



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: Feb 2020

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All Channels Summary

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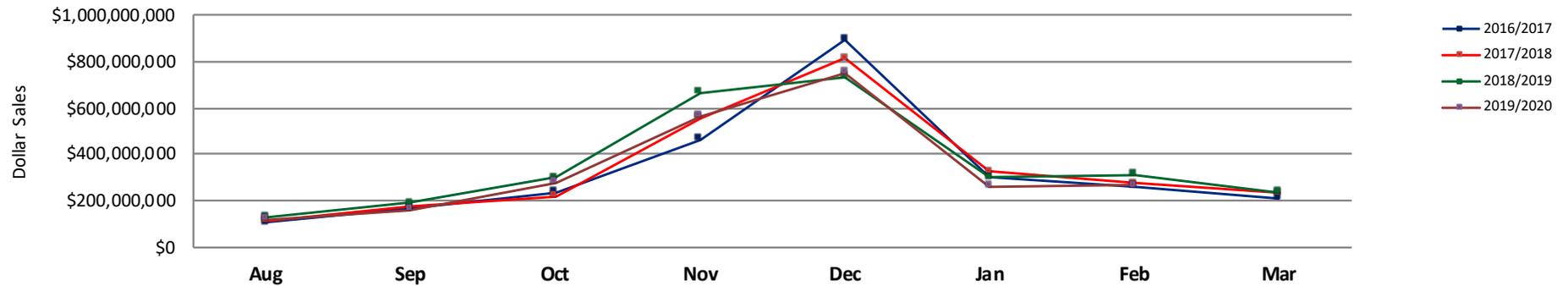
Current Period: Feb 2020

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
Shell Tops	Sales: \$29,406,657 Units: -27% Dollars: -25%	↓	↓	Sales: \$268,458,716 Units: -23% Dollars: -19%	↓	↓
Softshell Tops	Sales: \$4,585,078 Units: -10% Dollars: -32%	↓	↓	Sales: \$54,888,530 Units: -16% Dollars: -30%	↓	↓
Insulated Tops	Sales: \$125,395,334 Units: 6% Dollars: -10%	↑	↓	Sales: \$1,169,848,617 Units: -3% Dollars: -7%	↓	↓
Fleece Tops	Sales: \$33,847,043 Units: -9% Dollars: -20%	↓	↓	Sales: \$387,898,230 Units: -9% Dollars: -12%	↓	↓
Other Outerwear Tops	Sales: \$5,147,689 Units: 95% Dollars: 142%	↑	↑	Sales: \$35,554,383 Units: 92% Dollars: 113%	↑	↑
Shell Bottoms	Sales: \$21,142,236 Units: -19% Dollars: -10%	↓	↓	Sales: \$121,416,870 Units: -12% Dollars: -4%	↓	↓
Softshell Bottoms	Sales: \$4,389,026 Units: 4% Dollars: -8%	↑	↓	Sales: \$23,482,164 Units: 0% Dollars: -6%	↑	↓
Insulated Bottoms	Sales: \$34,928,567 Units: -18% Dollars: -9%	↓	↓	Sales: \$210,405,389 Units: -12% Dollars: -4%	↓	↓
Fleece Bottoms	Sales: \$70,099 Units: -26% Dollars: -39%	↓	↓	Sales: \$590,034 Units: -62% Dollars: -56%	↓	↓
Other Outerwear Bottoms	Sales: \$836,406 Units: 28% Dollars: 21%	↑	↑	Sales: \$4,753,418 Units: 24% Dollars: 5%	↑	↑
Outerwear Suits	Sales: \$907,154 Units: -57% Dollars: -36%	↓	↓	Sales: \$12,192,439 Units: -35% Dollars: -8%	↓	↓

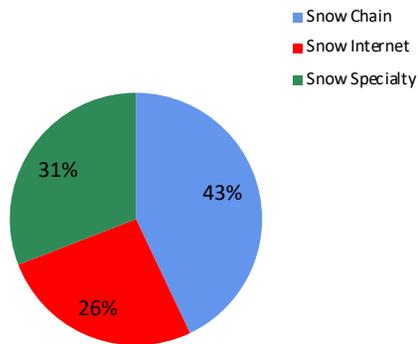


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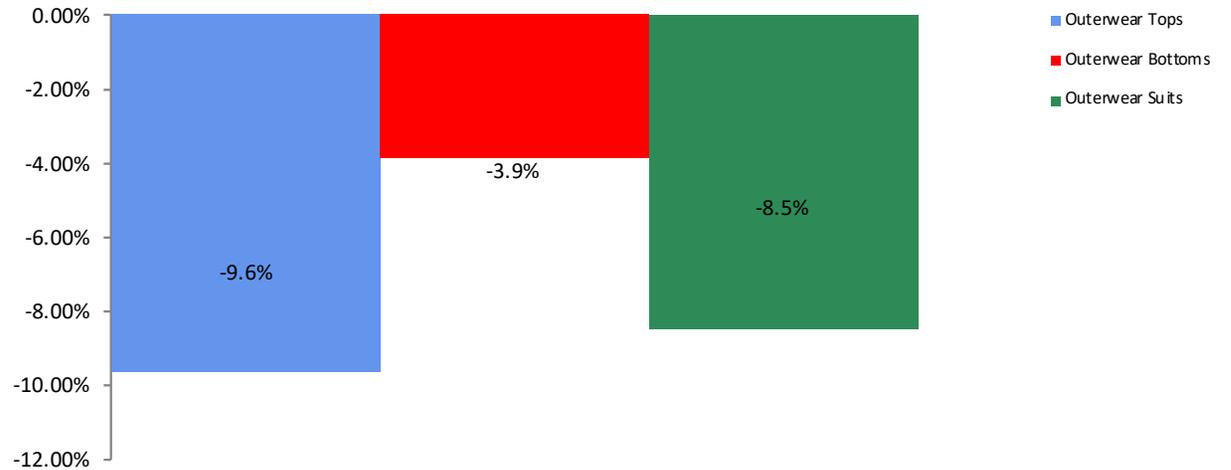
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



Dollar Sales By Channel, Season to Date



Total Outerwear Sales, All Stores, Season to Date

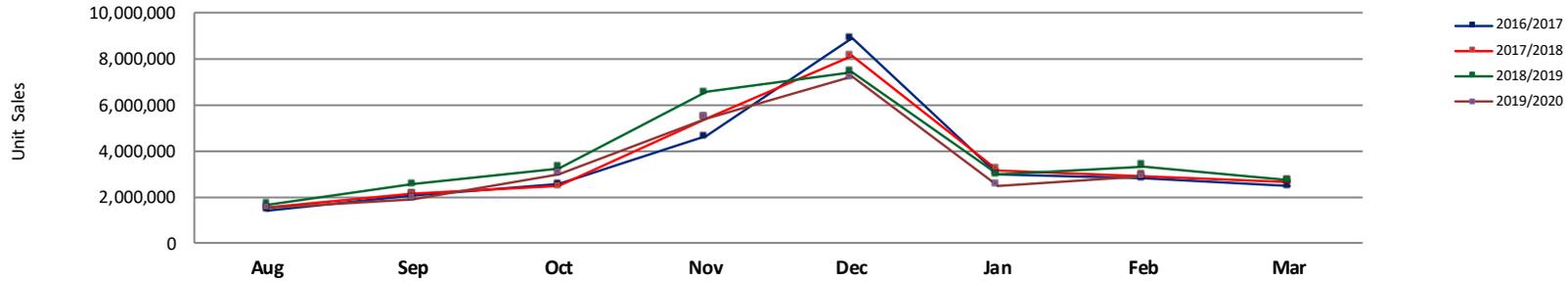




Unit Analysis, Total Outerwear

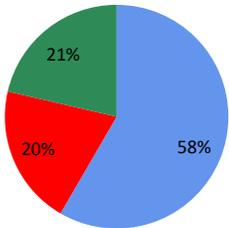
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All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold

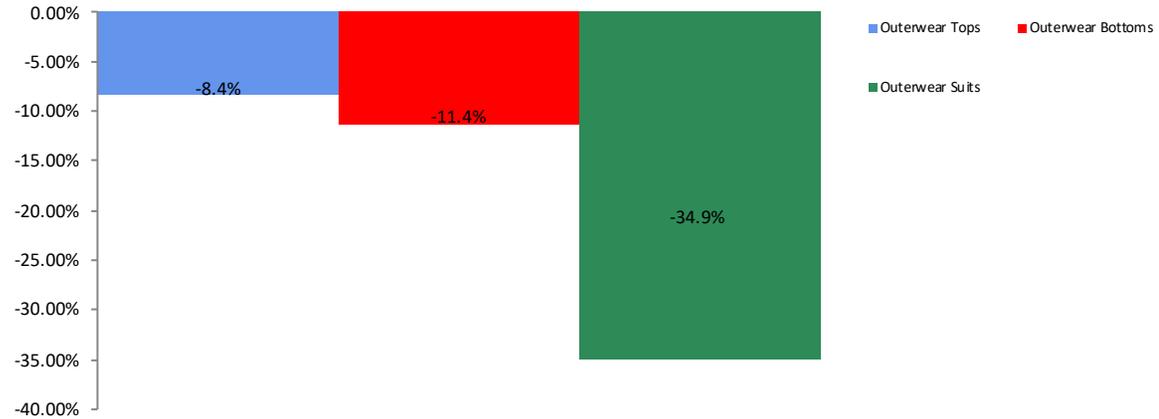


Unit Sales By Channel, Season to Date

- Snow Chain
- Snow Internet
- Snow Specialty



Total Outerwear Sales, All Stores, Season to Date





All Channels Topline

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Current Period: Feb 2020

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	2,245,242	18,810,110	-8.7%	-9.4%	\$237,069,525	\$2,065,170,179	-12.6%	-8.7%	\$105.59	\$109.79	-4.3%	0.8%
Shell Tops	334,499	3,244,848	-26.2%	-22.6%	\$27,440,343	\$249,036,282	-24.9%	-18.6%	\$82.03	\$76.75	1.8%	5.3%
Softshell Tops	50,980	594,095	-21.5%	-24.3%	\$4,416,581	\$52,679,244	-34.1%	-31.8%	\$86.63	\$88.67	-16.0%	-9.9%
Insulated Tops	852,370	6,940,862	4.6%	-2.7%	\$113,391,784	\$1,050,656,591	-10.0%	-6.4%	\$133.03	\$151.37	-14.0%	-3.8%
Fleece Tops	439,856	4,709,471	-10.9%	-8.6%	\$31,527,364	\$365,318,145	-20.2%	-11.9%	\$71.68	\$77.57	-10.4%	-3.7%
Other Outerwear Tops	79,646	536,514	97.1%	96.3%	\$4,694,141	\$31,563,801	155.0%	125.4%	\$58.94	\$58.83	29.4%	14.8%
Shell Bottoms	166,223	932,290	-17.0%	-12.3%	\$20,533,109	\$116,739,540	-8.5%	-3.3%	\$123.53	\$125.22	10.3%	10.2%
Softshell Bottoms	30,996	161,199	3.6%	-0.9%	\$4,330,006	\$22,970,899	-8.2%	-6.3%	\$139.70	\$142.50	-11.4%	-5.5%
Insulated Bottoms	274,337	1,550,693	-15.2%	-11.0%	\$29,591,978	\$167,737,443	-7.3%	-1.7%	\$107.87	\$108.17	9.3%	10.4%
Fleece Bottoms	648	4,339	-2.4%	-25.7%	\$55,775	\$513,002	-30.5%	-31.8%	\$86.07	\$118.23	-28.8%	-8.3%
Other Outerwear Bottoms	5,373	35,324	12.0%	25.6%	\$689,613	\$3,749,541	14.0%	-2.7%	\$128.35	\$106.15	1.8%	-22.5%
Outerwear Suits	10,314	100,475	-67.9%	-55.0%	\$398,831	\$4,205,691	-56.0%	-36.6%	\$38.67	\$41.86	36.8%	41.0%
Total Outerwear - JUNIORS	481,759	3,749,214	-3.8%	-8.3%	\$23,585,761	\$224,318,612	-15.8%	-9.5%	\$48.96	\$59.83	-12.5%	-1.3%
Shell Tops	53,182	533,506	-30.3%	-25.9%	\$1,966,314	\$19,422,435	-28.9%	-25.4%	\$36.97	\$36.41	2.0%	0.6%
Softshell Tops	10,627	87,120	236.5%	204.3%	\$168,497	\$2,209,286	122.3%	101.8%	\$15.86	\$25.36	-33.9%	-33.7%
Insulated Tops	217,183	1,498,537	14.1%	-2.9%	\$12,003,550	\$119,192,026	-13.7%	-7.7%	\$55.27	\$79.54	-24.4%	-4.9%
Fleece Tops	75,078	617,846	1.4%	-12.2%	\$2,319,679	\$22,580,086	-15.6%	-17.8%	\$30.90	\$36.55	-16.7%	-6.4%
Other Outerwear Tops	11,841	99,826	80.6%	69.6%	\$453,548	\$3,990,582	60.0%	48.9%	\$38.30	\$39.98	-11.4%	-12.2%
Shell Bottoms	19,553	134,175	-29.5%	-9.1%	\$609,127	\$4,677,329	-34.3%	-17.3%	\$31.15	\$34.86	-6.8%	-9.0%
Softshell Bottoms	602	4,583	64.5%	55.8%	\$59,019	\$511,265	38.9%	47.0%	\$98.04	\$111.56	-15.5%	-5.7%
Insulated Bottoms	83,228	645,749	-25.5%	-15.2%	\$5,336,588	\$42,667,946	-19.6%	-10.0%	\$64.12	\$66.08	7.9%	6.1%
Fleece Bottoms	262	1,265	-54.4%	-85.9%	\$14,323	\$77,032	-58.8%	-86.8%	\$54.67	\$60.89	-9.8%	-6.0%
Other Outerwear Bottoms	3,010	20,376	72.0%	20.6%	\$146,793	\$1,003,877	72.6%	52.3%	\$48.77	\$49.27	0.3%	26.2%
Outerwear Suits	7,193	106,231	-12.6%	12.6%	\$508,323	\$7,986,748	-0.7%	19.3%	\$70.67	\$75.18	13.6%	6.0%



Specialty Topline

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Current Period: Feb 2020

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	664,045	3,934,289	-7.6%	-9.5%	\$102,243,072	\$624,400,389	-8.1%	-10.0%	\$153.97	\$158.71	-0.6%	-0.5%
Shell Tops	39,160	302,278	-18.6%	-13.3%	\$7,319,172	\$46,129,235	-10.2%	-11.7%	\$186.90	\$152.61	10.3%	1.7%
Softshell Tops	11,481	79,694	5.4%	-17.2%	\$1,232,634	\$9,452,070	-9.6%	-22.9%	\$107.36	\$118.60	-14.2%	-6.9%
Insulated Tops	243,810	1,486,346	-4.6%	-9.3%	\$47,799,773	\$307,031,823	-9.3%	-11.9%	\$196.05	\$206.57	-4.9%	-2.9%
Fleece Tops	130,288	925,688	-9.3%	-13.9%	\$11,623,509	\$89,084,652	-12.4%	-17.0%	\$89.21	\$96.24	-3.4%	-3.6%
Other Outerwear Tops	7,948	44,405	144.2%	131.8%	\$1,444,046	\$7,298,208	279.6%	184.1%	\$181.69	\$164.36	55.4%	22.6%
Shell Bottoms	60,304	306,941	-23.0%	-13.9%	\$9,443,216	\$48,628,424	-13.6%	-6.4%	\$156.59	\$158.43	12.1%	8.7%
Softshell Bottoms	20,311	90,319	-4.1%	-3.9%	\$2,930,637	\$14,161,141	-13.7%	-8.8%	\$144.29	\$156.79	-10.0%	-5.1%
Insulated Bottoms	146,536	676,677	-5.4%	-4.0%	\$19,769,663	\$98,877,713	-4.5%	-1.6%	\$134.91	\$146.12	1.0%	2.5%
Fleece Bottoms	449	2,180	71.4%	15.5%	\$32,751	\$195,671	7.3%	-36.8%	\$72.94	\$89.76	-37.4%	-45.3%
Other Outerwear Bottoms	3,301	14,095	96.6%	26.5%	\$504,413	\$2,266,227	81.8%	27.8%	\$152.81	\$160.78	-7.5%	1.0%
Outerwear Suits	457	5,666	-9.7%	52.6%	\$143,258	\$1,275,225	29.1%	24.9%	\$313.47	\$225.07	43.0%	-18.1%

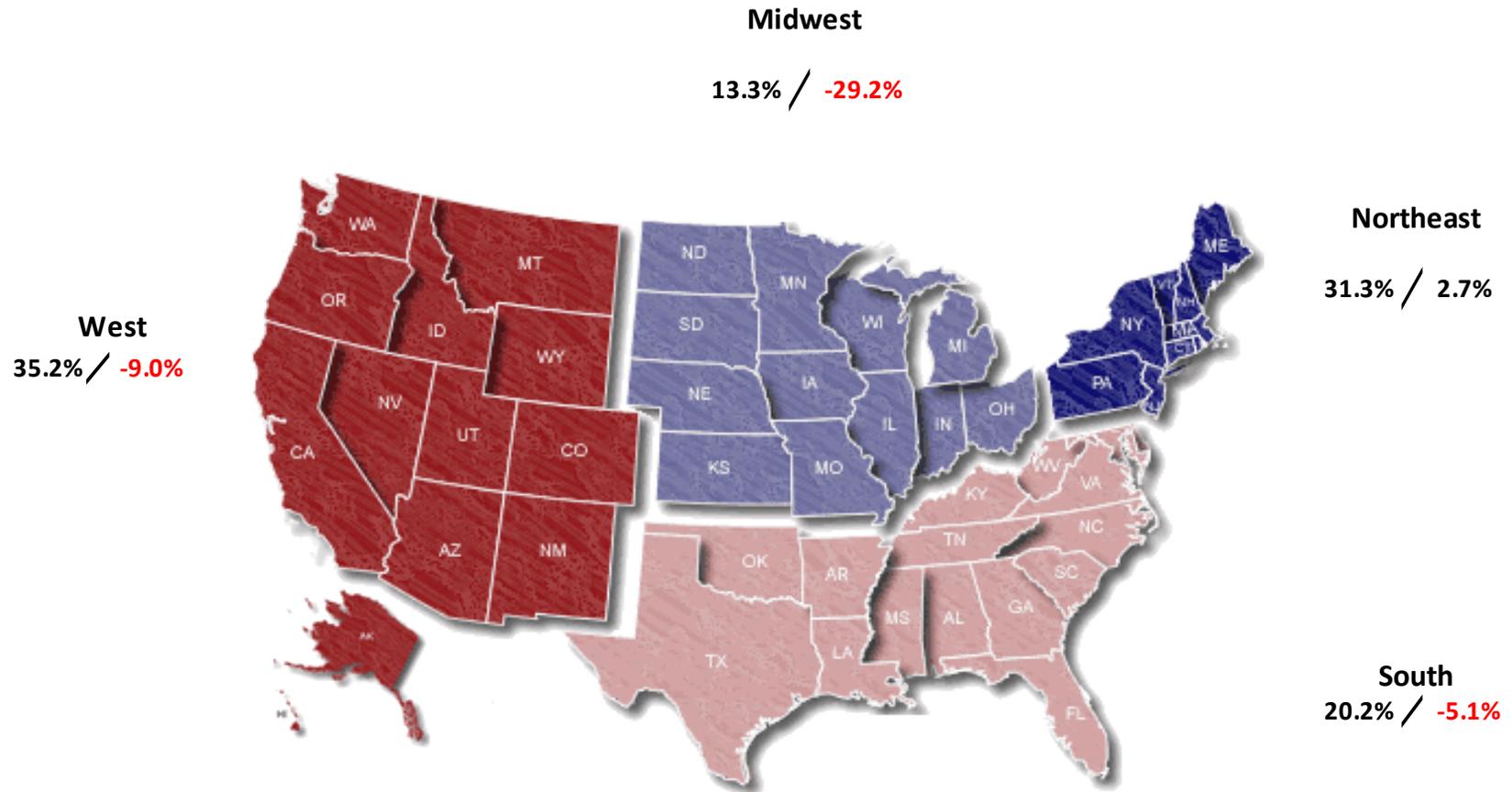
Total Outerwear - JUNIORS	145,273	942,015	-6.0%	-6.7%	\$10,915,971	\$80,263,053	-8.4%	-8.3%	\$75.14	\$85.20	-2.5%	-1.7%
Shell Tops	3,062	36,695	-52.8%	-25.0%	\$214,376	\$2,240,639	-48.8%	-33.9%	\$70.01	\$61.06	8.5%	-11.9%
Softshell Tops	77	360	-24.5%	-60.3%	\$4,566	\$19,146	-42.6%	-65.9%	\$59.30	\$53.18	-24.0%	-14.1%
Insulated Tops	63,254	395,160	6.3%	-3.5%	\$5,419,786	\$40,563,900	-1.4%	-5.9%	\$85.68	\$102.65	-7.2%	-2.5%
Fleece Tops	19,813	125,378	-13.4%	-17.8%	\$804,636	\$6,104,453	-26.8%	-26.3%	\$40.61	\$48.69	-15.5%	-10.3%
Other Outerwear Tops	1,952	17,890	-10.7%	-3.5%	\$179,365	\$1,411,587	21.0%	15.0%	\$91.89	\$78.90	35.5%	19.2%
Shell Bottoms	3,169	24,431	-44.8%	-15.3%	\$172,294	\$1,391,495	-31.8%	-17.4%	\$54.37	\$56.96	23.6%	-2.6%
Softshell Bottoms	538	4,038	51.1%	50.2%	\$53,700	\$453,044	27.8%	38.1%	\$99.81	\$112.20	-15.5%	-8.1%
Insulated Bottoms	48,999	296,339	-8.9%	-7.5%	\$3,724,414	\$24,589,699	-10.4%	-8.9%	\$76.01	\$82.98	-1.7%	-1.5%
Fleece Bottoms	227	821	-24.1%	-37.3%	\$13,118	\$53,368	-38.1%	-41.3%	\$57.79	\$65.00	-18.4%	-6.5%
Other Outerwear Bottoms	1,368	8,499	100.0%	105.5%	\$103,970	\$659,670	102.4%	129.6%	\$76.00	\$77.62	1.2%	11.7%
Outerwear Suits	2,814	32,404	9.9%	51.2%	\$225,746	\$2,776,052	4.3%	34.2%	\$80.22	\$85.67	-5.0%	-11.2%



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

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Current Period: Feb 2020

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	1,149,580	10,980,483	-6.3%	-12.7%	\$76,300,699	\$900,676,415	-12.7%	-10.7%	\$66.37	\$82.03	-6.8%	2.3%
Shell Tops	241,346	2,390,878	-28.8%	-27.6%	\$12,443,696	\$131,465,608	-35.7%	-28.4%	\$51.56	\$54.99	-9.7%	-1.1%
Softshell Tops	29,314	412,276	-20.3%	-25.7%	\$2,062,942	\$31,721,963	-36.0%	-35.3%	\$70.37	\$76.94	-19.7%	-13.0%
Insulated Tops	434,603	3,843,911	22.2%	1.2%	\$37,448,866	\$461,398,905	0.8%	0.2%	\$86.17	\$120.03	-17.5%	-1.0%
Fleece Tops	206,430	2,721,851	0.6%	-12.2%	\$11,817,309	\$187,720,764	-15.0%	-14.8%	\$57.25	\$68.97	-15.5%	-3.0%
Other Outerwear Tops	65,938	453,594	87.1%	87.0%	\$2,578,400	\$20,266,199	103.3%	99.0%	\$39.10	\$44.68	8.7%	6.4%
Shell Bottoms	65,794	371,496	-20.2%	-22.0%	\$4,228,563	\$25,782,108	-10.0%	-19.2%	\$64.27	\$69.40	12.9%	3.6%
Softshell Bottoms	2,498	22,960	-9.3%	-10.6%	\$231,479	\$1,995,378	-34.2%	-12.3%	\$92.67	\$86.91	-27.4%	-1.9%
Insulated Bottoms	93,266	662,016	-31.8%	-22.4%	\$5,295,425	\$38,155,614	-20.7%	-14.4%	\$56.78	\$57.64	16.2%	10.4%
Fleece Bottoms	74	1,231	-46.4%	-49.8%	\$6,635	\$206,353	-46.6%	-14.8%	\$89.66	\$167.63	-0.4%	69.8%
Other Outerwear Bottoms	714	9,121	-66.7%	-20.2%	\$21,471	\$271,689	-89.3%	-79.7%	\$30.07	\$29.79	-68.0%	-74.6%
Outerwear Suits	9,603	91,149	-69.0%	-57.9%	\$165,913	\$1,691,834	-72.5%	-61.8%	\$17.28	\$18.56	-11.2%	-9.4%

Total Outerwear - JUNIORS	262,241	2,165,568	-2.4%	-11.1%	\$8,078,432	\$97,262,455	-23.3%	-12.9%	\$30.81	\$44.91	-21.4%	-2.0%
Shell Tops	45,108	448,071	-29.4%	-28.1%	\$1,534,001	\$14,879,638	-23.6%	-26.5%	\$34.01	\$33.21	8.2%	2.3%
Softshell Tops	10,418	85,475	248.0%	216.6%	\$156,021	\$2,107,216	141.7%	112.0%	\$14.98	\$24.65	-30.5%	-33.1%
Insulated Tops	117,796	793,074	30.1%	-2.0%	\$3,971,962	\$51,307,123	-19.8%	-9.1%	\$33.72	\$64.69	-38.4%	-7.3%
Fleece Tops	37,380	363,450	0.4%	-16.8%	\$768,127	\$10,062,853	-21.4%	-22.1%	\$20.55	\$27.69	-21.7%	-6.4%
Other Outerwear Tops	8,626	71,101	136.3%	107.3%	\$213,829	\$2,008,618	101.6%	79.9%	\$24.79	\$28.25	-14.7%	-13.2%
Shell Bottoms	15,226	100,199	-26.6%	-1.5%	\$387,350	\$2,842,721	-37.6%	-9.1%	\$25.44	\$28.37	-15.0%	-7.7%
Softshell Bottoms	14	100	40.0%	-7.4%	\$633	\$7,632	-48.4%	46.1%	\$45.21	\$76.32	-63.1%	57.8%
Insulated Bottoms	25,236	262,525	-45.7%	-25.8%	\$967,382	\$11,914,472	-43.1%	-17.3%	\$38.33	\$45.38	4.7%	11.5%
Fleece Bottoms	3	191	-98.8%	-97.4%	-\$14	\$9,037	-100.1%	-98.1%	\$4.67	\$47.31	-89.9%	-25.6%
Other Outerwear Bottoms	1,490	9,386	68.2%	-6.8%	\$32,937	\$223,753	40.0%	-16.0%	\$22.11	\$23.84	-16.7%	-9.9%
Outerwear Suits	944	31,996	-55.2%	0.4%	\$46,204	\$1,899,392	-28.6%	14.9%	\$48.94	\$59.36	59.1%	14.4%



Internet Topline

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Current Period: Feb 2020

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	431,620	3,895,340	-15.9%	1.7%	\$58,525,756	\$540,093,375	-19.3%	-3.4%	\$135.60	\$138.65	-4.1%	-5.1%
Shell Tops	53,993	551,693	-19.0%	1.4%	\$7,677,475	\$71,441,438	-15.1%	2.3%	\$142.19	\$129.49	4.8%	0.9%
Softshell Tops	10,185	102,125	-40.9%	-23.9%	\$1,121,005	\$11,505,211	-46.9%	-27.9%	\$110.06	\$112.66	-10.1%	-5.2%
Insulated Tops	173,958	1,610,605	-14.4%	-5.1%	\$28,143,145	\$282,225,863	-22.3%	-10.0%	\$161.78	\$175.23	-9.2%	-5.2%
Fleece Tops	103,138	1,061,933	-28.7%	8.8%	\$8,086,546	\$88,512,728	-34.3%	1.4%	\$78.41	\$83.35	-7.9%	-6.8%
Other Outerwear Tops	5,760	38,515	201.1%	234.5%	\$671,695	\$3,999,394	248.8%	219.3%	\$116.61	\$103.84	15.9%	-4.5%
Shell Bottoms	40,125	253,853	1.5%	10.3%	\$6,861,330	\$42,329,009	0.8%	14.8%	\$171.00	\$166.75	-0.8%	4.1%
Softshell Bottoms	8,188	47,920	37.0%	11.6%	\$1,167,891	\$6,814,380	20.5%	1.5%	\$142.63	\$142.20	-12.1%	-9.1%
Insulated Bottoms	34,535	212,000	8.3%	15.5%	\$4,526,890	\$30,704,117	-0.2%	20.1%	\$131.08	\$144.83	-7.8%	4.0%
Fleece Bottoms	125	928	-52.8%	-38.1%	\$16,389	\$110,978	-56.1%	-44.7%	\$131.11	\$119.59	-6.9%	-10.7%
Other Outerwear Bottoms	1,358	12,108	38.9%	118.4%	\$163,729	\$1,211,625	29.6%	64.3%	\$120.57	\$100.07	-6.7%	-24.8%
Outerwear Suits	255	3,660	-59.1%	8.6%	\$89,661	\$1,238,632	-53.8%	5.2%	\$351.61	\$338.42	12.9%	-3.1%
Total Outerwear - JUNIORS	74,249	641,629	-4.1%	-0.1%	\$4,591,362	\$46,793,104	-17.7%	-3.6%	\$61.84	\$72.93	-14.2%	-3.6%
Shell Tops	5,013	48,740	-15.2%	3.1%	\$217,937	\$2,302,158	-35.6%	-5.0%	\$43.47	\$47.23	-24.1%	-7.8%
Softshell Tops	133	1,285	111.1%	78.5%	\$7,910	\$82,924	140.7%	86.5%	\$59.47	\$64.53	14.0%	4.5%
Insulated Tops	36,133	310,303	-10.3%	-4.4%	\$2,611,803	\$27,321,003	-24.6%	-7.4%	\$72.28	\$88.05	-15.9%	-3.1%
Fleece Tops	17,885	129,018	28.1%	12.5%	\$746,916	\$6,412,780	11.1%	2.2%	\$41.76	\$49.70	-13.2%	-9.1%
Other Outerwear Tops	1,263	10,835	75.4%	80.0%	\$60,354	\$570,377	106.3%	69.2%	\$47.79	\$52.64	17.6%	-6.0%
Shell Bottoms	1,158	9,545	-6.6%	-44.2%	\$49,483	\$443,113	-7.7%	-47.4%	\$42.73	\$46.42	-1.2%	-5.7%
Softshell Bottoms	50	445		206.9%	\$4,687	\$50,589	704.7%	247.4%	\$93.74	\$113.68		13.2%
Insulated Bottoms	8,993	86,885	-21.5%	-0.6%	\$644,793	\$6,163,775	-16.9%	2.0%	\$71.70	\$70.94	6.0%	2.6%
Fleece Bottoms	33	253	32.0%	11.0%	\$1,219	\$14,628	-40.1%	-17.1%	\$36.94	\$57.82	-54.6%	-25.3%
Other Outerwear Bottoms	153	2,490	-15.0%	-7.5%	\$9,886	\$120,454	-2.9%	14.1%	\$64.61	\$48.38	14.3%	23.4%
Outerwear Suits	3,435	41,830	-3.5%	1.8%	\$236,374	\$3,311,303	2.4%	11.4%	\$68.81	\$79.16	6.1%	9.5%