



**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

## Total Outerwear Report

Report Date: Dec 2019

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# All Channels Summary

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**Current Period: Dec 2019**

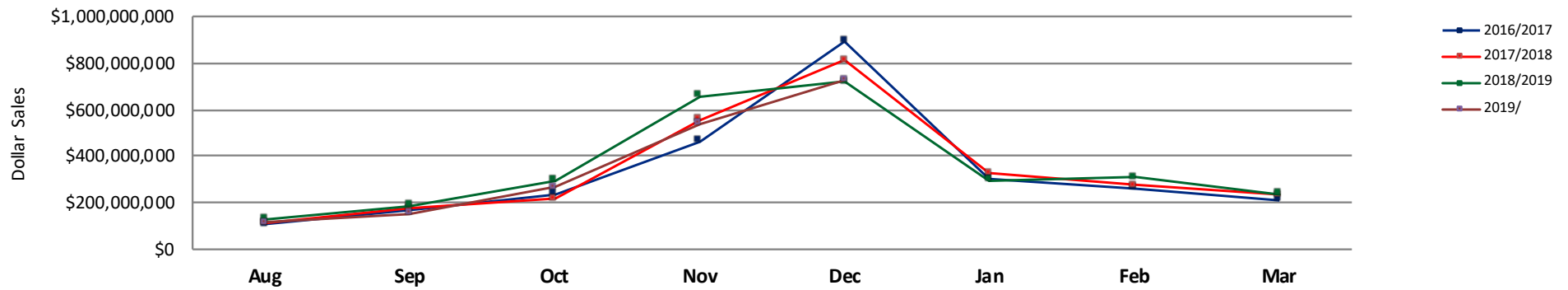
	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
<b>Shell Tops</b>	Sales: \$70,246,456 Units: -18% Dollars: -8%	↓	↓	Sales: \$211,665,414 Units: -23% Dollars: -19%	↓	↓
<b>Softshell Tops</b>	Sales: \$14,978,381 Units: -23% Dollars: -37%	↓	↓	Sales: \$40,643,982 Units: -23% Dollars: -38%	↓	↓
<b>Insulated Tops</b>	Sales: \$349,298,394 Units: 12% Dollars: 6%	↑	↑	Sales: \$895,497,130 Units: -5% Dollars: -7%	↓	↓
<b>Fleece Tops</b>	Sales: \$125,722,891 Units: -12% Dollars: -12%	↓	↓	Sales: \$304,913,837 Units: -12% Dollars: -15%	↓	↓
<b>Other Outerwear Tops</b>	Sales: \$11,842,086 Units: 82% Dollars: 121%	↑	↑	Sales: \$26,930,292 Units: 99% Dollars: 112%	↑	↑
<b>Shell Bottoms</b>	Sales: \$40,225,043 Units: 3% Dollars: 12%	↑	↑	Sales: \$78,141,633 Units: -7% Dollars: -1%	↓	↓
<b>Softshell Bottoms</b>	Sales: \$7,835,341 Units: 10% Dollars: 4%	↑	↑	Sales: \$14,362,596 Units: 1% Dollars: -4%	↑	↓
<b>Insulated Bottoms</b>	Sales: \$76,285,489 Units: -3% Dollars: 7%	↓	↑	Sales: \$134,464,398 Units: -5% Dollars: 1%	↓	↑
<b>Fleece Bottoms</b>	Sales: \$140,807 Units: -37% Dollars: -50%	↓	↓	Sales: \$454,576 Units: -68% Dollars: -58%	↓	↓
<b>Other Outerwear Bottoms</b>	Sales: \$1,772,765 Units: 45% Dollars: 33%	↑	↑	Sales: \$3,219,843 Units: 32% Dollars: 8%	↑	↑
<b>Outerwear Suits</b>	Sales: \$2,822,453 Units: -33% Dollars: 12%	↓	↑	Sales: \$9,468,027 Units: -33% Dollars: -9%	↓	↓



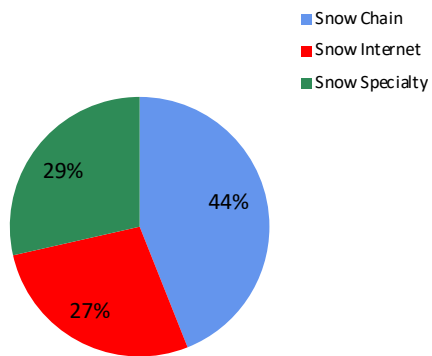
# Dollar Analysis, Total Outerwear

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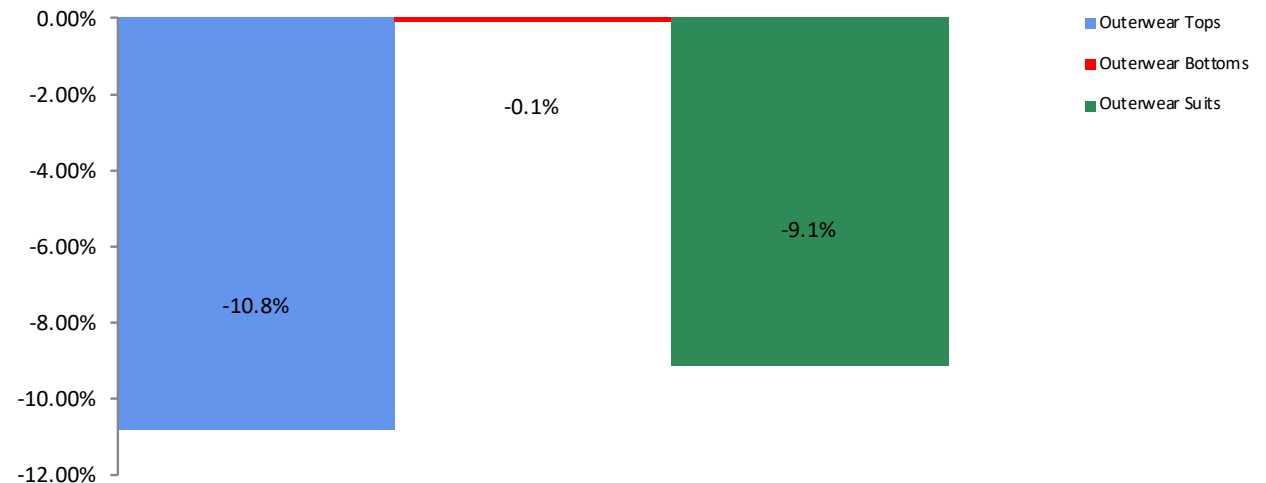
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



Dollar Sales By Channel, Season to Date



Total Outerwear Sales, All Stores, Season to Date

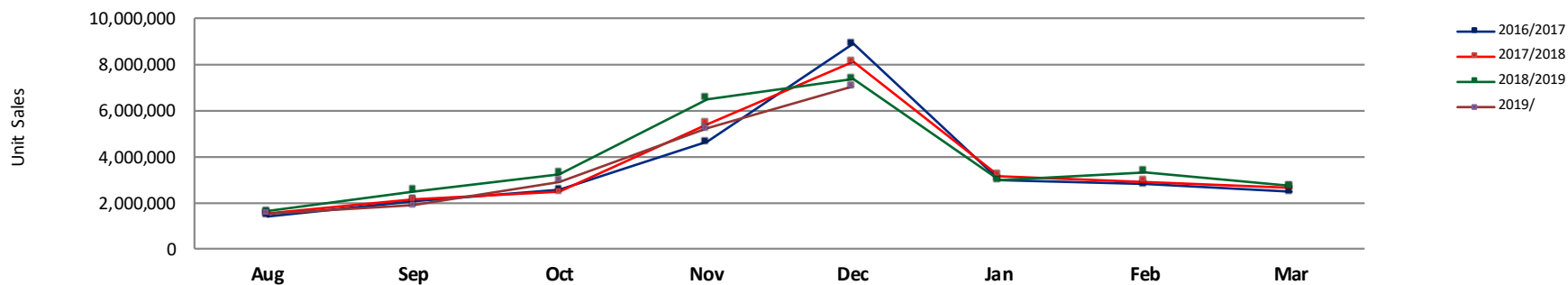




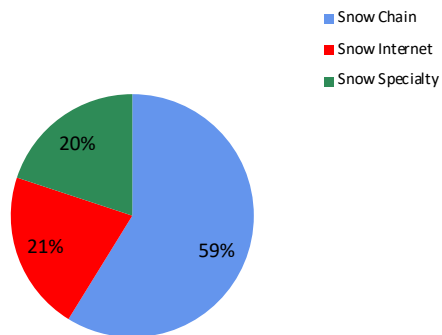
## Unit Analysis, Total Outerwear

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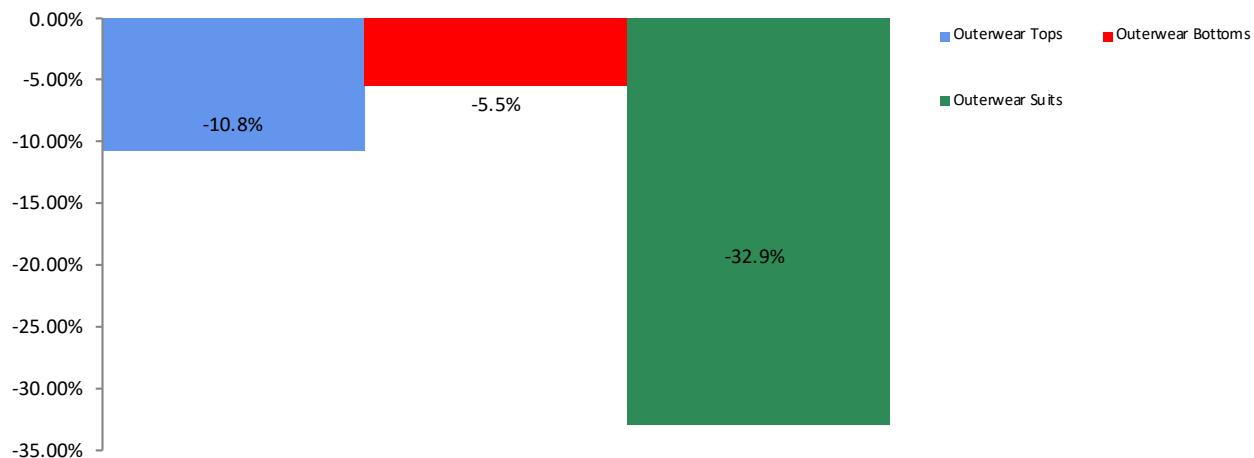
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



Total Outerwear 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: Dec 2019

Total Outerwear 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
<b>Total Outerwear - ADULTS</b>	5,717,041	14,191,667	-2.9%	-10.9%	\$642,618,871	\$1,543,780,433	0.6%	-9.6%	\$112.40	\$108.78	3.6%	1.4%
Shell Tops	828,203	2,625,655	-18.1%	-22.8%	\$65,492,827	\$195,917,723	-6.9%	-18.3%	\$79.08	\$74.62	13.7%	5.8%
Softshell Tops	161,127	451,070	-31.4%	-31.1%	\$14,406,964	\$38,727,489	-38.3%	-39.6%	\$89.41	\$85.86	-10.1%	-12.3%
Insulated Tops	2,113,424	5,271,877	11.1%	-4.8%	\$320,957,125	\$800,825,548	6.0%	-6.8%	\$151.87	\$151.91	-4.6%	-2.1%
Fleece Tops	1,499,673	3,662,129	-10.7%	-12.3%	\$120,404,573	\$286,554,519	-11.6%	-14.6%	\$80.29	\$78.25	-1.0%	-2.6%
Other Outerwear Tops	172,827	413,014	82.6%	104.8%	\$10,743,514	\$23,702,923	129.3%	125.0%	\$62.16	\$57.39	25.6%	9.8%
Shell Bottoms	290,502	602,346	1.7%	-8.2%	\$38,632,210	\$74,793,177	13.0%	-0.3%	\$132.98	\$124.17	11.1%	8.7%
Softshell Bottoms	52,148	101,538	9.8%	-0.8%	\$7,659,096	\$13,966,787	4.2%	-5.3%	\$146.87	\$137.55	-5.2%	-4.6%
Insulated Bottoms	568,479	955,064	-2.4%	-4.4%	\$61,614,640	\$103,099,072	7.8%	3.0%	\$108.39	\$107.95	10.4%	7.8%
Fleece Bottoms	1,193	3,134	-15.4%	-31.4%	\$121,891	\$401,877	-44.8%	-31.4%	\$102.17	\$128.23	-34.8%	-0.1%
Other Outerwear Bottoms	11,876	24,937	46.1%	41.0%	\$1,491,563	\$2,486,337	26.4%	-0.9%	\$125.59	\$99.70	-13.5%	-29.7%
Outerwear Suits	17,589	80,903	-57.2%	-52.0%	\$1,094,468	\$3,304,981	-18.4%	-33.4%	\$62.22	\$40.85	90.9%	38.6%

<b>Total Outerwear - JUNIORS</b>	981,637	2,883,753	1.2%	-8.0%	\$58,551,233	\$175,981,296	-1.9%	-8.9%	\$59.65	\$61.03	-3.0%	-1.0%
Shell Tops	144,077	441,838	-14.2%	-25.2%	\$4,753,629	\$15,747,692	-22.3%	-25.3%	\$32.99	\$35.64	-9.5%	-0.2%
Softshell Tops	25,273	69,113	274.7%	218.8%	\$571,417	\$1,916,493	108.8%	105.8%	\$22.61	\$27.73	-44.3%	-35.4%
Insulated Tops	350,714	1,133,551	14.7%	-6.1%	\$28,341,269	\$94,671,582	2.2%	-7.9%	\$80.81	\$83.52	-10.9%	-2.0%
Fleece Tops	142,248	488,585	-23.4%	-13.8%	\$5,318,318	\$18,359,318	-28.8%	-19.3%	\$37.39	\$37.58	-7.0%	-6.4%
Other Outerwear Tops	26,580	80,678	79.3%	73.1%	\$1,098,572	\$3,227,369	64.5%	50.9%	\$41.33	\$40.00	-8.3%	-12.9%
Shell Bottoms	44,436	92,763	10.4%	2.4%	\$1,592,833	\$3,348,456	-1.1%	-9.6%	\$35.85	\$36.10	-10.5%	-11.7%
Softshell Bottoms	1,389	3,512	15.8%	64.6%	\$176,245	\$395,809	14.4%	57.0%	\$126.89	\$112.70	-1.2%	-4.6%
Insulated Bottoms	220,929	475,409	-3.0%	-7.4%	\$14,670,849	\$31,365,326	3.0%	-5.1%	\$66.41	\$65.98	6.2%	2.5%
Fleece Bottoms	239	838	-72.3%	-89.2%	\$18,915	\$52,699	-69.2%	-89.6%	\$79.14	\$62.89	11.3%	-3.0%
Other Outerwear Bottoms	5,505	14,598	43.3%	18.6%	\$281,201	\$733,506	90.3%	54.6%	\$51.08	\$50.25	32.8%	30.4%
Outerwear Suits	20,247	82,868	34.5%	9.5%	\$1,727,985	\$6,163,046	46.4%	13.0%	\$85.35	\$74.37	8.8%	3.2%



# Specialty Topline

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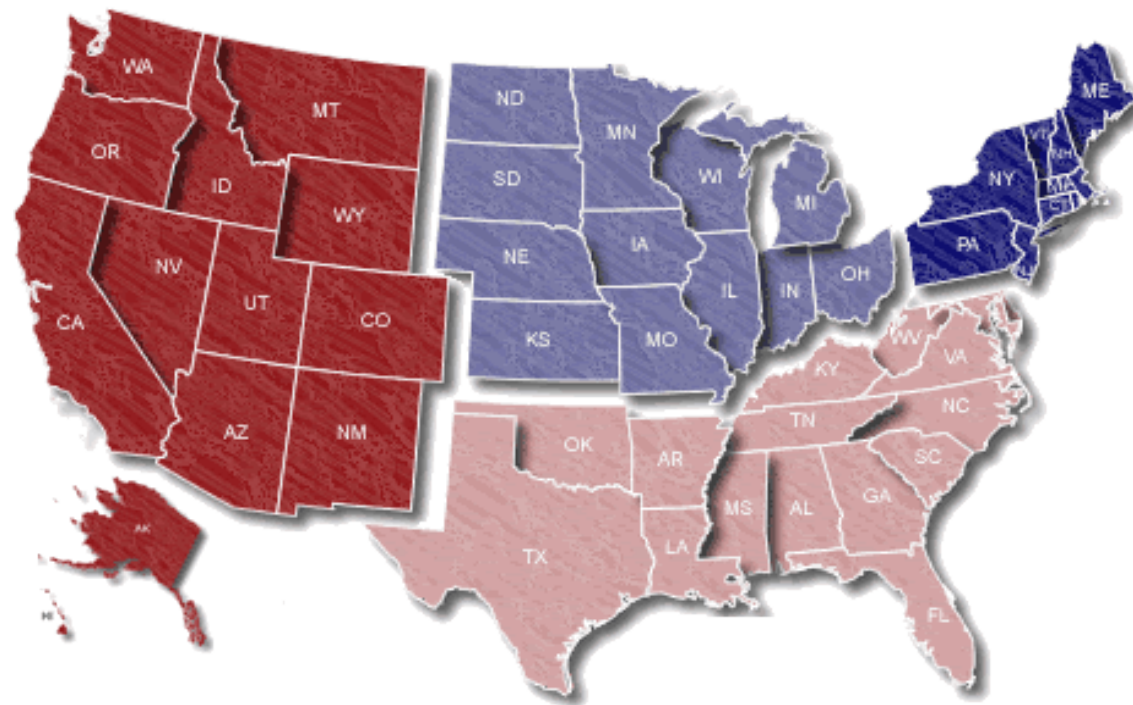
Total Outerwear Topline Specialty												
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
<b>Total Outerwear - ADULTS</b>	1,244,828	2,714,048	-8.9%	-9.6%	\$213,805,116	\$425,227,830	-6.4%	-9.8%	\$171.75	\$156.68	2.7%	-0.3%
Shell Tops	75,113	236,840	3.4%	-10.4%	\$13,884,275	\$33,425,190	6.4%	-9.9%	\$184.85	\$141.13	2.9%	0.6%
Softshell Tops	21,281	57,758	-13.5%	-22.7%	\$2,711,677	\$6,984,953	-21.4%	-26.5%	\$127.42	\$120.93	-9.0%	-4.9%
Insulated Tops	458,910	1,038,111	-8.4%	-9.7%	\$102,146,515	\$213,661,928	-9.4%	-11.5%	\$222.59	\$205.82	-1.1%	-2.0%
Fleece Tops	298,058	706,883	-20.9%	-15.7%	\$30,666,776	\$67,949,331	-21.3%	-19.0%	\$102.89	\$96.13	-0.6%	-3.9%
Other Outerwear Tops	15,234	30,153	179.4%	118.7%	\$2,975,146	\$4,587,238	278.5%	149.7%	\$195.30	\$152.13	35.5%	14.2%
Shell Bottoms	104,045	188,619	-5.0%	-7.1%	\$18,033,890	\$29,580,287	5.1%	-1.2%	\$173.33	\$156.83	10.7%	6.4%
Softshell Bottoms	29,955	50,069	-4.2%	-3.1%	\$4,943,226	\$7,960,424	-7.5%	-7.3%	\$165.02	\$158.99	-3.5%	-4.3%
Insulated Bottoms	235,677	390,974	-2.0%	-0.9%	\$36,981,335	\$58,562,884	3.0%	2.4%	\$156.92	\$149.79	5.1%	3.4%
Fleece Bottoms	783	1,333	46.1%	-2.1%	\$67,408	\$128,793	-45.3%	-45.9%	\$86.09	\$96.62	-62.5%	-44.8%
Other Outerwear Bottoms	5,031	8,583	32.0%	14.5%	\$975,845	\$1,401,177	48.7%	19.3%	\$193.97	\$163.25	12.6%	4.2%
Outerwear Suits	741	4,725	-27.4%	80.0%	\$419,023	\$985,625	47.8%	32.5%	\$565.48	\$208.60	103.6%	-26.4%
<b>Total Outerwear - JUNIORS</b>	252,572	695,090	-7.6%	-4.6%	\$24,169,625	\$60,407,690	-6.0%	-6.2%	\$95.69	\$86.91	1.8%	-1.7%
Shell Tops	7,683	31,155	-16.2%	-16.6%	\$581,990	\$1,821,087	-25.6%	-29.1%	\$75.75	\$58.45	-11.3%	-15.0%
Softshell Tops	4	256	-97.7%	-66.0%	-\$198	\$12,929	-102.1%	-70.0%	\$49.50	\$50.50	-10.6%	-11.9%
Insulated Tops	100,010	289,886	-3.9%	-4.3%	\$11,541,857	\$30,880,882	-4.1%	-4.8%	\$115.41	\$106.53	-0.2%	-0.6%
Fleece Tops	30,277	93,783	-28.8%	-19.8%	\$1,650,229	\$4,721,871	-34.4%	-27.4%	\$54.50	\$50.35	-7.8%	-9.4%
Other Outerwear Tops	5,050	14,671	22.5%	1.3%	\$452,402	\$1,101,811	40.6%	17.7%	\$89.58	\$75.10	14.7%	16.1%
Shell Bottoms	8,212	18,781	32.9%	13.1%	\$531,760	\$1,096,594	15.1%	-5.4%	\$64.75	\$58.39	-13.4%	-16.4%
Softshell Bottoms	1,172	3,104	2.9%	60.2%	\$152,360	\$351,304	2.6%	48.2%	\$130.00	\$113.18	-0.3%	-7.5%
Insulated Bottoms	91,785	209,565	-7.0%	-3.7%	\$8,416,446	\$17,609,535	-3.9%	-5.6%	\$91.70	\$84.03	3.4%	-2.0%
Fleece Bottoms	206	462	-56.4%	-39.4%	\$17,083	\$32,228	-52.9%	-37.7%	\$82.93	\$69.76	7.9%	2.8%
Other Outerwear Bottoms	2,151	6,283	102.0%	120.8%	\$190,161	\$482,680	150.0%	152.4%	\$88.41	\$76.82	23.8%	14.3%
Outerwear Suits	6,022	27,144	4.3%	66.0%	\$635,535	\$2,296,769	12.1%	44.4%	\$105.54	\$84.61	7.5%	-13.0%

Current Period: Dec 2019

## Midwest

13.8% / -33.5%

**West**  
33.4% / -4.2%



## Northeast

33.9% / 4.4%

## South

18.9% / -5.6%

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 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: Dec 2019

Total Outerwear 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
<b>Total Outerwear - ADULTS</b>	3,514,568	8,378,208	-7.9%	-15.5%	\$286,433,212	\$693,622,324	-4.8%	-13.5%	\$81.50	\$82.79	3.3%	2.4%
Shell Tops	600,513	1,935,938	-29.8%	-28.3%	\$32,548,720	\$104,797,723	-29.3%	-29.1%	\$54.20	\$54.13	0.8%	-1.2%
Softshell Tops	115,126	311,106	-37.1%	-34.2%	\$8,673,323	\$22,454,000	-47.9%	-46.7%	\$75.34	\$72.17	-17.1%	-18.9%
Insulated Tops	1,260,631	2,942,984	14.5%	-3.3%	\$144,505,140	\$360,933,777	11.6%	-2.4%	\$114.63	\$122.64	-2.5%	0.9%
Fleece Tops	971,810	2,079,866	-11.6%	-18.6%	\$68,907,571	\$145,922,168	-10.9%	-19.7%	\$70.91	\$70.16	0.8%	-1.4%
Other Outerwear Tops	148,734	354,654	71.9%	97.4%	\$6,694,652	\$16,384,684	83.2%	110.3%	\$45.01	\$46.20	6.6%	6.5%
Shell Bottoms	117,606	231,968	-10.6%	-20.7%	\$8,695,674	\$15,959,368	-11.5%	-21.5%	\$73.94	\$68.80	-1.0%	-0.9%
Softshell Bottoms	9,316	18,201	9.8%	-5.2%	\$731,305	\$1,495,395	-2.3%	0.9%	\$78.50	\$82.16	-11.0%	6.5%
Insulated Bottoms	271,526	421,960	-11.6%	-12.0%	\$15,244,970	\$23,880,025	-5.1%	-8.0%	\$56.15	\$56.59	7.4%	4.5%
Fleece Bottoms	148	1,094	-66.4%	-49.9%	\$24,134	\$190,648	-38.6%	-11.5%	\$163.07	\$174.27	83.1%	76.8%
Other Outerwear Bottoms	3,363	7,174	8.7%	11.6%	\$107,605	\$223,780	-70.1%	-73.6%	\$32.00	\$31.19	-72.4%	-76.4%
Outerwear Suits	15,795	73,263	-60.0%	-55.2%	\$300,118	\$1,380,756	-63.8%	-59.4%	\$19.00	\$18.85	-9.5%	-9.4%

<b>Total Outerwear - JUNIORS</b>	606,241	1,676,522	-0.2%	-11.2%	\$24,520,969	\$77,487,530	-7.0%	-13.4%	\$40.45	\$46.22	-6.8%	-2.4%
Shell Tops	129,564	370,553	-16.1%	-28.0%	\$3,808,770	\$11,997,462	-25.1%	-27.7%	\$29.40	\$32.38	-10.7%	0.5%
Softshell Tops	25,011	67,823	281.5%	234.0%	\$555,014	\$1,836,777	111.3%	116.2%	\$22.19	\$27.08	-44.6%	-35.3%
Insulated Tops	193,779	595,893	21.2%	-7.3%	\$11,339,085	\$41,409,638	0.0%	-11.1%	\$58.52	\$69.49	-17.5%	-4.0%
Fleece Tops	92,139	293,173	-25.8%	-17.2%	\$2,583,749	\$8,410,820	-31.0%	-22.8%	\$28.04	\$28.69	-7.0%	-6.8%
Other Outerwear Tops	19,513	57,294	96.1%	110.2%	\$524,638	\$1,663,239	71.1%	81.2%	\$26.89	\$29.03	-12.8%	-13.8%
Shell Bottoms	34,551	66,709	8.7%	12.0%	\$971,780	\$1,918,048	-4.1%	4.1%	\$28.13	\$28.75	-11.8%	-7.1%
Softshell Bottoms	40	76	166.7%	-13.6%	\$4,130	\$6,480	1037.7%	95.1%	\$103.25	\$85.26	327.0%	125.9%
Insulated Bottoms	104,859	197,161	-8.9%	-14.1%	\$4,433,598	\$8,954,051	0.6%	-8.2%	\$42.28	\$45.41	10.4%	6.8%
Fleece Bottoms	8	164	-97.5%	-97.6%	\$196	\$7,482	-99.0%	-98.3%	\$24.50	\$45.62	-61.1%	-28.9%
Other Outerwear Bottoms	2,764	6,175	15.9%	-15.2%	\$62,057	\$149,733	4.2%	-23.9%	\$22.45	\$24.25	-10.1%	-10.2%
Outerwear Suits	4,013	21,501	24.7%	-16.3%	\$237,952	\$1,133,800	83.6%	-19.7%	\$59.30	\$52.73	47.3%	-4.1%



# Internet Topline

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Current Period: Dec 2019

Total Outerwear 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
<b>Total Outerwear - ADULTS</b>	957,648	3,099,415	35.7%	3.1%	\$142,380,548	\$424,930,276	30.3%	-2.1%	\$148.68	\$137.10	-3.9%	-5.0%
Shell Tops	152,578	452,878	83.3%	3.6%	\$19,059,832	\$57,694,810	68.9%	5.1%	\$124.92	\$127.40	-7.9%	1.4%
Softshell Tops	24,720	82,205	-8.7%	-23.1%	\$3,021,964	\$9,288,535	-7.5%	-25.7%	\$122.25	\$112.99	1.3%	-3.4%
Insulated Tops	393,883	1,290,783	31.3%	-4.3%	\$74,305,470	\$226,229,842	22.9%	-8.8%	\$188.65	\$175.27	-6.4%	-4.7%
Fleece Tops	229,805	875,380	12.8%	11.9%	\$20,830,226	\$72,683,020	5.0%	4.0%	\$90.64	\$83.03	-6.9%	-7.1%
Other Outerwear Tops	8,860	28,208	227.8%	241.9%	\$1,073,717	\$2,731,001	336.5%	200.9%	\$121.19	\$96.82	33.2%	-12.0%
Shell Bottoms	68,850	181,760	54.8%	13.2%	\$11,902,647	\$29,253,522	64.9%	18.3%	\$172.88	\$160.95	6.6%	4.5%
Softshell Bottoms	12,878	33,268	66.2%	5.8%	\$1,984,566	\$4,510,969	57.2%	-3.8%	\$154.11	\$135.59	-5.4%	-9.0%
Insulated Bottoms	61,275	142,130	76.6%	13.3%	\$9,388,335	\$20,656,163	80.4%	21.7%	\$153.22	\$145.33	2.1%	7.4%
Fleece Bottoms	263	708	-39.3%	-30.6%	\$30,350	\$82,436	-48.0%	-37.8%	\$115.40	\$116.44	-14.4%	-10.3%
Other Outerwear Bottoms	3,483	9,180	184.3%	143.8%	\$408,114	\$861,379	147.5%	77.0%	\$117.17	\$93.83	-12.9%	-27.4%
Outerwear Suits	1,053	2,915	80.0%	22.0%	\$375,327	\$938,599	65.4%	14.3%	\$356.44	\$321.99	-8.1%	-6.3%

<b>Total Outerwear - JUNIORS</b>	122,828	512,146	38.1%	-1.2%	\$9,860,639	\$38,086,074	29.7%	-3.2%	\$80.28	\$74.37	-6.1%	-2.1%
Shell Tops	6,830	40,130	58.3%	3.9%	\$362,869	\$1,929,143	43.2%	-0.5%	\$53.13	\$48.07	-9.5%	-4.2%
Softshell Tops	258	1,035	1333.3%	66.9%	\$16,601	\$66,787	1000.2%	75.2%	\$64.34	\$64.53	-23.2%	5.0%
Insulated Tops	56,925	247,773	35.6%	-5.2%	\$5,460,327	\$22,381,062	24.9%	-6.1%	\$95.92	\$90.33	-7.9%	-1.0%
Fleece Tops	19,833	101,630	4.3%	6.0%	\$1,084,340	\$5,226,627	-10.2%	-2.4%	\$54.67	\$51.43	-13.9%	-8.0%
Other Outerwear Tops	2,018	8,713	169.1%	79.2%	\$121,533	\$462,318	207.5%	62.1%	\$60.22	\$53.06	14.3%	-9.5%
Shell Bottoms	1,673	7,273	-26.9%	-49.6%	\$89,293	\$333,814	-34.2%	-52.4%	\$53.37	\$45.90	-10.0%	-5.6%
Softshell Bottoms	178	333	295.6%	202.7%	\$19,755	\$38,024	284.6%	220.4%	\$110.98	\$114.19	-2.8%	5.8%
Insulated Bottoms	24,285	68,683	73.7%	3.7%	\$1,820,805	\$4,801,739	67.6%	3.8%	\$74.98	\$69.91	-3.5%	0.1%
Fleece Bottoms	25	213	-66.7%	26.8%	\$1,636	\$12,989	-68.7%	0.9%	\$65.44	\$60.98	-6.0%	-20.4%
Other Outerwear Bottoms	590	2,140	50.1%	-1.7%	\$28,983	\$101,093	139.3%	16.9%	\$49.12	\$47.24	59.4%	19.0%
Outerwear Suits	10,213	34,223	68.6%	1.6%	\$854,497	\$2,732,478	76.5%	11.4%	\$83.67	\$79.84	4.7%	9.6%