



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: Mar 2020

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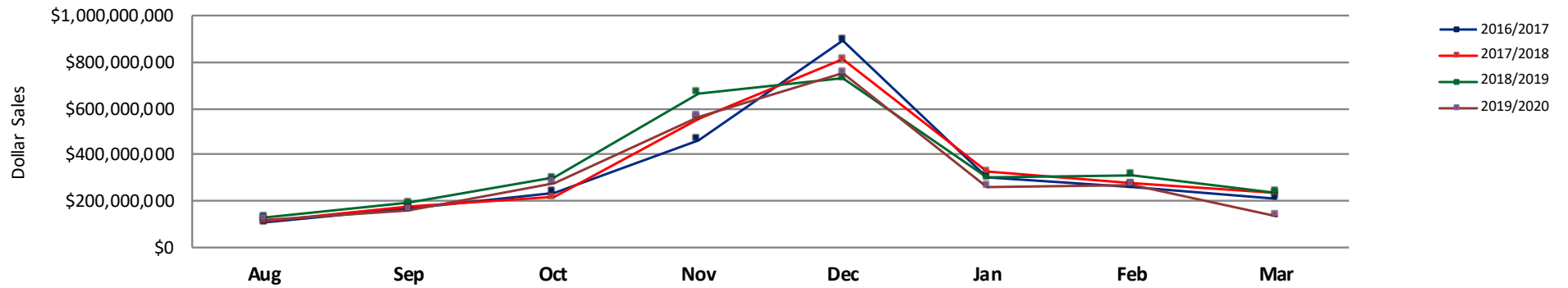
All Channels Summary

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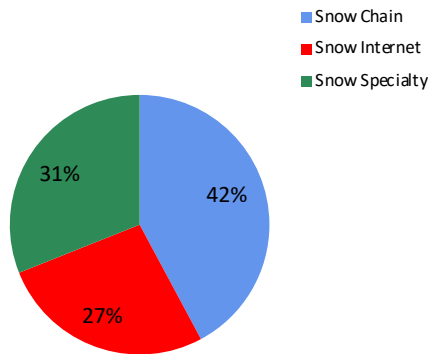
Current Period: Mar 2020

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
Shell Tops	Sales: \$22,837,191 Units: -53% Dollars: -52%	↓	↓	Sales: \$281,069,086 Units: -28% Dollars: -24%	↓	↓
Softshell Tops	Sales: \$3,240,535 Units: -46% Dollars: -52%	↓	↓	Sales: \$65,652,596 Units: -12% Dollars: -23%	↓	↓
Insulated Tops	Sales: \$61,389,429 Units: -21% Dollars: -36%	↓	↓	Sales: \$1,235,238,766 Units: -3% Dollars: -8%	↓	↓
Fleece Tops	Sales: \$20,785,736 Units: -31% Dollars: -40%	↓	↓	Sales: \$415,746,250 Units: -11% Dollars: -14%	↓	↓
Other Outerwear Tops	Sales: \$2,814,409 Units: -5% Dollars: 9%	↓	↑	Sales: \$38,013,433 Units: 77% Dollars: 97%	↑	↑
Shell Bottoms	Sales: \$8,141,595 Units: -41% Dollars: -44%	↓	↓	Sales: \$129,632,269 Units: -15% Dollars: -8%	↓	↓
Softshell Bottoms	Sales: \$1,697,495 Units: -45% Dollars: -55%	↓	↓	Sales: \$25,199,855 Units: -6% Dollars: -12%	↓	↓
Insulated Bottoms	Sales: \$11,575,067 Units: -49% Dollars: -48%	↓	↓	Sales: \$222,147,709 Units: -15% Dollars: -8%	↓	↓
Fleece Bottoms	Sales: \$34,820 Units: -50% Dollars: -65%	↓	↓	Sales: \$624,867 Units: -61% Dollars: -56%	↓	↓
Other Outerwear Bottoms	Sales: \$306,962 Units: -26% Dollars: -44%	↓	↓	Sales: \$4,841,132 Units: 17% Dollars: -4%	↑	↓
Outerwear Suits	Sales: \$486,379 Units: -58% Dollars: -54%	↓	↓	Sales: \$12,679,342 Units: -37% Dollars: -12%	↓	↓

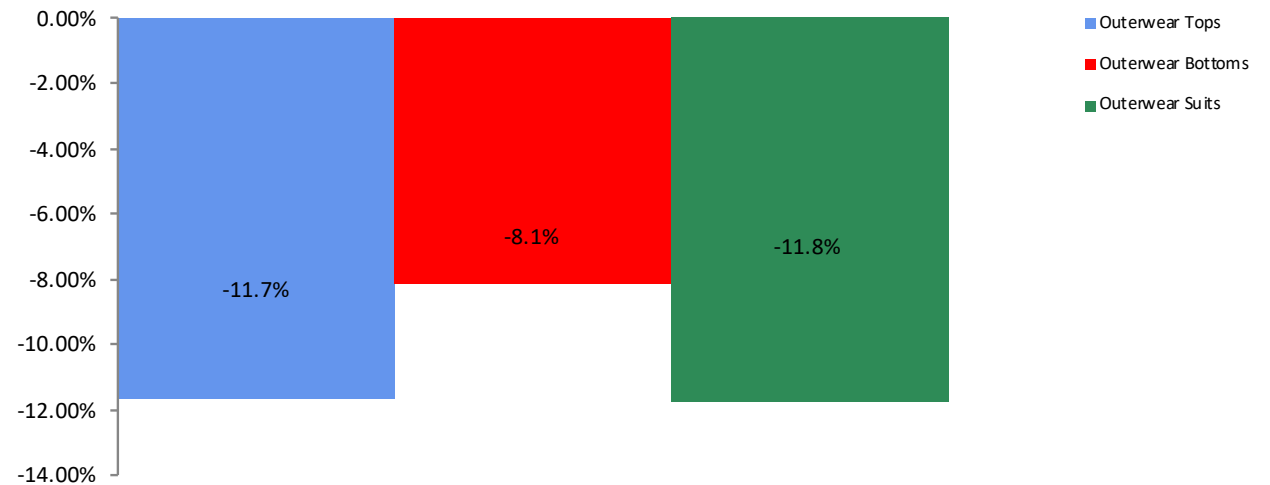
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



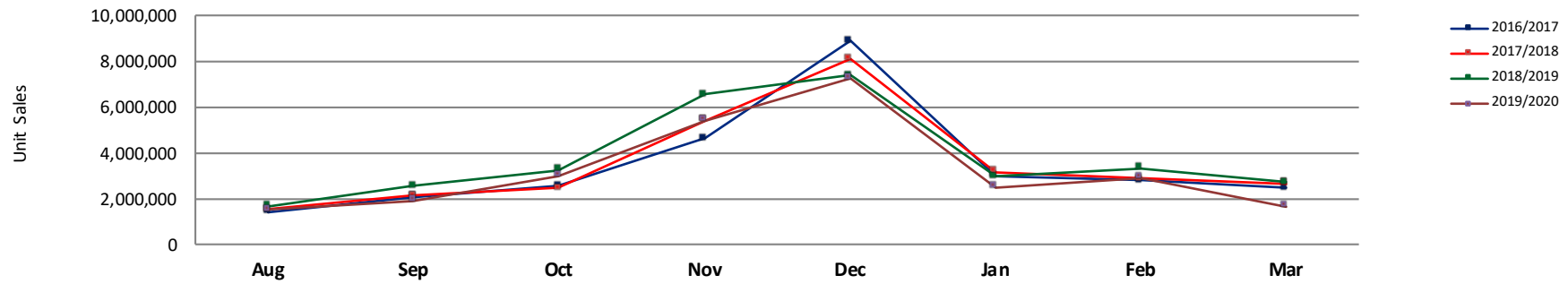
Dollar Sales By Channel, Season to Date



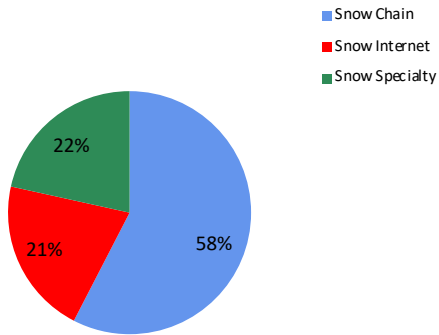
Total Outerwear Sales, All Stores, Season to Date



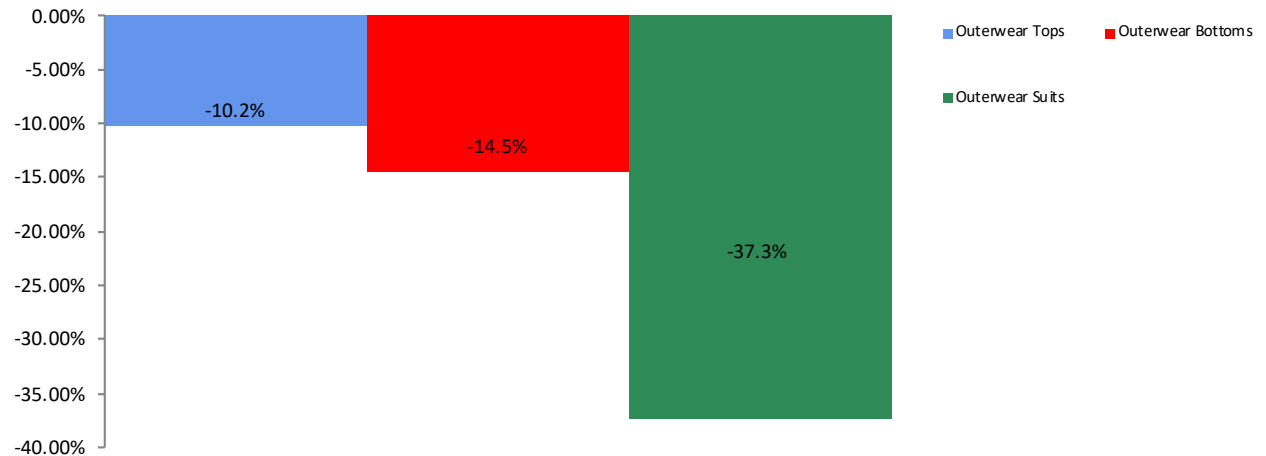
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



Total Outerwear Sales, All Stores, Season to Date





All Channels Topline

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Current Period: Mar 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	1,256,611	20,125,710	-36.5%	-11.3%	\$122,535,017	\$2,195,493,234	-41.1%	-11.0%	\$97.51	\$109.09	-7.3%	0.4%
Shell Tops	259,079	3,358,468	-52.3%	-27.2%	\$21,159,081	\$259,986,210	-52.1%	-23.9%	\$81.67	\$77.41	0.4%	4.5%
Softshell Tops	31,186	679,863	-48.8%	-19.7%	\$3,182,466	\$63,384,890	-52.6%	-24.7%	\$102.05	\$93.23	-7.4%	-6.2%
Insulated Tops	456,894	7,448,486	-19.8%	-2.7%	\$56,281,256	\$1,110,598,390	-34.1%	-7.8%	\$123.18	\$149.10	-17.8%	-5.2%
Fleece Tops	278,071	5,089,745	-32.1%	-10.6%	\$19,409,488	\$391,775,683	-39.6%	-14.0%	\$69.80	\$76.97	-11.1%	-3.8%
Other Outerwear Tops	44,658	577,365	-4.2%	80.5%	\$2,578,979	\$33,766,657	13.7%	107.4%	\$57.75	\$58.48	18.7%	14.9%
Shell Bottoms	68,508	1,001,164	-42.9%	-15.3%	\$7,843,233	\$124,651,847	-44.3%	-7.5%	\$114.49	\$124.51	-2.5%	9.3%
Softshell Bottoms	14,221	175,538	-44.5%	-6.8%	\$1,678,390	\$24,669,485	-55.4%	-12.7%	\$118.02	\$140.54	-19.5%	-6.4%
Insulated Bottoms	89,696	1,641,792	-45.7%	-13.9%	\$9,841,423	\$177,845,511	-45.8%	-5.8%	\$109.72	\$108.32	-0.1%	9.4%
Fleece Bottoms	422	4,762	-21.9%	-25.3%	\$31,671	\$544,686	-57.5%	-34.1%	\$75.05	\$114.38	-45.6%	-11.8%
Other Outerwear Bottoms	2,232	36,409	-36.2%	15.2%	\$240,511	\$3,775,664	-52.3%	-13.3%	\$107.76	\$103.70	-25.2%	-24.7%
Outerwear Suits	11,644	112,118	-64.2%	-56.2%	\$288,519	\$4,494,211	-62.3%	-39.2%	\$24.78	\$40.08	5.4%	38.7%
Total Outerwear - JUNIORS	257,921	4,010,325	-36.8%	-10.8%	\$10,774,603	\$235,352,069	-49.6%	-12.6%	\$41.77	\$58.69	-20.3%	-2.0%
Shell Tops	48,569	582,488	-54.7%	-29.5%	\$1,678,110	\$21,082,876	-56.5%	-29.2%	\$34.55	\$36.19	-4.0%	0.5%
Softshell Tops	2,709	89,835	99.2%	199.6%	\$58,070	\$2,267,706	-21.7%	94.0%	\$21.44	\$25.24	-60.7%	-35.2%
Insulated Tops	108,733	1,609,950	-25.5%	-4.8%	\$5,108,173	\$124,640,375	-48.2%	-10.5%	\$46.98	\$77.42	-30.4%	-5.9%
Fleece Tops	47,653	665,849	-23.7%	-13.1%	\$1,376,248	\$23,970,567	-42.5%	-19.7%	\$28.88	\$36.00	-24.6%	-7.6%
Other Outerwear Tops	7,083	107,086	-8.0%	60.9%	\$235,430	\$4,246,776	-22.5%	42.3%	\$33.24	\$39.66	-15.8%	-11.6%
Shell Bottoms	9,056	143,276	-24.2%	-10.2%	\$298,363	\$4,980,422	-35.4%	-18.6%	\$32.95	\$34.76	-14.9%	-9.3%
Softshell Bottoms	207	4,790	-56.5%	40.2%	\$19,105	\$530,370	-53.9%	36.2%	\$92.29	\$110.72	5.9%	-2.8%
Insulated Bottoms	28,659	673,969	-55.7%	-18.4%	\$1,733,644	\$44,302,197	-56.9%	-13.9%	\$60.49	\$65.73	-2.7%	5.6%
Fleece Bottoms	82	1,347	-82.1%	-85.7%	\$3,149	\$80,181	-87.9%	-86.8%	\$38.40	\$59.53	-32.1%	-7.6%
Other Outerwear Bottoms	1,078	21,406	8.3%	19.7%	\$66,451	\$1,065,468	44.7%	51.1%	\$61.64	\$49.77	33.5%	26.3%
Outerwear Suits	4,092	110,329	-12.1%	11.5%	\$197,860	\$8,185,131	-30.4%	17.4%	\$48.35	\$74.19	-20.8%	5.3%



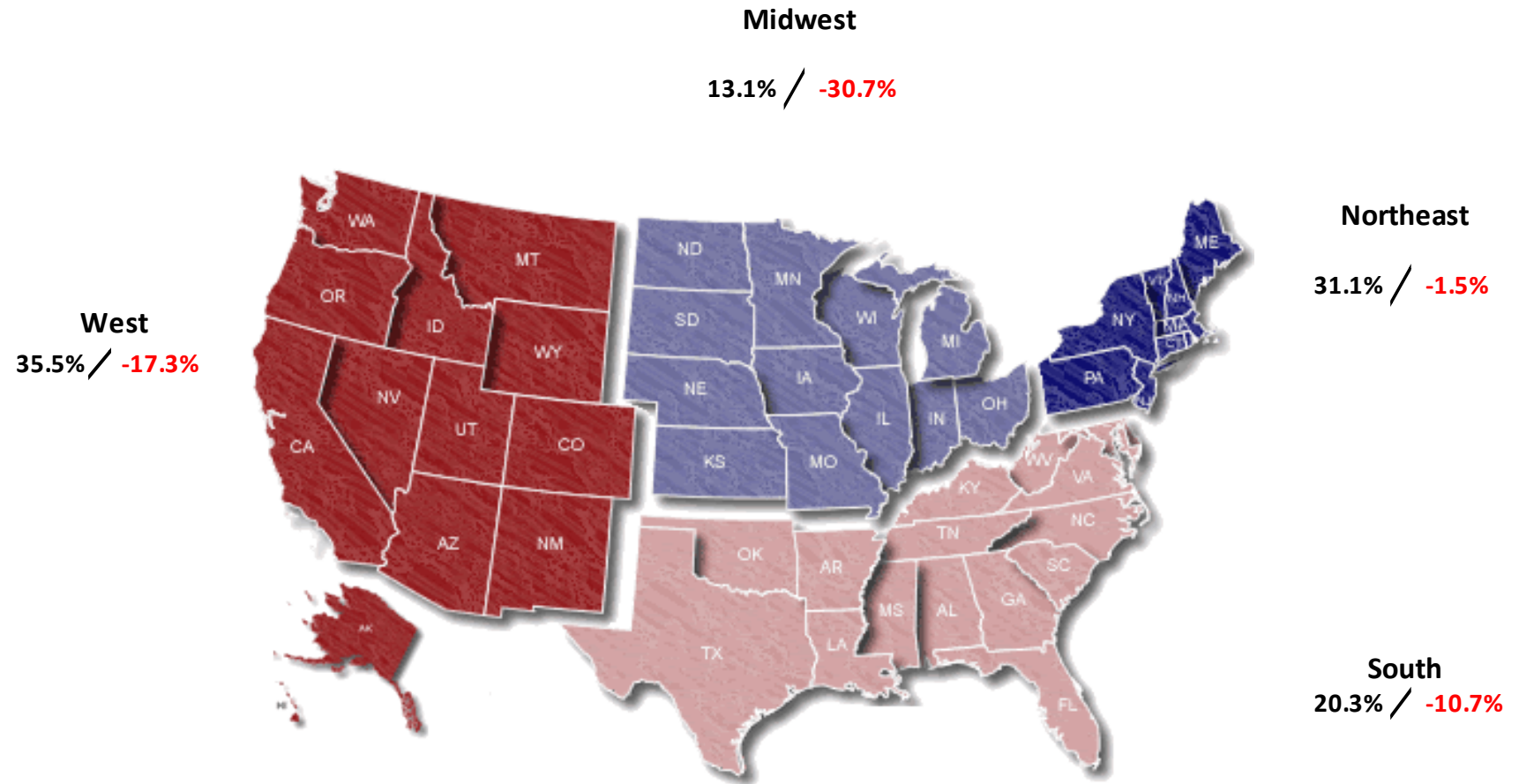
Specialty Topline

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Current Period: Mar 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	324,407	4,262,399	-51.2%	-15.0%	\$42,595,050	\$667,562,974	-55.0%	-15.3%	\$131.30	\$156.62	-7.9%	-0.5%
Shell Tops	25,112	326,003	-60.4%	-20.8%	\$3,945,634	\$49,850,535	-59.6%	-19.6%	\$157.12	\$152.91	1.9%	1.5%
Softshell Tops	7,046	90,432	-47.9%	-18.1%	\$681,565	\$10,759,105	-59.0%	-23.8%	\$96.73	\$118.97	-21.4%	-7.0%
Insulated Tops	121,699	1,609,054	-47.6%	-13.9%	\$19,614,369	\$326,729,955	-54.6%	-16.5%	\$161.17	\$203.06	-13.3%	-3.1%
Fleece Tops	64,425	990,182	-52.1%	-18.1%	\$5,024,669	\$94,117,597	-58.1%	-21.1%	\$77.99	\$95.05	-12.5%	-3.6%
Other Outerwear Tops	3,888	48,100	-2.8%	107.5%	\$478,638	\$7,743,496	1.6%	154.4%	\$123.11	\$160.99	4.6%	22.6%
Shell Bottoms	28,235	335,647	-57.0%	-20.5%	\$3,914,475	\$52,633,956	-56.1%	-13.5%	\$138.64	\$156.81	2.2%	8.7%
Softshell Bottoms	8,863	99,295	-54.8%	-12.6%	\$1,092,872	\$15,273,574	-61.7%	-16.9%	\$123.31	\$153.82	-15.3%	-4.9%
Insulated Bottoms	63,440	740,852	-50.8%	-11.2%	\$7,613,788	\$106,626,787	-50.7%	-8.0%	\$120.02	\$143.92	0.3%	3.5%
Fleece Bottoms	242	2,422	-8.0%	12.7%	\$15,389	\$211,059	-66.8%	-40.7%	\$63.59	\$87.14	-63.9%	-47.4%
Other Outerwear Bottoms	1,251	14,540	-27.1%	13.0%	\$176,628	\$2,304,661	-40.1%	11.4%	\$141.19	\$158.50	-17.8%	-1.4%
Outerwear Suits	206	5,872	-56.9%	40.1%	\$37,023	\$1,312,249	-61.0%	17.6%	\$179.72	\$223.48	-9.6%	-16.1%
Total Outerwear - JUNIORS	63,512	1,007,714	-58.5%	-13.4%	\$4,216,296	\$84,682,556	-60.5%	-13.9%	\$66.39	\$84.03	-4.9%	-0.6%
Shell Tops	2,341	39,040	-74.6%	-32.7%	\$118,346	\$2,351,785	-79.2%	-39.5%	\$50.55	\$60.24	-18.3%	-10.1%
Softshell Tops	76	436	-42.0%	-58.0%	\$4,305	\$23,451	-63.6%	-65.5%	\$56.64	\$53.79	-37.3%	-17.9%
Insulated Tops	26,672	424,281	-56.2%	-10.2%	\$2,129,068	\$42,982,450	-58.6%	-11.4%	\$79.82	\$101.31	-5.4%	-1.4%
Fleece Tops	7,678	133,056	-64.6%	-23.6%	\$274,371	\$6,378,824	-72.5%	-31.3%	\$35.73	\$47.94	-22.3%	-10.0%
Other Outerwear Tops	954	19,016	-60.9%	-9.4%	\$75,590	\$1,506,868	-43.1%	10.8%	\$79.23	\$79.24	45.7%	22.2%
Shell Bottoms	1,615	26,046	-52.9%	-19.3%	\$79,196	\$1,470,692	-57.1%	-21.4%	\$49.04	\$56.47	-8.8%	-2.6%
Softshell Bottoms	199	4,236	-56.5%	34.6%	\$19,519	\$472,563	-51.7%	28.3%	\$98.09	\$111.56	11.0%	-4.8%
Insulated Bottoms	21,265	317,167	-59.0%	-14.8%	\$1,358,487	\$25,849,419	-59.7%	-14.9%	\$63.88	\$81.50	-1.8%	-0.1%
Fleece Bottoms	65	886	-77.4%	-44.5%	\$3,085	\$56,453	-81.5%	-47.5%	\$47.46	\$63.72	-17.9%	-5.5%
Other Outerwear Bottoms	926	9,425	92.1%	104.1%	\$62,278	\$721,948	83.1%	124.7%	\$67.25	\$76.60	-4.7%	10.1%
Outerwear Suits	1,721	34,125	-18.5%	45.0%	\$92,051	\$2,868,103	-49.3%	27.5%	\$53.49	\$84.05	-37.8%	-12.1%

Current Period: Mar 2020



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



Chain Topline

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Current Period: Mar 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	501,692	11,533,099	-42.6%	-14.0%	\$30,419,200	\$937,784,672	-47.8%	-11.8%	\$60.63	\$81.31	-9.0%	2.6%
Shell Tops	159,853	2,436,260	-58.9%	-31.7%	\$8,526,311	\$131,796,358	-63.4%	-33.6%	\$53.34	\$54.10	-11.0%	-2.9%
Softshell Tops	11,825	472,619	-56.5%	-18.8%	\$1,084,860	\$39,383,469	-58.6%	-23.7%	\$91.74	\$83.33	-4.9%	-6.1%
Insulated Tops	156,443	4,018,335	-12.7%	2.2%	\$11,654,412	\$474,517,013	-31.6%	0.1%	\$74.50	\$118.09	-21.6%	-2.0%
Fleece Tops	98,219	2,922,913	-35.2%	-13.6%	\$5,796,976	\$200,715,022	-43.4%	-16.0%	\$59.02	\$68.67	-12.7%	-2.8%
Other Outerwear Tops	34,810	484,375	-13.0%	71.4%	\$1,562,086	\$21,465,479	-2.5%	82.1%	\$44.87	\$44.32	12.1%	6.3%
Shell Bottoms	15,593	387,153	-48.2%	-23.6%	\$853,061	\$26,643,415	-44.6%	-20.3%	\$54.71	\$68.82	6.9%	4.2%
Softshell Bottoms	715	23,674	116.0%	-9.0%	\$67,743	\$2,063,009	164.4%	-10.4%	\$94.75	\$87.14	22.4%	-1.5%
Insulated Bottoms	12,619	674,655	-47.0%	-23.1%	\$644,402	\$38,802,676	-40.9%	-15.0%	\$51.07	\$57.51	11.5%	10.5%
Fleece Bottoms	43	1,275	-62.3%	-50.3%	\$2,759	\$209,125	-62.4%	-16.2%	\$64.16	\$164.02	-0.3%	68.7%
Other Outerwear Bottoms	274	9,394	-78.3%	-26.0%	\$7,731	\$278,413	-95.0%	-81.4%	\$28.22	\$29.64	-77.2%	-74.9%
Outerwear Suits	11,298	102,446	-64.6%	-58.7%	\$218,859	\$1,910,693	-65.0%	-62.2%	\$19.37	\$18.65	-1.3%	-8.5%

Total Outerwear - JUNIORS	136,981	2,303,191	-29.3%	-12.4%	\$3,702,061	\$100,991,809	-47.0%	-14.9%	\$27.03	\$43.85	-25.0%	-2.8%
Shell Tops	37,395	485,905	-57.8%	-31.7%	\$1,215,609	\$16,115,066	-57.0%	-30.1%	\$32.51	\$33.17	1.8%	2.4%
Softshell Tops	2,495	87,976	111.3%	212.2%	\$49,234	\$2,156,800	-17.4%	104.7%	\$19.73	\$24.52	-60.9%	-34.4%
Insulated Tops	59,011	852,126	6.3%	-1.5%	\$1,494,414	\$52,803,337	-41.3%	-10.5%	\$25.32	\$61.97	-44.8%	-9.2%
Fleece Tops	24,058	387,648	-15.1%	-16.6%	\$519,819	\$10,586,304	-40.0%	-23.2%	\$21.61	\$27.31	-29.3%	-7.9%
Other Outerwear Tops	5,059	76,175	12.3%	96.3%	\$122,538	\$2,132,778	-14.3%	69.3%	\$24.22	\$28.00	-23.8%	-13.7%
Shell Bottoms	4,804	105,003	-32.5%	-3.5%	\$135,085	\$2,977,806	-40.4%	-11.2%	\$28.12	\$28.36	-11.8%	-8.0%
Softshell Bottoms	6	106	700.0%		\$18	\$7,650	111.3%	51.0%	\$3.00	\$72.17	-98.1%	51.0%
Insulated Bottoms	3,581	266,106	-49.9%	-26.3%	\$150,038	\$12,064,510	-46.3%	-17.9%	\$41.90	\$45.34	7.2%	11.4%
Fleece Bottoms	-5	186	-105.2%	-97.5%	-\$273	\$8,764	-105.8%	-98.2%	\$54.60	\$47.12	10.9%	-25.7%
Other Outerwear Bottoms	128	9,514	-42.6%	-7.5%	\$3,151	\$226,904	-46.5%	-16.7%	\$24.62	\$23.85	-6.7%	-9.9%
Outerwear Suits	449	32,446	-60.8%	-1.7%	\$12,428	\$1,911,890	-42.3%	14.2%	\$27.68	\$58.93	47.0%	16.2%



Internet Topline

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Current Period: Mar 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	430,518	4,330,216	-1.8%	1.5%	\$49,520,766	\$590,145,589	-10.0%	-3.9%	\$115.03	\$136.29	-8.3%	-5.3%
Shell Tops	74,115	596,205	-18.2%	-6.0%	\$8,687,136	\$78,339,317	-21.6%	-3.1%	\$117.21	\$131.40	-4.1%	3.1%
Softshell Tops	12,315	116,813	-39.1%	-24.4%	\$1,416,041	\$13,242,316	-41.6%	-28.0%	\$114.99	\$113.36	-4.1%	-4.7%
Insulated Tops	178,753	1,821,098	12.9%	-1.8%	\$25,012,475	\$309,351,423	-0.6%	-8.7%	\$139.93	\$169.87	-12.0%	-7.0%
Fleece Tops	115,428	1,176,650	-6.6%	7.0%	\$8,587,843	\$96,943,064	-13.4%	-0.3%	\$74.40	\$82.39	-7.3%	-6.8%
Other Outerwear Tops	5,960	44,890	128.4%	217.8%	\$538,255	\$4,557,681	176.3%	214.9%	\$90.31	\$101.53	21.0%	-0.9%
Shell Bottoms	24,680	278,365	2.1%	9.7%	\$3,075,696	\$45,374,477	-15.3%	12.3%	\$124.62	\$163.00	-17.0%	2.4%
Softshell Bottoms	4,643	52,570	-18.7%	8.1%	\$517,776	\$7,332,902	-41.3%	-3.5%	\$111.52	\$139.49	-27.7%	-10.7%
Insulated Bottoms	13,638	226,285	10.8%	15.2%	\$1,583,233	\$32,416,049	-1.3%	18.8%	\$116.09	\$143.25	-10.9%	3.2%
Fleece Bottoms	138	1,065	-15.3%	-35.8%	\$13,523	\$124,501	-35.1%	-43.8%	\$97.99	\$116.90	-23.3%	-12.4%
Other Outerwear Bottoms	708	12,475	36.7%	105.9%	\$56,151	\$1,192,590	6.4%	50.9%	\$79.31	\$95.60	-22.2%	-26.7%
Outerwear Suits	140	3,800	-16.7%	7.4%	\$32,637	\$1,271,269	-26.1%	4.1%	\$233.12	\$334.54	-11.3%	-3.1%

Total Outerwear - JUNIORS	57,434	699,421	-6.0%	-0.5%	\$2,856,246	\$49,677,705	-22.9%	-5.0%	\$49.73	\$71.03	-18.0%	-4.5%
Shell Tops	8,833	57,543	-6.1%	1.7%	\$344,155	\$2,616,025	-24.8%	-7.4%	\$38.96	\$45.46	-19.9%	-9.0%
Softshell Tops	138	1,423	187.5%	85.3%	\$4,531	\$87,454	70.1%	85.6%	\$32.83	\$61.46	-40.8%	0.1%
Insulated Tops	23,050	333,543	-22.0%	-5.9%	\$1,484,692	\$28,854,588	-31.6%	-9.1%	\$64.41	\$86.51	-12.3%	-3.4%
Fleece Tops	15,918	145,145	27.4%	14.0%	\$582,058	\$7,005,439	9.7%	2.9%	\$36.57	\$48.27	-13.9%	-9.8%
Other Outerwear Tops	1,070	11,895	42.7%	75.8%	\$37,302	\$607,130	33.3%	66.3%	\$34.86	\$51.04	-6.5%	-5.4%
Shell Bottoms	2,638	12,228	88.4%	-33.9%	\$84,081	\$531,924	64.7%	-40.4%	\$31.87	\$43.50	-12.6%	-9.9%
Softshell Bottoms	3	448	-85.0%	171.5%	-\$432	\$50,157	-134.5%	217.1%	\$144.00	\$111.96	129.8%	16.8%
Insulated Bottoms	3,813	90,695	-32.4%	-2.6%	\$225,119	\$6,388,269	-39.1%	-0.4%	\$59.04	\$70.44	-9.9%	2.2%
Fleece Bottoms	23	275	-69.3%	-9.2%	\$337	\$14,965	-92.6%	-32.7%	\$14.65	\$54.42	-76.0%	-25.8%
Other Outerwear Bottoms	25	2,468	-91.4%	-17.3%	\$1,022	\$116,616	-83.0%	4.5%	\$40.88	\$47.25	96.7%	26.3%
Outerwear Suits	1,923	43,758	37.4%	3.1%	\$93,381	\$3,405,138	15.1%	11.7%	\$48.56	\$77.82	-16.2%	8.3%