



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: Jan 2020

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All Channels Summary

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Current Period: Jan 2020

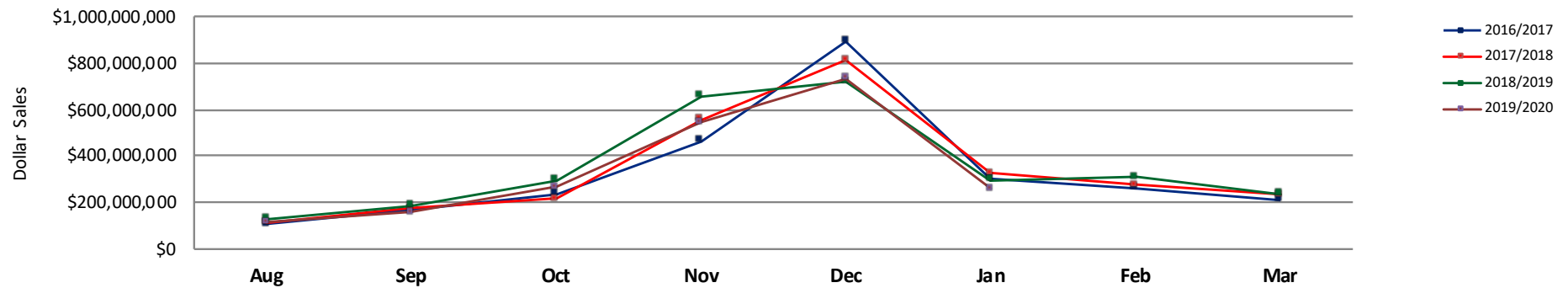
	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
Shell Tops	Sales: \$24,500,405 Units: -19% Dollars: -18%	↓	↓	Sales: \$235,072,773 Units: -23% Dollars: -19%	↓	↓
Softshell Tops	Sales: \$4,342,770 Units: -10% Dollars: -31%	↓	↓	Sales: \$44,970,472 Units: -22% Dollars: -37%	↓	↓
Insulated Tops	Sales: \$118,817,339 Units: -9% Dollars: -14%	↓	↓	Sales: \$1,015,236,058 Units: -5% Dollars: -8%	↓	↓
Fleece Tops	Sales: \$27,926,892 Units: -3% Dollars: -6%	↓	↓	Sales: \$341,663,797 Units: -9% Dollars: -11%	↓	↓
Other Outerwear Tops	Sales: \$4,502,140 Units: 94% Dollars: 155%	↑	↑	Sales: \$31,383,208 Units: 97% Dollars: 117%	↑	↑
Shell Bottoms	Sales: \$21,644,179 Units: -22% Dollars: -10%	↓	↓	Sales: \$99,947,108 Units: -10% Dollars: -3%	↓	↓
Softshell Bottoms	Sales: \$4,773,442 Units: -5% Dollars: -6%	↓	↓	Sales: \$19,087,614 Units: -1% Dollars: -5%	↓	↓
Insulated Bottoms	Sales: \$38,719,464 Units: -29% Dollars: -16%	↓	↓	Sales: \$173,202,959 Units: -12% Dollars: -3%	↓	↓
Fleece Bottoms	Sales: \$63,535 Units: -36% Dollars: -45%	↓	↓	Sales: \$518,111 Units: -65% Dollars: -57%	↓	↓
Other Outerwear Bottoms	Sales: \$895,029 Units: 8%	↑	↑	Sales: \$4,143,464 Units: 27%	↑	↑

	Dollars:	12%			Dollars:	10%		
Outerwear Suits	Sales:	\$1,124,161			Sales:	\$10,592,188		
	Units:	-47%			Units:	-35%		
	Dollars:	-18%			Dollars:	-10%		

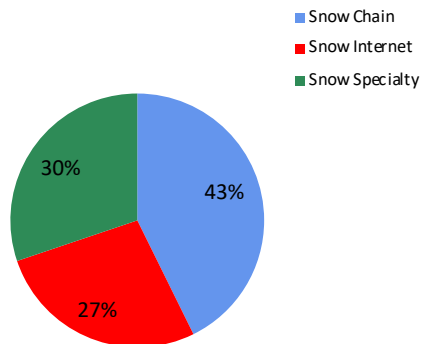


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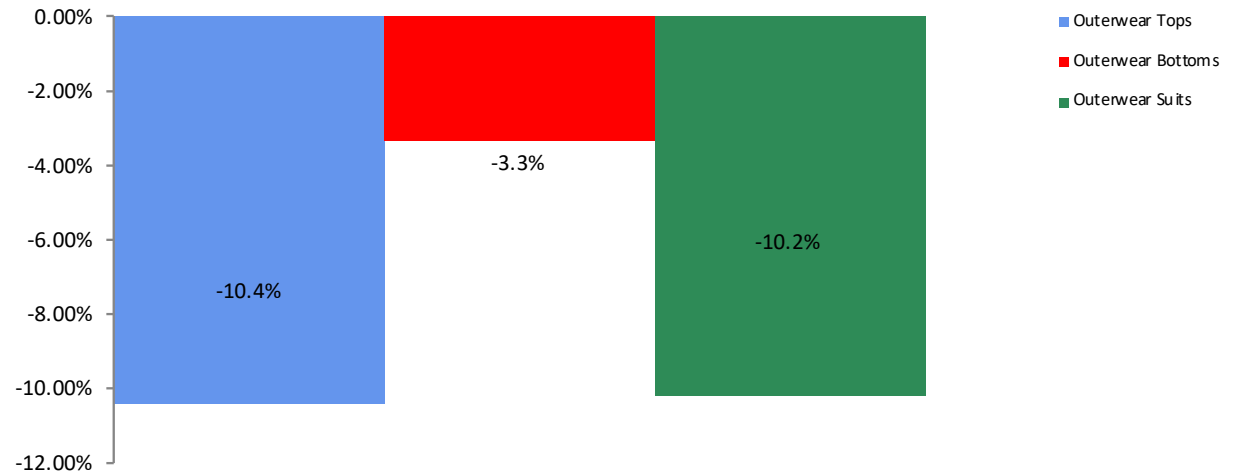
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



Dollar Sales By Channel, Season to Date



Total Outerwear Sales, All Stores, Season to Date

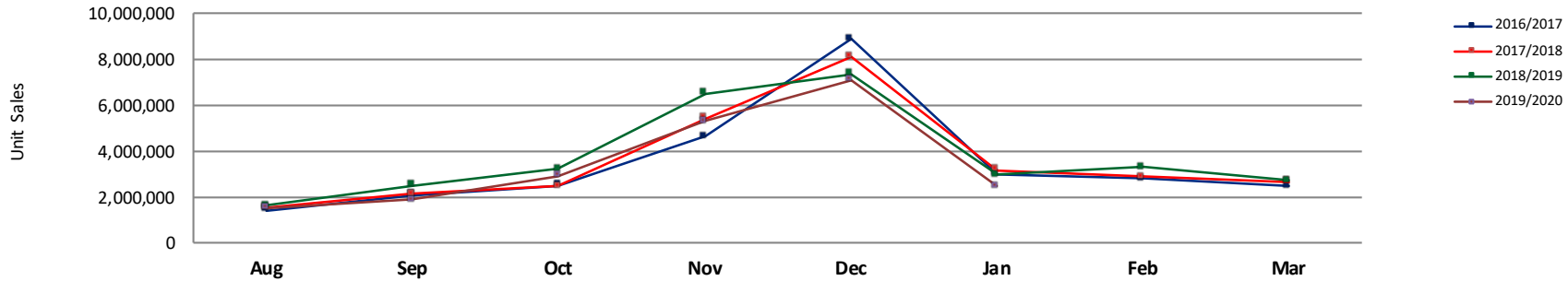




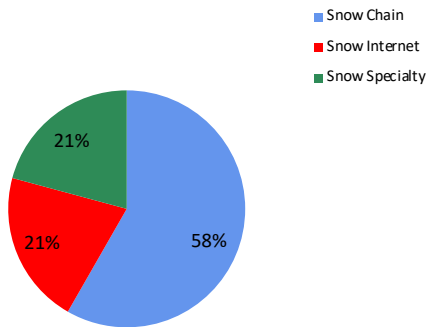
Unit Analysis, Total Outerwear

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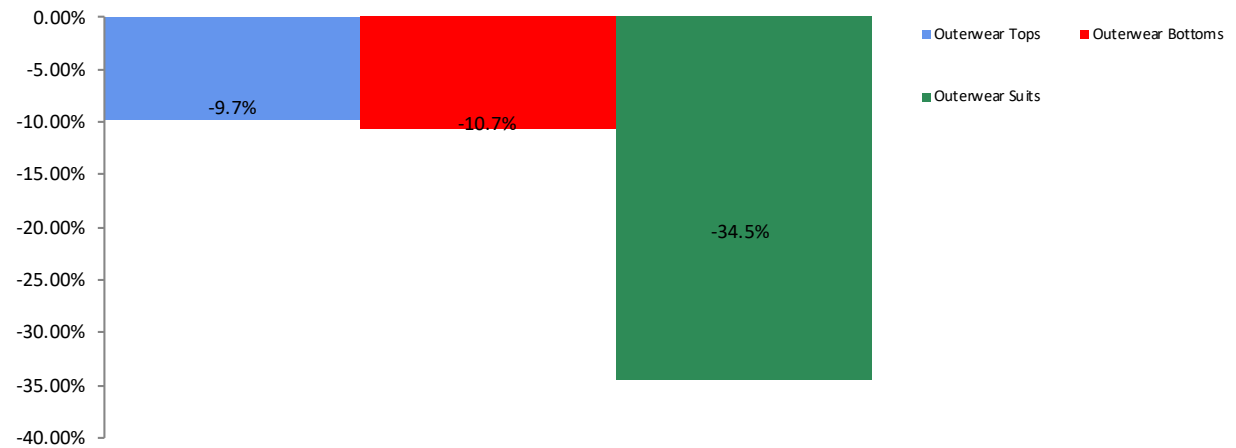
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



Total Outerwear Sales, All Stores, Season to Date





All Channels Topline

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Current Period: Jan 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	1,954,321	16,212,074	-12.3%	-10.3%	\$227,090,568	\$1,779,543,828	-12.2%	-9.3%	\$116.20	\$109.77	0.2%	1.1%
Shell Tops	277,814	2,893,503	-17.8%	-22.5%	\$23,069,700	\$217,941,488	-17.2%	-18.6%	\$83.04	\$75.32	0.7%	5.1%
Softshell Tops	53,247	504,822	-15.9%	-29.8%	\$4,219,690	\$42,929,657	-31.8%	-39.0%	\$79.25	\$85.04	-18.9%	-13.1%
Insulated Tops	687,317	5,962,658	-8.6%	-5.2%	\$109,045,167	\$910,740,130	-14.0%	-7.6%	\$158.65	\$152.74	-5.9%	-2.5%
Fleece Tops	359,750	4,097,261	-0.8%	-8.3%	\$26,372,315	\$321,692,316	-5.8%	-10.7%	\$73.31	\$78.51	-5.1%	-2.7%
Other Outerwear Tops	61,008	470,130	105.3%	103.2%	\$4,154,539	\$27,799,150	175.4%	130.6%	\$68.10	\$59.13	34.1%	13.5%
Shell Bottoms	161,631	764,708	-21.3%	-11.2%	\$20,897,071	\$95,851,406	-9.5%	-2.3%	\$129.29	\$125.34	15.0%	10.1%
Softshell Bottoms	28,952	130,177	-4.8%	-1.9%	\$4,717,005	\$18,635,369	-6.5%	-5.9%	\$162.93	\$143.15	-1.8%	-4.0%
Insulated Bottoms	309,307	1,264,477	-26.1%	-10.8%	\$33,360,942	\$136,478,386	-13.4%	-1.6%	\$107.86	\$107.93	17.2%	10.4%
Fleece Bottoms	557	3,691	-8.1%	-28.6%	\$55,350	\$457,226	-35.8%	-32.0%	\$99.37	\$123.88	-30.2%	-4.7%
Other Outerwear Bottoms	5,500	30,507	2.7%	32.3%	\$705,154	\$3,220,084	0.7%	0.3%	\$128.21	\$105.55	-1.9%	-24.2%
Outerwear Suits	9,238	90,140	-59.5%	-52.9%	\$493,635	\$3,798,616	-34.7%	-33.6%	\$53.44	\$42.14	61.0%	40.9%
Total Outerwear - JUNIORS	347,892	3,232,837	-21.4%	-9.6%	\$20,218,784	\$196,273,926	-20.7%	-10.2%	\$58.12	\$60.71	1.0%	-0.7%
Shell Tops	39,511	479,328	-27.9%	-25.5%	\$1,430,705	\$17,131,285	-31.7%	-26.0%	\$36.21	\$35.74	-5.3%	-0.6%
Softshell Tops	7,356	76,492	94.0%	200.3%	\$123,079	\$2,040,814	39.8%	100.3%	\$16.73	\$26.68	-28.0%	-33.3%
Insulated Tops	130,639	1,264,909	-9.0%	-6.4%	\$9,772,172	\$104,495,928	-16.9%	-8.8%	\$74.80	\$82.61	-8.7%	-2.6%
Fleece Tops	46,992	537,722	-19.8%	-14.3%	\$1,554,576	\$19,971,481	-15.7%	-19.0%	\$33.08	\$37.14	5.0%	-5.4%
Other Outerwear Tops	7,693	88,686	33.5%	69.6%	\$347,600	\$3,584,059	33.9%	49.5%	\$45.18	\$40.41	0.3%	-11.8%
Shell Bottoms	21,756	114,521	-26.3%	-4.6%	\$747,107	\$4,095,703	-29.2%	-13.9%	\$34.34	\$35.76	-3.9%	-9.7%
Softshell Bottoms	468	3,980	6.4%	54.6%	\$56,437	\$452,246	6.1%	48.1%	\$120.59	\$113.63	-0.3%	-4.2%
Insulated Bottoms	82,764	558,183	-38.7%	-13.9%	\$5,358,522	\$36,724,573	-29.4%	-9.6%	\$64.74	\$65.79	15.2%	5.0%
Fleece Bottoms	137	975	-70.9%	-88.2%	\$8,186	\$60,885	-72.4%	-88.6%	\$59.75	\$62.45	-5.1%	-3.5%
Other Outerwear Bottoms	3,409	18,006	18.2%	18.5%	\$189,875	\$923,381	89.7%	60.7%	\$55.70	\$51.28	60.5%	35.6%
Outerwear Suits	7,167	90,035	-12.2%	7.3%	\$630,525	\$6,793,571	2.2%	11.9%	\$87.98	\$75.45	16.4%	4.2%



Specialty Topline

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Current Period: Jan 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	566,568	3,272,870	-12.3%	-10.0%	\$97,002,235	\$522,633,405	-13.4%	-10.3%	\$171.21	\$159.69	-1.2%	-0.4%
Shell Tops	32,838	265,618	-16.6%	-12.6%	\$6,563,510	\$39,486,764	-10.0%	-11.0%	\$199.88	\$148.66	7.9%	1.8%
Softshell Tops	8,820	67,144	-10.4%	-21.3%	\$1,089,426	\$8,075,299	-19.5%	-25.9%	\$123.52	\$120.27	-10.2%	-5.8%
Insulated Tops	202,843	1,241,598	-13.5%	-10.2%	\$44,703,235	\$258,880,638	-18.2%	-12.5%	\$220.38	\$208.51	-5.4%	-2.5%
Fleece Tops	94,019	795,951	-11.2%	-14.5%	\$9,387,972	\$77,584,139	-11.4%	-17.5%	\$99.85	\$97.47	-0.3%	-3.4%
Other Outerwear Tops	7,979	38,045	216.0%	132.4%	\$1,390,558	\$6,029,227	292.8%	173.9%	\$174.28	\$158.48	24.3%	17.9%
Shell Bottoms	57,786	246,698	-23.3%	-11.3%	\$9,554,188	\$39,206,284	-14.3%	-4.6%	\$165.34	\$158.92	11.6%	7.6%
Softshell Bottoms	19,939	70,008	-5.8%	-3.9%	\$3,270,080	\$11,230,504	-7.7%	-7.4%	\$164.00	\$160.42	-2.0%	-3.7%
Insulated Bottoms	138,796	529,588	-10.5%	-3.6%	\$20,391,058	\$78,945,838	-9.6%	-1.0%	\$146.91	\$149.07	1.0%	2.8%
Fleece Bottoms	398	1,731	50.8%	6.5%	\$34,127	\$162,920	-16.7%	-41.6%	\$85.75	\$94.12	-44.8%	-45.2%
Other Outerwear Bottoms	2,666	11,280	36.4%	19.4%	\$471,739	\$1,899,824	46.9%	27.0%	\$176.95	\$168.42	7.7%	6.4%
Outerwear Suits	484	5,209	-16.8%	62.4%	\$146,342	\$1,131,968	-11.7%	24.4%	\$302.36	\$217.31	6.2%	-23.4%

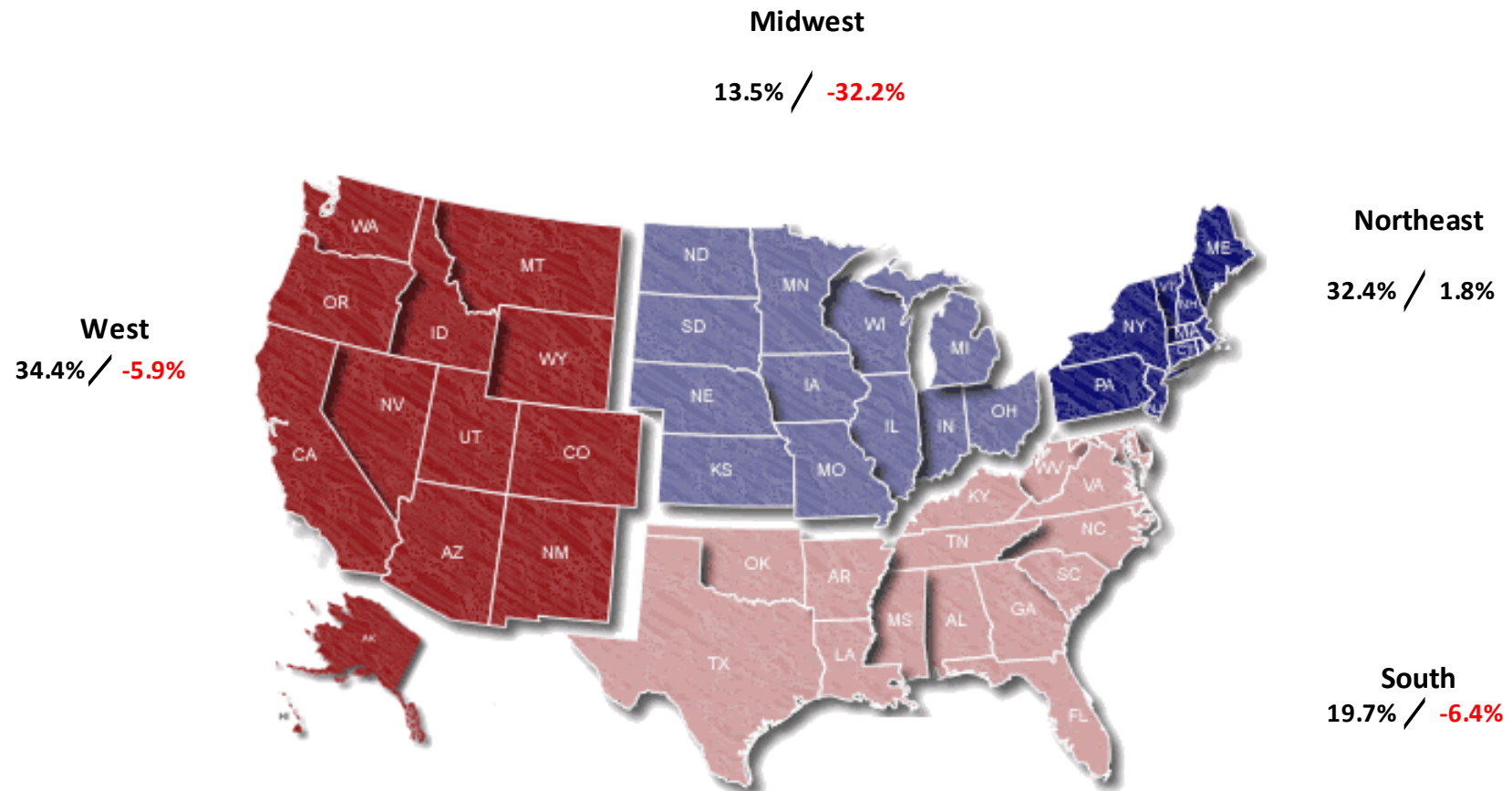
Total Outerwear - JUNIORS	101,711	796,787	-19.4%	-6.8%	\$8,944,411	\$69,353,311	-20.2%	-8.3%	\$87.94	\$87.04	-1.1%	-1.6%
Shell Tops	2,486	33,642	-51.0%	-20.7%	\$205,531	\$2,026,618	-49.0%	-31.8%	\$82.68	\$60.24	4.0%	-14.0%
Softshell Tops	26	282	-50.9%	-65.0%	\$1,652	\$14,580	-67.4%	-69.8%	\$63.54	\$51.70	-33.5%	-13.6%
Insulated Tops	41,966	331,893	-11.1%	-5.2%	\$4,259,559	\$35,145,260	-17.6%	-6.6%	\$101.50	\$105.89	-7.3%	-1.4%
Fleece Tops	11,389	105,147	-9.7%	-18.9%	\$542,210	\$5,263,785	-20.4%	-26.7%	\$47.61	\$50.06	-11.8%	-9.7%
Other Outerwear Tops	1,755	16,396	-6.3%	0.3%	\$173,608	\$1,272,107	21.7%	17.9%	\$98.92	\$77.59	29.9%	17.6%
Shell Bottoms	3,018	21,799	-55.7%	-6.9%	\$184,210	\$1,280,804	-41.3%	-13.1%	\$61.04	\$58.76	32.5%	-6.6%
Softshell Bottoms	396	3,499	0.3%	50.0%	\$48,040	\$399,344	-2.1%	39.6%	\$121.31	\$114.13	-2.3%	-7.0%
Insulated Bottoms	36,634	246,199	-24.8%	-7.5%	\$3,130,687	\$20,740,223	-24.1%	-9.0%	\$85.46	\$84.24	1.0%	-1.6%
Fleece Bottoms	132	594	-46.8%	-41.2%	\$8,022	\$40,250	-55.7%	-42.3%	\$60.77	\$67.76	-16.7%	-1.9%
Other Outerwear Bottoms	1,470	7,753	142.6%	124.6%	\$137,533	\$620,212	207.5%	162.8%	\$93.56	\$80.00	26.8%	17.0%
Outerwear Suits	2,439	29,583	-3.1%	56.8%	\$253,359	\$2,550,128	-3.3%	37.7%	\$103.88	\$86.20	-0.2%	-12.2%



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

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	1,034,659	9,475,445	-18.1%	-14.8%	\$75,271,065	\$775,390,621	-19.2%	-13.1%	\$72.75	\$81.83	-1.4%	2.0%
Shell Tops	195,836	2,126,658	-24.7%	-28.1%	\$9,569,798	\$114,086,774	-33.4%	-29.6%	\$48.87	\$53.65	-11.5%	-2.2%
Softshell Tops	34,686	345,826	-20.0%	-33.1%	\$2,023,398	\$24,480,632	-42.2%	-46.4%	\$58.33	\$70.79	-27.8%	-19.8%
Insulated Tops	340,961	3,285,558	-7.7%	-3.7%	\$37,413,712	\$398,350,277	-12.4%	-3.4%	\$109.73	\$121.24	-5.1%	0.3%
Fleece Tops	195,771	2,345,330	-1.7%	-13.2%	\$10,976,806	\$163,775,313	-8.1%	-14.4%	\$56.07	\$69.83	-6.5%	-1.3%
Other Outerwear Tops	47,714	398,530	84.8%	94.0%	\$2,094,511	\$18,363,666	109.3%	108.9%	\$43.90	\$46.08	13.2%	7.7%
Shell Bottoms	72,065	304,140	-27.8%	-22.5%	\$5,156,208	\$21,122,759	-21.7%	-21.5%	\$71.55	\$69.45	8.5%	1.3%
Softshell Bottoms	2,526	20,469	-32.2%	-10.7%	\$310,814	\$1,765,462	-29.9%	-8.3%	\$123.05	\$86.25	3.3%	2.7%
Insulated Bottoms	135,496	557,761	-42.9%	-22.2%	\$7,528,886	\$31,451,938	-36.9%	-17.0%	\$55.57	\$56.39	10.6%	6.7%
Fleece Bottoms	64	1,158	-50.8%	-50.0%	\$9,071	\$199,718	-36.8%	-13.1%	\$141.73	\$172.47	28.4%	73.8%
Other Outerwear Bottoms	1,256	8,469	-51.8%	-6.3%	\$42,696	\$268,161	-83.2%	-75.7%	\$33.99	\$31.66	-65.2%	-74.1%
Outerwear Suits	8,284	81,546	-62.1%	-56.0%	\$145,165	\$1,525,921	-66.1%	-60.2%	\$17.52	\$18.71	-10.7%	-9.4%

Total Outerwear - JUNIORS	191,980	1,869,161	-28.9%	-13.4%	\$7,240,583	\$84,755,181	-31.9%	-15.3%	\$37.72	\$45.34	-4.2%	-2.2%
Shell Tops	33,550	401,981	-28.6%	-28.2%	\$1,081,187	\$13,022,152	-30.1%	-28.0%	\$32.23	\$32.39	-2.1%	0.3%
Softshell Tops	7,235	75,058	95.5%	212.7%	\$114,442	\$1,951,220	43.2%	109.9%	\$15.82	\$26.00	-26.8%	-32.9%
Insulated Tops	62,680	659,034	-14.6%	-8.0%	\$3,231,962	\$44,660,080	-26.6%	-12.4%	\$51.56	\$67.77	-14.1%	-4.8%
Fleece Tops	26,414	321,723	-35.6%	-19.0%	\$582,378	\$9,050,183	-36.5%	-23.7%	\$22.05	\$28.13	-1.4%	-5.8%
Other Outerwear Tops	5,033	62,510	48.2%	103.9%	\$124,478	\$1,795,616	34.8%	77.7%	\$24.73	\$28.73	-9.0%	-12.8%
Shell Bottoms	17,663	84,371	-17.0%	4.4%	\$503,998	\$2,422,046	-23.0%	-3.0%	\$28.53	\$28.71	-7.2%	-7.1%
Softshell Bottoms	10	86		-12.2%	\$519	\$6,999	-23.3%	75.0%	\$51.90	\$81.38	-23.3%	99.4%
Insulated Bottoms	37,068	234,231	-51.6%	-23.5%	\$1,523,170	\$10,477,424	-46.0%	-16.7%	\$41.09	\$44.73	11.4%	8.8%
Fleece Bottoms	-3	161	-101.6%	-97.7%	-\$255	\$7,226	-102.9%	-98.4%	\$85.00	\$44.88	81.0%	-29.6%
Other Outerwear Bottoms	1,721	7,896	-9.2%	-14.0%	\$41,083	\$190,815	-11.2%	-21.5%	\$23.87	\$24.17	-2.2%	-8.7%
Outerwear Suits	609	22,110	-66.0%	-19.5%	\$37,621	\$1,171,420	-44.3%	-20.8%	\$61.78	\$52.98	63.5%	-1.6%



Internet Topline

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Current Period: Jan 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	353,094	3,463,763	10.6%	4.4%	\$54,817,271	\$481,519,805	2.8%	-1.1%	\$155.25	\$139.02	-7.1%	-5.3%
Shell Tops	49,140	501,228	26.9%	5.4%	\$6,936,392	\$64,367,950	11.5%	5.3%	\$141.16	\$128.42	-12.1%	0.0%
Softshell Tops	9,740	91,853	-3.6%	-21.5%	\$1,106,867	\$10,373,726	-16.8%	-25.1%	\$113.64	\$112.94	-13.7%	-4.5%
Insulated Tops	143,513	1,435,503	-3.2%	-4.1%	\$26,928,220	\$253,509,216	-8.4%	-8.6%	\$187.64	\$176.60	-5.4%	-4.7%
Fleece Tops	69,960	955,980	21.6%	15.0%	\$6,007,537	\$80,332,864	9.9%	7.2%	\$85.87	\$84.03	-9.6%	-6.8%
Other Outerwear Tops	5,315	33,555	286.5%	249.5%	\$669,470	\$3,406,258	335.0%	221.4%	\$125.96	\$101.51	12.5%	-8.1%
Shell Bottoms	31,780	213,870	5.2%	12.1%	\$6,186,676	\$35,522,363	15.8%	18.1%	\$194.67	\$166.09	10.1%	5.3%
Softshell Bottoms	6,488	39,700	17.6%	7.4%	\$1,136,111	\$5,639,403	7.4%	-1.8%	\$175.11	\$142.05	-8.7%	-8.6%
Insulated Bottoms	35,015	177,128	34.2%	16.8%	\$5,440,998	\$26,080,611	34.7%	24.1%	\$155.39	\$147.24	0.4%	6.2%
Fleece Bottoms	95	803	-55.4%	-34.9%	\$12,153	\$94,588	-60.6%	-42.1%	\$127.93	\$117.79	-11.8%	-11.1%
Other Outerwear Bottoms	1,578	10,758	97.3%	135.7%	\$190,719	\$1,052,098	53.2%	72.2%	\$120.86	\$97.80	-22.3%	-26.9%
Outerwear Suits	470	3,385	31.3%	23.2%	\$202,128	\$1,140,728	24.6%	16.0%	\$430.06	\$336.99	-5.1%	-5.8%

Total Outerwear - JUNIORS	54,205	566,893	16.3%	0.4%	\$4,033,791	\$42,165,431	10.8%	-1.9%	\$74.42	\$74.38	-4.7%	-2.3%
Shell Tops	3,475	43,705	26.7%	5.6%	\$143,987	\$2,082,515	-1.2%	-0.1%	\$41.44	\$47.65	-22.0%	-5.4%
Softshell Tops	95	1,153	150.0%	75.2%	\$6,985	\$75,014	128.3%	82.2%	\$73.53	\$65.06	-8.7%	4.0%
Insulated Tops	25,993	273,983	13.3%	-3.6%	\$2,280,650	\$24,690,587	4.1%	-5.1%	\$87.74	\$90.12	-8.1%	-1.6%
Fleece Tops	9,190	110,853	86.5%	10.0%	\$429,988	\$5,657,513	74.4%	1.0%	\$46.79	\$51.04	-6.5%	-8.2%
Other Outerwear Tops	905	9,780	83.6%	84.6%	\$49,514	\$516,336	101.7%	67.7%	\$54.71	\$52.80	9.9%	-9.1%
Shell Bottoms	1,075	8,350	-25.3%	-47.4%	\$58,900	\$392,853	-32.4%	-50.2%	\$54.79	\$47.05	-9.5%	-5.4%
Softshell Bottoms	63	395	80.0%	172.4%	\$7,878	\$45,902	126.9%	199.3%	\$125.05	\$116.21	26.1%	9.9%
Insulated Bottoms	9,063	77,753	-6.5%	2.4%	\$704,665	\$5,506,926	10.2%	4.6%	\$77.75	\$70.83	17.8%	2.1%
Fleece Bottoms	8	220	-77.1%	8.4%	\$419	\$13,409	-84.7%	-14.1%	\$52.38	\$60.95	-33.0%	-20.7%
Other Outerwear Bottoms	218	2,358	-43.1%	-7.9%	\$11,260	\$112,353	23.3%	17.5%	\$51.65	\$47.65	116.7%	27.6%
Outerwear Suits	4,120	38,343	6.7%	2.1%	\$339,545	\$3,072,023	18.2%	12.1%	\$82.41	\$80.12	10.7%	9.7%