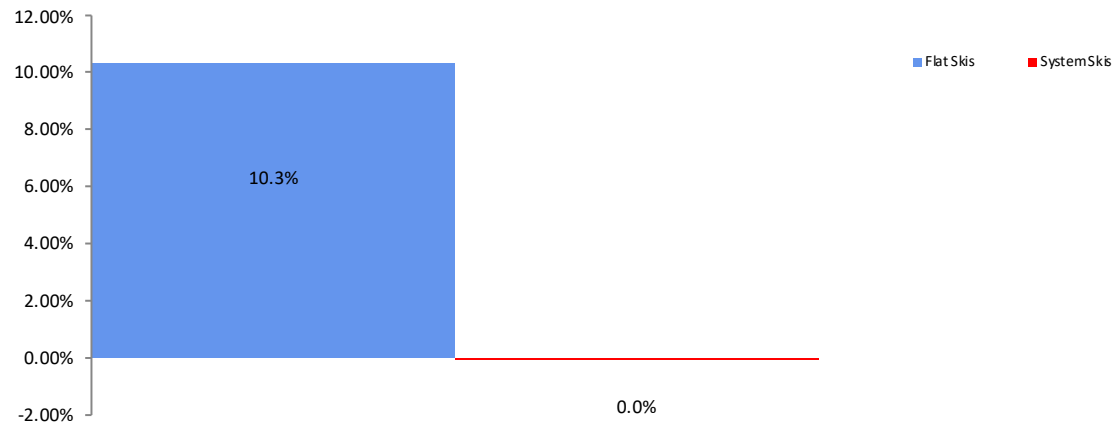
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



All Alpine Skis Sales, All Stores, Season to Date





All Channels Topline

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.

Current Period: Nov 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	181,167	347,168	8.0%	5.6%	\$66,151,993	\$124,972,153	5.7%	5.2%	\$365.14	\$359.98	-2.1%	-0.3%
Flat Skis	98,734	197,169	9.3%	10.3%	\$41,757,722	\$81,003,779	10.2%	11.2%	\$422.93	\$410.83	0.8%	0.8%
<70mm	5,933	11,435	23.3%	14.2%	\$1,918,727	\$3,956,044	9.7%	7.4%	\$323.40	\$345.96	-11.0%	-5.9%
70-79mm	7,625	14,615	2.9%	0.9%	\$1,780,230	\$3,305,794	4.9%	3.0%	\$233.47	\$226.19	1.9%	2.1%
80-90mm	39,417	73,319	25.9%	22.5%	\$15,773,649	\$27,981,810	28.0%	23.2%	\$400.17	\$381.64	1.7%	0.5%
91-100mm	34,903	72,320	-2.4%	3.4%	\$16,103,623	\$32,032,362	0.7%	6.1%	\$461.38	\$442.93	3.2%	2.6%
101-110mm	8,442	19,088	-2.5%	5.5%	\$4,856,552	\$10,417,338	2.3%	8.9%	\$575.28	\$545.75	4.9%	3.2%
>110mm	2,414	6,393	2.1%	0.0%	\$1,324,941	\$3,310,433	-5.0%	-5.0%	\$548.86	\$517.82	-7.0%	-5.0%
Ski Systems	82,433	149,999	6.6%	-0.1%	\$24,394,271	\$43,968,373	-1.0%	-4.2%	\$295.93	\$293.12	-7.1%	-4.1%
<70mm	32,748	58,463	20.5%	10.6%	\$6,516,563	\$11,724,634	14.1%	6.6%	\$198.99	\$200.55	-5.3%	-3.6%
70-79mm	33,338	61,592	-2.5%	-7.0%	\$11,085,178	\$20,013,067	-2.4%	-3.8%	\$332.51	\$324.93	0.1%	3.4%
80-90mm	12,567	23,696	-1.9%	-7.2%	\$5,500,231	\$10,120,399	-15.7%	-17.9%	\$437.67	\$427.09	-14.0%	-11.5%
91-100mm	3,389	5,510	8.0%	1.5%	\$1,116,866	\$1,795,856	6.9%	1.5%	\$329.56	\$325.93	-1.0%	-0.1%
101-110mm	59	90	78.8%	-23.1%	\$20,538	\$37,648	133.5%	107.8%	\$348.10	\$418.31	30.6%	170.2%
>110mm	332	649	0.0%	1866.7%	\$154,894	\$276,769	0.0%	23862.7%	\$466.55	\$426.45	0.0%	1118.4%



Specialty Topline

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Current Period: Nov 2019

All Alpine Skis Topline Specialty

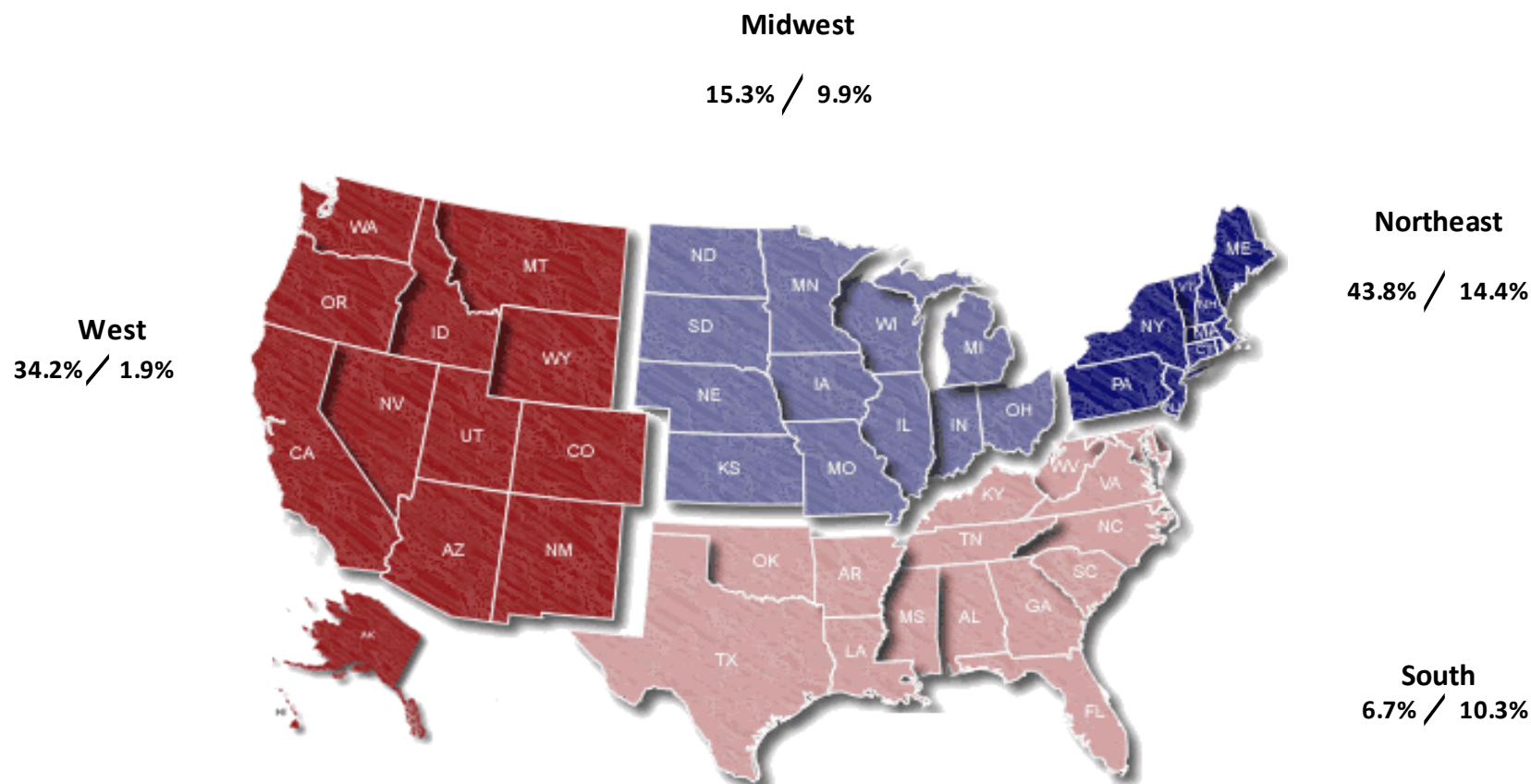
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
All Alpine Skis	157,149	293,400	14.4%	11.9%	\$56,711,241	\$103,441,664	11.1%	8.9%	\$360.88	\$352.56	-2.9%	-2.7%
Flat Skis	83,507	160,439	16.4%	16.3%	\$34,950,816	\$64,633,480	16.6%	15.8%	\$418.54	\$402.85	0.2%	-0.4%
<70mm	5,782	11,002	26.5%	21.4%	\$1,881,242	\$3,861,431	10.0%	8.1%	\$325.36	\$350.98	-13.0%	-11.0%
70-79mm	7,221	13,732	9.8%	6.7%	\$1,673,353	\$3,075,871	8.3%	5.1%	\$231.73	\$223.99	-1.4%	-1.5%
80-90mm	35,733	64,995	32.0%	27.8%	\$14,499,302	\$25,018,012	33.2%	26.5%	\$405.77	\$384.92	0.9%	-1.0%
91-100mm	28,249	56,882	3.5%	7.6%	\$13,144,894	\$25,143,218	6.5%	9.8%	\$465.32	\$442.02	2.9%	2.0%
101-110mm	5,453	11,497	1.8%	12.4%	\$3,164,470	\$6,246,547	7.4%	15.0%	\$580.32	\$543.32	5.6%	2.4%
>110mm	1,071	2,331	24.1%	10.9%	\$587,554	\$1,288,402	8.4%	8.2%	\$548.60	\$552.73	-12.7%	-2.4%
Ski Systems	73,642	132,961	12.3%	6.9%	\$21,760,425	\$38,808,183	3.2%	-1.0%	\$295.49	\$291.88	-8.1%	-7.5%
<70mm	30,525	54,549	20.2%	13.1%	\$6,130,178	\$11,029,319	14.4%	8.7%	\$200.82	\$202.19	-4.8%	-3.9%
70-79mm	29,462	54,001	7.8%	4.8%	\$9,904,333	\$17,747,058	5.4%	3.3%	\$336.17	\$328.64	-2.2%	-1.4%
80-90mm	10,946	20,042	4.5%	-1.7%	\$4,827,739	\$8,618,408	-12.9%	-18.1%	\$441.05	\$430.02	-16.7%	-16.7%
91-100mm	2,363	3,705	0.9%	-10.9%	\$742,072	\$1,131,202	-4.1%	-16.5%	\$314.04	\$305.32	-5.0%	-6.2%
101-110mm	20	30	-39.4%	-28.6%	\$4,209	\$12,641	-52.1%	0.1%	\$210.45	\$421.37	-21.0%	40.2%
>110mm	326	634	0.0%	0.0%	\$151,894	\$269,554	0.0%	0.0%	\$465.93	\$425.16	0.0%	0.0%



Specialty Regional Sales

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Current Period: Nov 2019



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

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	2,772	4,406	-9.7%	-13.1%	\$1,195,619	\$1,985,389	-4.9%	-6.1%	\$431.32	\$450.61	5.3%	8.1%
Flat Skis	1,151	2,242	-3.6%	-9.6%	\$674,173	\$1,243,969	5.4%	-0.4%	\$585.73	\$554.85	9.3%	10.2%
<70mm	1	1	-80.0%	-90.0%	\$169	\$169	-72.5%	-83.9%	\$169.00	\$169.00	37.6%	61.3%
70-79mm	2	4	-96.1%	-94.7%	\$847	\$1,853	-94.0%	-91.3%	\$423.50	\$463.25	53.1%	65.2%
80-90mm	328	568	35.0%	13.6%	\$157,206	\$257,171	48.1%	23.9%	\$479.29	\$452.77	9.7%	9.1%
91-100mm	558	1,137	-12.9%	-15.3%	\$330,306	\$636,191	-7.4%	-6.9%	\$591.95	\$559.53	6.4%	9.9%
101-110mm	235	418	9.8%	-9.1%	\$162,130	\$280,537	16.9%	-1.0%	\$689.91	\$671.14	6.5%	8.9%
>110mm	27	113	-32.5%	24.2%	\$23,515	\$68,048	-0.5%	31.0%	\$870.93	\$602.19	47.4%	5.5%
Ski Systems	1,621	2,165	-13.5%	-16.5%	\$521,446	\$741,420	-15.6%	-14.3%	\$321.68	\$342.46	-2.3%	2.6%
<70mm	279	350	1.8%	-4.6%	\$65,078	\$89,292	13.9%	1.7%	\$233.25	\$255.12	11.8%	6.7%
70-79mm	838	1,084	-22.2%	-25.4%	\$243,244	\$327,195	-23.7%	-22.2%	\$290.27	\$301.84	-1.9%	4.3%
80-90mm	175	324	-37.7%	-26.4%	\$104,423	\$189,928	-35.5%	-24.0%	\$596.70	\$586.20	3.6%	3.1%
91-100mm	329	407	35.4%	21.5%	\$108,701	\$135,005	36.1%	26.1%	\$330.40	\$331.71	0.5%	3.8%
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: Nov 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	21,246	49,362	-22.2%	-19.8%	\$8,245,133	\$19,545,100	-19.5%	-9.7%	\$388.08	\$395.95	3.4%	12.6%
Flat Skis	14,076	34,488	-19.1%	-10.0%	\$6,132,733	\$15,126,330	-16.0%	-4.4%	\$435.69	\$438.60	3.9%	6.2%
<70mm	150	432	-36.7%	-54.0%	\$37,316	\$94,443	-1.9%	-12.7%	\$248.77	\$218.62	55.0%	89.8%
70-79mm	402	879	-48.5%	-43.1%	\$106,030	\$228,070	-23.2%	-13.3%	\$263.76	\$259.47	49.1%	52.3%
80-90mm	3,357	7,755	-16.2%	-8.5%	\$1,117,141	\$2,706,626	-16.5%	-1.1%	\$332.78	\$349.02	-0.3%	8.1%
91-100mm	6,096	14,301	-22.1%	-9.2%	\$2,628,423	\$6,252,953	-20.2%	-5.4%	\$431.17	\$437.24	2.5%	4.1%
101-110mm	2,754	7,173	-10.7%	-3.0%	\$1,529,952	\$3,890,254	-8.0%	1.0%	\$555.54	\$542.35	3.0%	4.1%
>110mm	1,317	3,948	-9.9%	-6.0%	\$713,872	\$1,953,983	-13.9%	-12.9%	\$542.04	\$494.93	-4.5%	-7.3%
Ski Systems	7,170	14,874	-27.6%	-36.0%	\$2,112,401	\$4,418,770	-28.3%	-24.2%	\$294.62	\$297.08	-0.9%	18.4%
<70mm	1,944	3,564	28.1%	-16.5%	\$321,308	\$606,022	8.6%	-20.7%	\$165.28	\$170.04	-15.2%	-5.0%
70-79mm	3,039	6,507	-47.4%	-50.7%	\$937,602	\$1,938,814	-42.9%	-39.4%	\$308.52	\$297.96	8.6%	23.1%
80-90mm	1,446	3,330	-29.6%	-29.2%	\$568,069	\$1,312,063	-30.4%	-15.4%	\$392.86	\$394.01	-1.2%	19.4%
91-100mm	696	1,398	25.4%	49.8%	\$266,093	\$529,649	39.1%	71.5%	\$382.32	\$378.86	10.9%	14.5%
101-110mm	39	60	0.0%	-20.0%	\$16,329	\$25,007	0.0%	355.6%	\$418.69	\$416.78	0.0%	469.5%
>110mm	6	15	0.0%	-54.5%	\$3,000	\$7,215	0.0%	524.7%	\$500.00	\$481.00	0.0%	1274.3%