



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

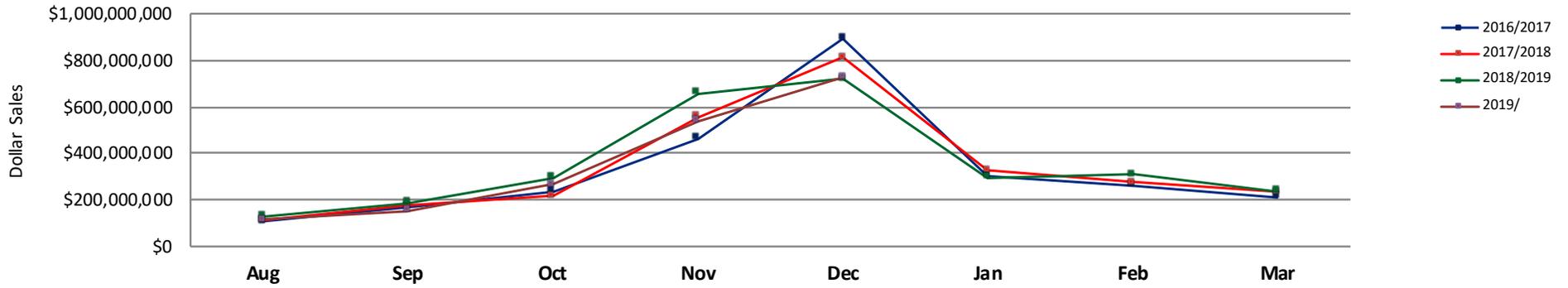
	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
Shell Tops	Sales: \$70,246,456 Units: -18% Dollars: -8%	↓	↓	Sales: \$211,665,414 Units: -23% Dollars: -19%	↓	↓
Softshell Tops	Sales: \$14,978,381 Units: -23% Dollars: -37%	↓	↓	Sales: \$40,643,982 Units: -23% Dollars: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



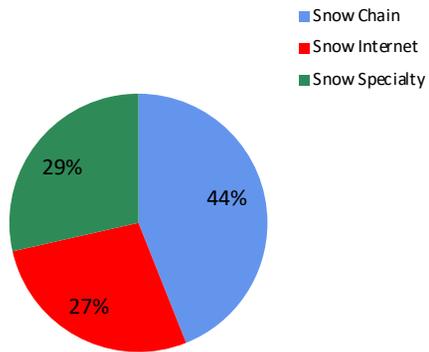
Dollar Analysis, Total Outerwear

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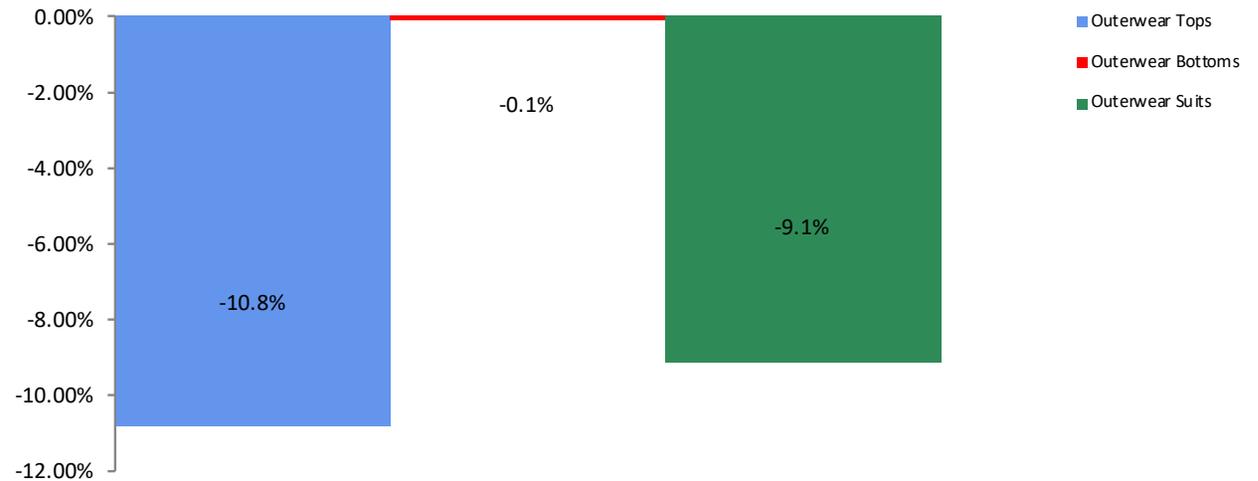
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



Dollar Sales By Channel, Season to Date



Total Outerwear Sales, All Stores, Season to Date

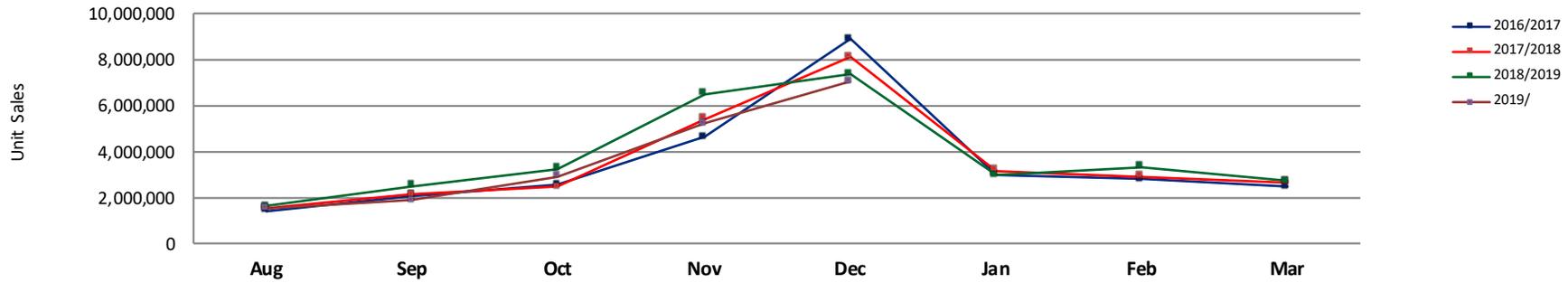




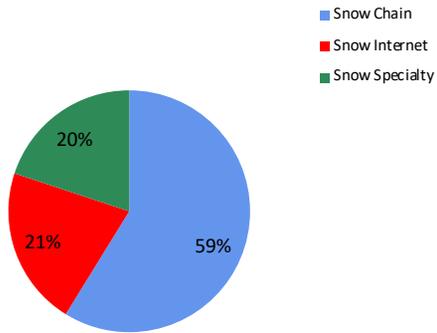
Unit Analysis, Total Outerwear

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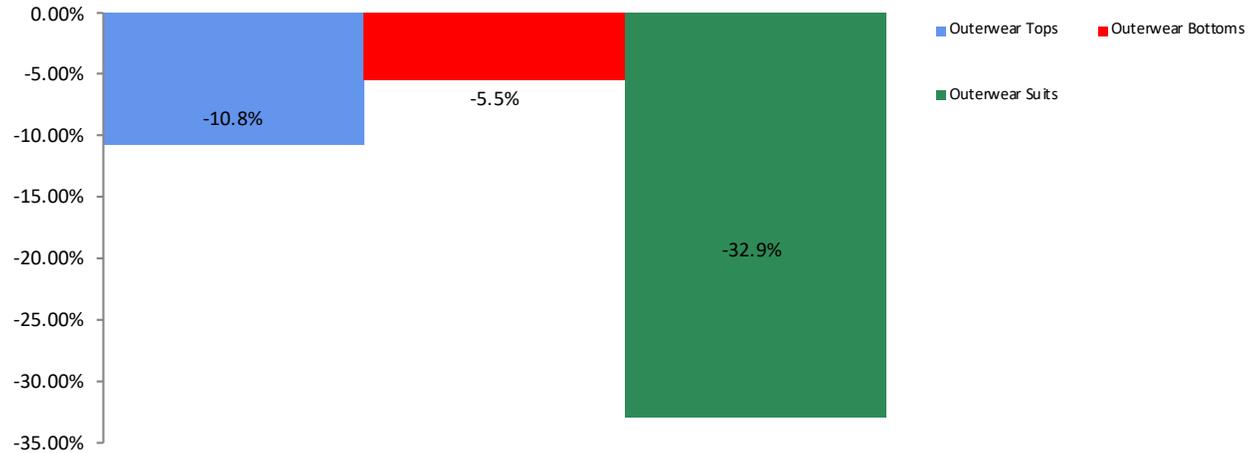
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



Total Outerwear Sales, All Stores, Season to Date





All Channels Topline

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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
Total Outerwear - ADULTS	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%

Total Outerwear - JUNIORS	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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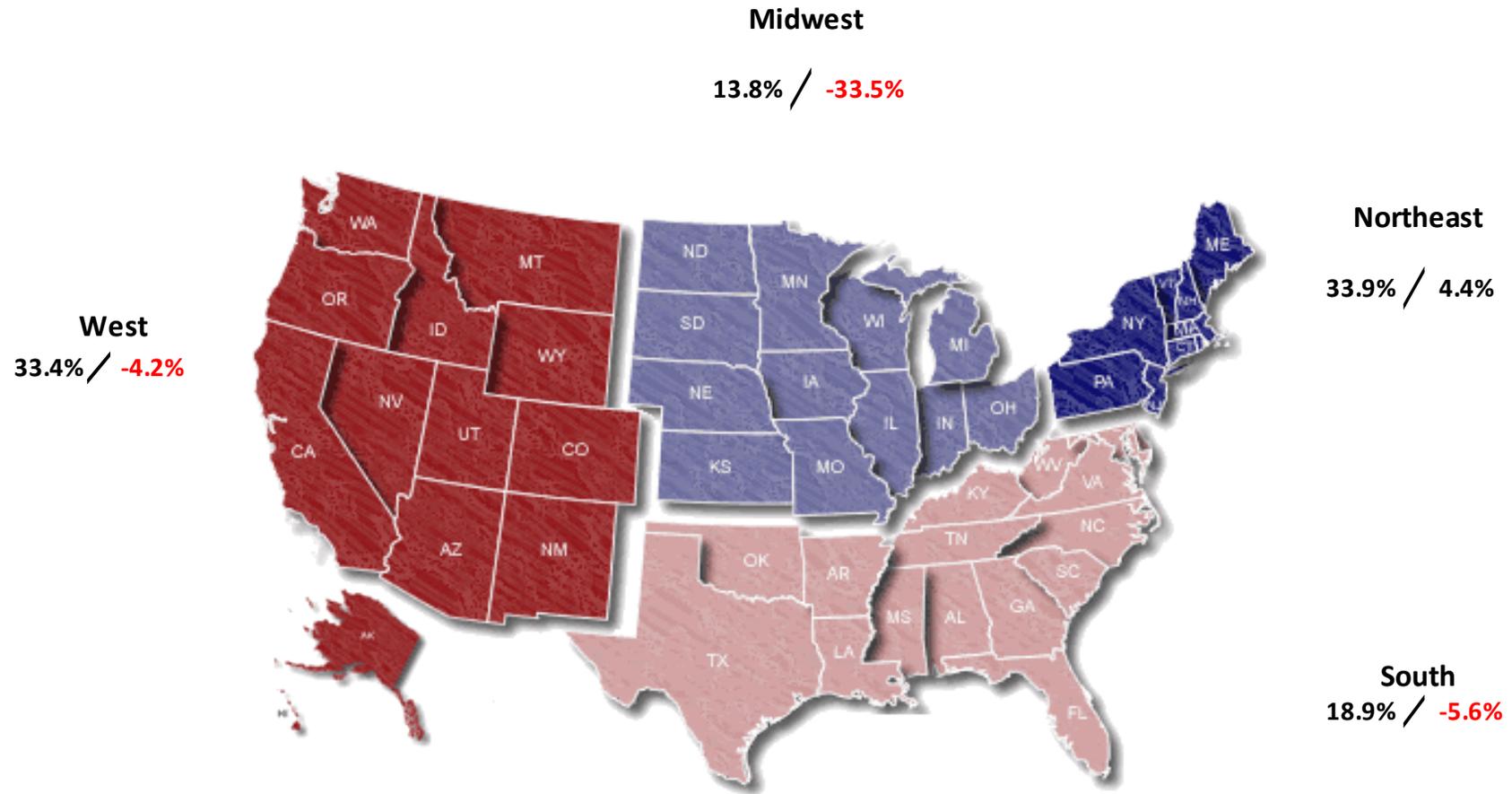
Current Period: Dec 2019

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
Total Outerwear - ADULTS	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%	\$67,949,331	\$167,949,331	-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%

Total Outerwear - JUNIORS	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



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



Chain Topline

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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
Total Outerwear - ADULTS	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%

Total Outerwear - JUNIORS	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
Total Outerwear - ADULTS	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%

Total Outerwear - JUNIORS	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%