



**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:**      **Nov 2019**

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## Table of Contents

Table of Contents	
<a href="#">Table Of Contents</a>	2
<a href="#">Summary</a>	3
<a href="#">Dollar Analysis, Total Outerwear</a>	4
<a href="#">Unit Analysis, Total Outerwear</a>	5
<a href="#">All Channels Topline</a>	6
<a href="#">Specialty Topline</a>	7
<a href="#">Specialty Regional Sales</a>	8
<a href="#">Chain Topline</a>	9
<a href="#">Internet Topline</a>	10










# All Channels Summary

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**Current Period: Nov 2019**

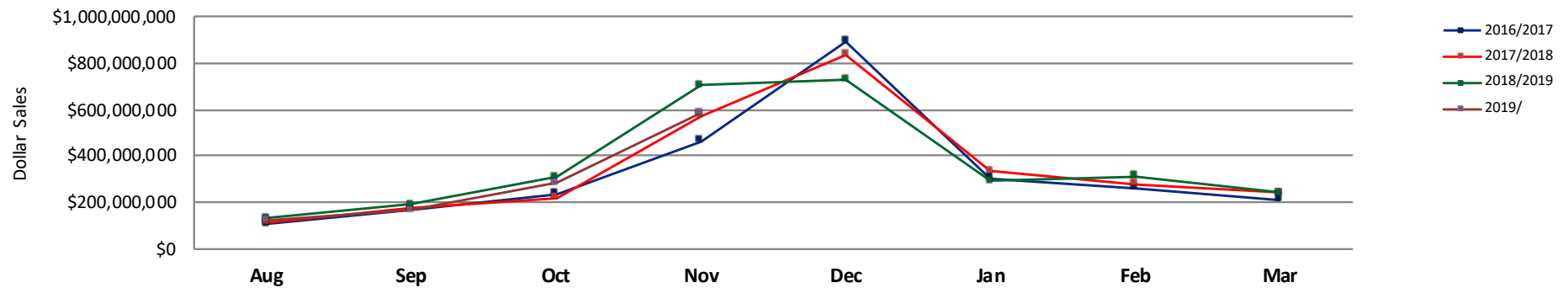
	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
Shell Tops	Sales: \$48,278,921 Units: -32% Dollars: -28%	↓	↓	Sales: \$143,603,252 Units: -26% Dollars: -24%	↓	↓
Softshell Tops	Sales: \$11,663,337 Units: -20% Dollars: -45%	↓	↓	Sales: \$27,594,143 Units: -23% Dollars: -38%	↓	↓
Insulated Tops	Sales: \$337,722,059 Units: -16% Dollars: -14%	↓	↓	Sales: \$605,231,153 Units: -12% Dollars: -11%	↓	↓
Fleece Tops	Sales: \$88,343,557 Units: -22% Dollars: -22%	↓	↓	Sales: \$186,806,076 Units: -13% Dollars: -16%	↓	↓
Other Outerwear Tops	Sales: \$8,800,152 Units: 112% Dollars: 134%	↑	↑	Sales: \$19,055,381 Units: 131% Dollars: 136%	↑	↑
Shell Bottoms	Sales: \$22,038,059 Units: -16% Dollars: -15%	↓	↓	Sales: \$40,060,504 Units: -14% Dollars: -12%	↓	↓
Softshell Bottoms	Sales: \$3,891,388 Units: -17% Dollars: -26%	↓	↓	Sales: \$7,273,431 Units: -7% Dollars: -15%	↓	↓
Insulated Bottoms	Sales: \$36,273,841 Units: -15% Dollars: -8%	↓	↓	Sales: \$58,745,328 Units: -9% Dollars: -4%	↓	↓
Fleece Bottoms	Sales: \$112,602 Units: -82% Dollars: -73%	↓	↓	Sales: \$315,168 Units: -75% Dollars: -61%	↓	↓
Other Outerwear Bottoms	Sales: \$1,171,868 Units: 106%	↑	↑	Sales: \$1,920,955 Units: 101%	↑	↑

							
	<b>Dollars:</b>	20%			<b>Dollars:</b>	16%	
<b>Outerwear Suits</b>	<b>Sales:</b>	\$2,682,330			<b>Sales:</b>	\$6,733,329	
	<b>Units:</b>	-31%			<b>Units:</b>	-33%	
	<b>Dollars:</b>	-24%			<b>Dollars:</b>	-17%	

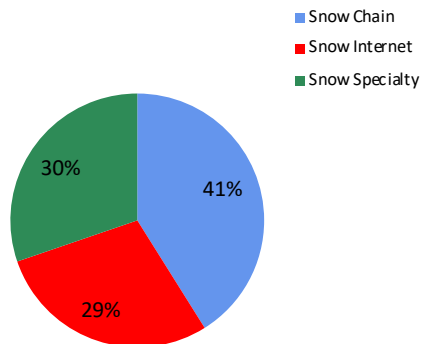


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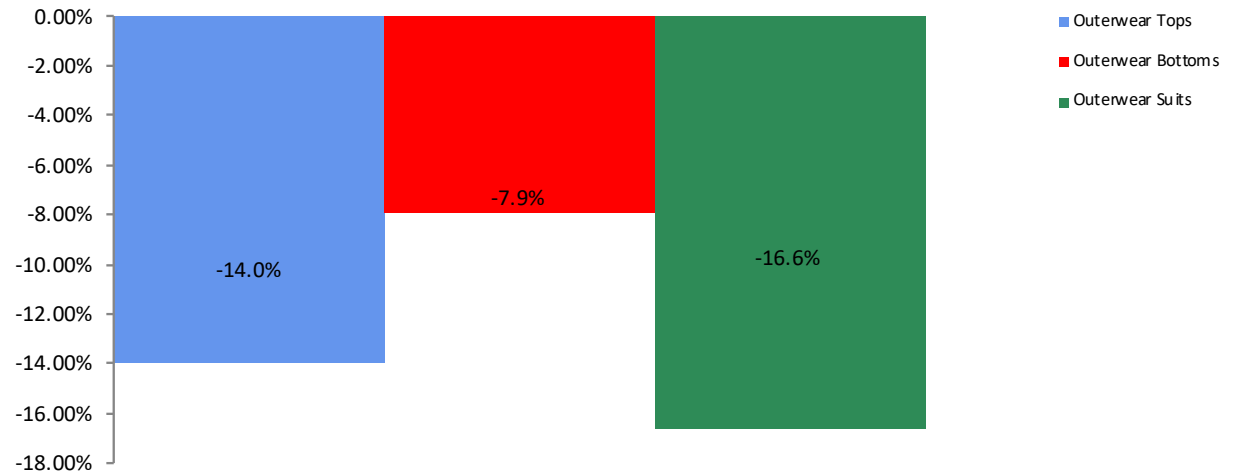
**All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold**



**Dollar Sales By Channel, Season to Date**



**Total Outerwear Sales, All Stores, Season to Date**

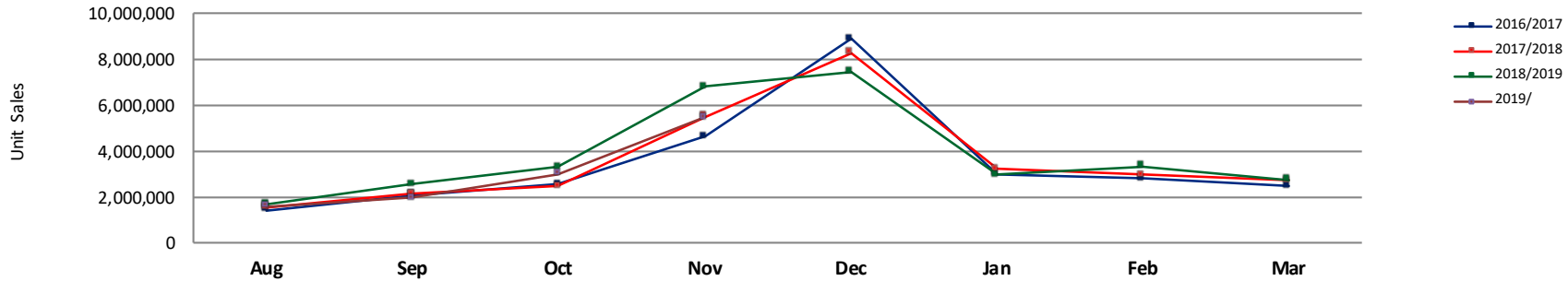




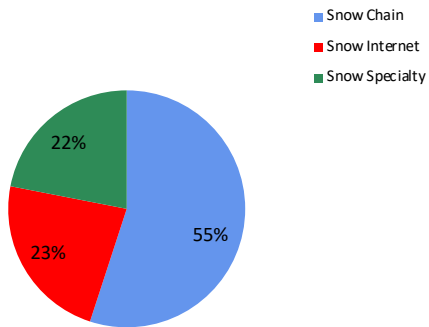
## Unit Analysis, Total Outerwear

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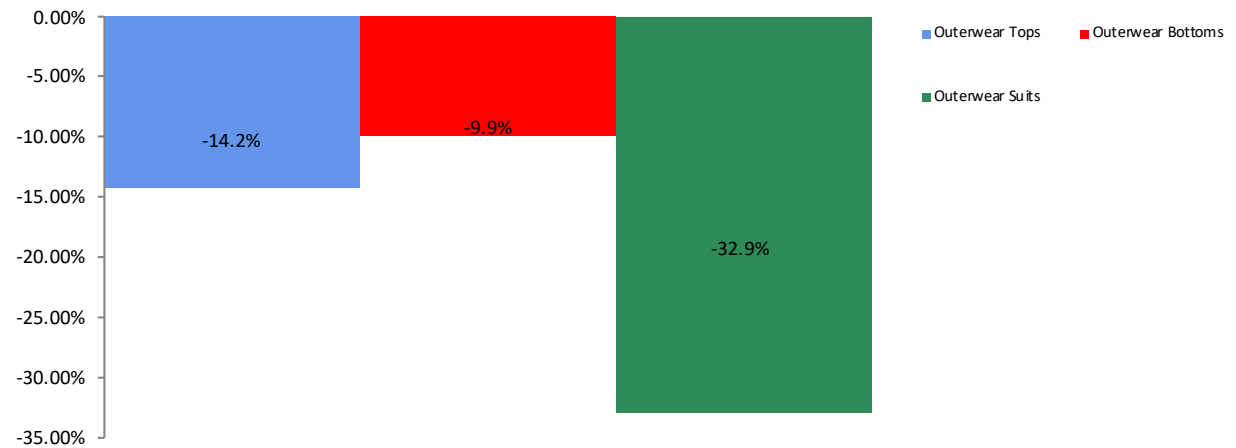
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



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: Nov 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>	4,271,266	8,863,834	-18.3%	-14.4%	\$508,416,491	\$976,064,544	-16.6%	-13.4%	\$119.03	\$110.12	2.1%	1.1%
Shell Tops	542,337	1,786,544	-30.2%	-25.5%	\$45,377,386	\$132,661,236	-26.8%	-23.2%	\$83.67	\$74.26	4.8%	3.1%
Softshell Tops	139,991	305,498	-31.0%	-30.6%	\$11,013,523	\$26,238,798	-47.4%	-40.2%	\$78.67	\$85.89	-23.8%	-13.7%
Insulated Tops	1,908,869	3,409,022	-15.3%	-10.9%	\$306,316,777	\$535,907,030	-14.0%	-10.5%	\$160.47	\$157.20	1.6%	0.5%
Fleece Tops	1,091,327	2,243,639	-21.4%	-13.0%	\$83,952,240	\$173,562,774	-21.3%	-16.1%	\$76.93	\$77.36	0.2%	-3.5%
Other Outerwear Tops	114,961	271,258	116.9%	143.6%	\$7,778,333	\$16,634,135	149.4%	156.7%	\$67.66	\$61.32	15.0%	5.4%
Shell Bottoms	157,666	321,293	-16.6%	-15.0%	\$20,840,780	\$37,656,857	-14.3%	-10.8%	\$132.18	\$117.20	2.8%	5.0%
Softshell Bottoms	28,441	53,616	-16.9%	-8.8%	\$3,823,389	\$7,050,319	-26.2%	-16.2%	\$134.43	\$131.50	-11.2%	-8.1%
Insulated Bottoms	250,293	380,646	-13.3%	-9.7%	\$27,539,213	\$42,393,363	-5.4%	-2.3%	\$110.03	\$111.37	9.1%	8.2%
Fleece Bottoms	696	1,941	-60.2%	-38.5%	\$95,639	\$280,307	-48.9%	-23.4%	\$137.41	\$144.41	28.6%	24.5%
Other Outerwear Bottoms	18,325	27,099	224.7%	183.2%	\$951,910	\$1,468,017	20.6%	10.0%	\$51.95	\$54.17	-62.9%	-61.2%
Outerwear Suits	18,360	63,278	-45.2%	-50.3%	\$727,301	\$2,211,708	-43.5%	-39.1%	\$39.61	\$34.95	3.0%	22.7%
<b>Total Outerwear - JUNIORS</b>	792,119	1,952,725	-19.1%	-12.8%	\$52,561,620	\$121,274,176	-17.5%	-13.2%	\$66.36	\$62.11	2.0%	-0.5%
Shell Tops	78,724	292,627	-41.0%	-31.4%	\$2,901,534	\$10,942,016	-41.7%	-28.5%	\$36.86	\$37.39	-1.1%	4.4%
Softshell Tops	26,632	44,025	405.8%	183.2%	\$649,814	\$1,355,345	150.4%	91.7%	\$24.40	\$30.79	-50.5%	-32.3%
Insulated Tops	358,851	817,786	-17.6%	-14.2%	\$31,405,282	\$69,324,122	-14.5%	-13.1%	\$87.52	\$84.77	3.8%	1.2%
Fleece Tops	111,347	352,411	-28.8%	-10.3%	\$4,391,316	\$13,243,301	-29.6%	-16.7%	\$39.44	\$37.58	-1.2%	-7.2%
Other Outerwear Tops	24,716	62,692	91.9%	88.2%	\$1,021,818	\$2,421,246	58.0%	51.3%	\$41.34	\$38.62	-17.6%	-19.6%
Shell Bottoms	31,378	63,032	-13.8%	-11.5%	\$1,197,279	\$2,403,647	-29.8%	-23.8%	\$38.16	\$38.13	-18.5%	-13.9%
Softshell Bottoms	544	2,158	-4.1%	134.8%	\$67,998	\$223,112	0.2%	128.4%	\$125.00	\$103.39	4.5%	-2.7%
Insulated Bottoms	128,530	243,864	-18.6%	-8.5%	\$8,734,629	\$16,351,965	-16.1%	-8.6%	\$67.96	\$67.05	3.1%	-0.1%
Fleece Bottoms	294	616	-91.9%	-91.1%	\$16,963	\$34,862	-92.5%	-92.2%	\$57.70	\$56.59	-7.1%	-11.9%
Other Outerwear Bottoms	4,553	9,103	-16.4%	7.6%	\$219,958	\$452,939	17.0%	38.5%	\$48.31	\$49.76	39.9%	28.7%
Outerwear Suits	26,550	64,411	-15.5%	2.4%	\$1,955,029	\$4,521,621	-12.4%	1.7%	\$73.64	\$70.20	3.7%	-0.7%



# Specialty Topline

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**Current Period: Nov 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
<b>Total Outerwear - ADULTS</b>	853,097	1,886,746	-13.2%	-4.0%	\$146,524,984	\$289,084,850	-10.0%	-4.9%	\$171.76	\$153.22	3.7%	-1.0%
Shell Tops	57,151	189,924	-14.6%	-6.0%	\$9,430,756	\$24,840,738	-13.5%	-10.0%	\$165.01	\$130.79	1.3%	-4.2%
Softshell Tops	22,433	56,707	-43.0%	-24.8%	\$2,794,955	\$6,975,421	-46.7%	-28.8%	\$124.59	\$123.01	-6.5%	-5.3%
Insulated Tops	411,183	828,847	-9.0%	-1.3%	\$89,518,733	\$167,531,559	-7.6%	-2.3%	\$217.71	\$202.13	1.5%	-1.0%
Fleece Tops	187,310	498,309	-25.3%	-9.1%	\$18,125,885	\$45,455,010	-23.7%	-13.4%	\$96.77	\$91.22	2.1%	-4.8%
Other Outerwear Tops	10,586	22,301	134.0%	132.0%	\$2,161,569	\$3,309,518	192.9%	142.1%	\$204.19	\$148.40	25.2%	4.4%
Shell Bottoms	47,127	93,750	-14.0%	-6.5%	\$7,358,701	\$13,053,241	-10.3%	-7.5%	\$156.15	\$139.23	4.2%	-1.0%
Softshell Bottoms	14,143	24,387	-6.0%	0.0%	\$2,188,560	\$3,750,755	-19.2%	-11.8%	\$154.75	\$153.80	-14.0%	-11.8%
Insulated Bottoms	100,575	164,504	4.4%	3.4%	\$14,537,780	\$23,126,029	6.8%	6.2%	\$144.55	\$140.58	2.3%	2.7%
Fleece Bottoms	224	550	-34.7%	-33.3%	\$21,937	\$61,707	-63.3%	-46.8%	\$97.93	\$112.19	-43.8%	-20.1%
Other Outerwear Bottoms	1,736	3,517	-22.7%	-4.7%	\$254,977	\$413,074	-26.7%	-21.1%	\$146.88	\$117.45	-5.1%	-17.2%
Outerwear Suits	629	3,950	-27.0%	137.7%	\$131,131	\$567,798	-51.6%	22.0%	\$208.48	\$143.75	-33.7%	-48.7%

<b>Total Outerwear - JUNIORS</b>	194,014	494,896	-14.5%	-6.5%	\$18,084,591	\$40,194,239	-13.1%	-10.4%	\$93.21	\$81.22	1.6%	-4.1%
Shell Tops	5,429	25,316	-50.3%	-20.8%	\$380,548	\$1,356,567	-50.7%	-34.9%	\$70.10	\$53.59	-0.7%	-17.8%
Softshell Tops	114	436	-79.2%	-63.6%	\$8,149	\$23,395	-80.6%	-71.9%	\$71.48	\$53.66	-6.8%	-22.8%
Insulated Tops	92,296	224,006	-11.9%	-10.7%	\$10,392,888	\$22,312,171	-9.0%	-11.4%	\$112.60	\$99.61	3.3%	-0.8%
Fleece Tops	22,393	72,084	-29.0%	-17.5%	\$1,129,984	\$3,416,808	-35.8%	-27.0%	\$50.46	\$47.40	-9.6%	-11.6%
Other Outerwear Tops	3,789	10,685	9.5%	-3.9%	\$306,246	\$724,754	29.1%	9.5%	\$80.83	\$67.83	17.9%	14.0%
Shell Bottoms	4,583	10,599	-14.7%	-3.1%	\$277,569	\$563,803	-28.7%	-23.4%	\$60.56	\$53.19	-16.4%	-21.0%
Softshell Bottoms	432	1,966	-10.2%	151.7%	\$55,739	\$202,492	-6.3%	130.1%	\$129.03	\$103.00	4.3%	-8.6%
Insulated Bottoms	57,371	122,296	-9.4%	1.5%	\$4,878,011	\$9,517,491	-12.0%	-5.1%	\$85.03	\$77.82	-2.8%	-6.5%
Fleece Bottoms	208	272	20.2%	-13.7%	\$11,952	\$16,223	-10.1%	-10.6%	\$57.46	\$59.64	-25.2%	3.5%
Other Outerwear Bottoms	1,597	4,141	108.5%	133.6%	\$128,901	\$293,152	134.0%	153.8%	\$80.71	\$70.79	12.2%	8.7%
Outerwear Suits	5,802	23,095	4.3%	80.4%	\$514,604	\$1,767,383	-2.9%	48.1%	\$88.69	\$76.53	-6.9%	-17.9%

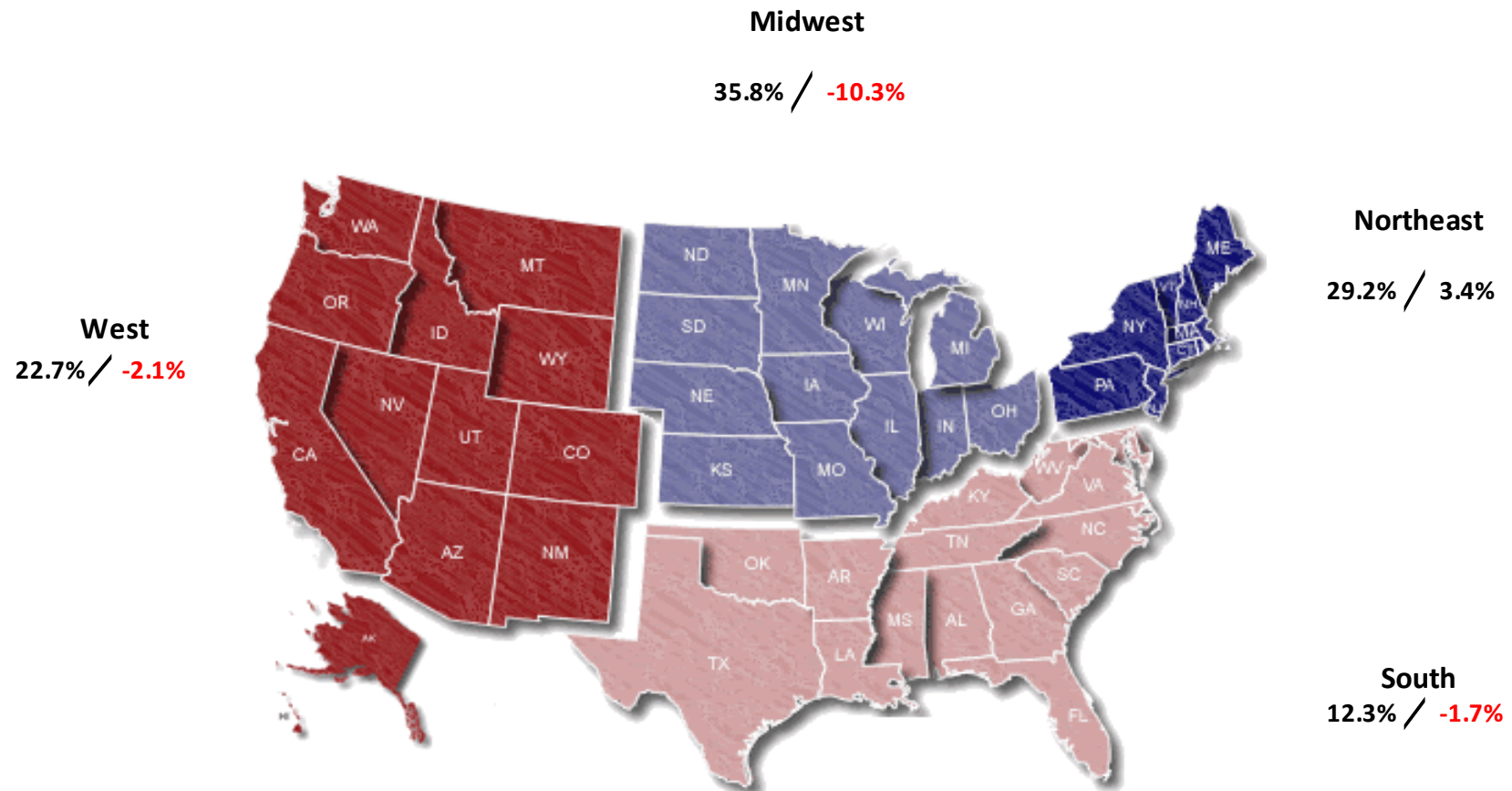




## Specialty Regional Sales

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Current Period: Nov 2019



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



# Chain Topline

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**Current Period: Nov 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>	2,322,401	4,839,780	-21.7%	-20.5%	\$203,374,611	\$405,052,994	-19.2%	-18.9%	\$87.57	\$83.69	3.2%	2.1%
Shell Tops	380,819	1,299,905	-34.7%	-29.4%	\$20,656,343	\$70,255,645	-35.0%	-31.0%	\$54.24	\$54.05	-0.4%	-2.3%
Softshell Tops	98,256	194,369	-25.2%	-32.8%	\$5,956,698	\$13,483,459	-49.4%	-46.8%	\$60.62	\$69.37	-32.3%	-20.8%
Insulated Tops	982,851	1,682,223	-15.4%	-13.2%	\$122,919,759	\$215,860,824	-11.2%	-9.8%	\$125.06	\$128.32	5.0%	3.9%
Fleece Tops	573,845	1,102,330	-28.5%	-24.1%	\$38,595,517	\$76,502,305	-28.4%	-26.6%	\$67.26	\$69.40	0.1%	-3.2%
Other Outerwear Tops	94,093	225,166	106.7%	135.1%	\$4,361,399	\$10,935,307	123.4%	152.4%	\$46.35	\$48.57	8.1%	7.4%
Shell Bottoms	54,779	114,298	-20.1%	-29.1%	\$3,750,072	\$7,260,091	-26.8%	-30.9%	\$68.46	\$63.52	-8.3%	-2.6%
Softshell Bottoms	5,743	8,871	-7.1%	-17.3%	\$419,792	\$761,464	1.6%	3.9%	\$73.10	\$85.84	9.4%	25.5%
Insulated Bottoms	101,515	136,396	-23.6%	-20.7%	\$5,922,172	\$8,160,458	-20.4%	-17.4%	\$58.34	\$59.83	4.2%	4.1%
Fleece Bottoms	230	946	-78.8%	-45.8%	\$45,929	\$166,514	-44.9%	-5.4%	\$199.69	\$176.02	159.5%	74.3%
Other Outerwear Bottoms	13,444	17,808	600.2%	433.8%	\$442,871	\$586,289	82.7%	19.8%	\$32.94	\$32.92	-73.9%	-77.5%
Outerwear Suits	16,826	57,468	-46.6%	-53.6%	\$304,059	\$1,080,638	-51.8%	-58.0%	\$18.07	\$18.80	-9.7%	-9.3%
<b>Total Outerwear - JUNIORS</b>	440,442	1,069,351	-20.8%	-16.5%	\$21,739,158	\$52,914,613	-19.9%	-16.1%	\$49.36	\$49.48	1.2%	0.4%
Shell Tops	67,323	233,939	-41.2%	-35.1%	\$2,179,272	\$8,012,244	-41.4%	-30.3%	\$32.37	\$34.25	-0.2%	7.3%
Softshell Tops	26,229	42,811	469.5%	211.4%	\$620,443	\$1,281,764	197.8%	118.3%	\$23.65	\$29.94	-47.7%	-29.9%
Insulated Tops	180,490	401,670	-20.4%	-16.9%	\$12,994,006	\$30,038,028	-16.2%	-14.7%	\$71.99	\$74.78	5.3%	2.6%
Fleece Tops	65,394	200,909	-32.3%	-12.6%	\$1,956,359	\$5,822,217	-31.0%	-18.6%	\$29.92	\$28.98	2.0%	-6.9%
Other Outerwear Tops	18,875	44,824	158.4%	159.0%	\$569,797	\$1,314,653	127.7%	115.1%	\$30.19	\$29.33	-11.9%	-17.0%
Shell Bottoms	25,070	46,653	-2.7%	-2.4%	\$827,829	\$1,588,808	-19.9%	-13.4%	\$33.02	\$34.06	-17.7%	-11.3%
Softshell Bottoms	10	36	-61.5%	-50.7%	\$506	\$2,350	-74.0%	-20.6%	\$50.60	\$65.28	-32.5%	61.0%
Insulated Bottoms	47,141	77,453	-26.3%	-17.8%	\$2,163,536	\$3,863,740	-20.6%	-10.9%	\$45.89	\$49.88	7.7%	8.3%
Fleece Bottoms	26	156	-99.2%	-97.6%	\$1,144	\$7,286	-99.4%	-98.3%	\$44.00	\$46.71	-27.7%	-27.3%
Other Outerwear Bottoms	2,099	3,411	-41.5%	-30.4%	\$50,680	\$87,676	-41.7%	-36.1%	\$24.14	\$25.70	-0.3%	-8.1%
Outerwear Suits	7,785	17,489	-22.0%	-22.1%	\$375,586	\$895,847	-33.5%	-30.1%	\$48.24	\$51.22	-14.8%	-10.3%



# Internet 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: Nov 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>	1,095,773	2,137,309	-14.3%	-7.1%	\$158,516,896	\$281,926,700	-18.8%	-13.1%	\$144.66	\$131.91	-5.2%	-6.5%
Shell Tops	104,368	296,715	-17.7%	-16.5%	\$15,290,287	\$37,564,853	-21.0%	-13.4%	\$146.50	\$126.60	-4.0%	3.7%
Softshell Tops	19,303	54,423	-40.1%	-28.1%	\$2,261,870	\$5,779,917	-42.7%	-33.7%	\$117.18	\$106.20	-4.4%	-7.8%
Insulated Tops	514,835	897,953	-19.6%	-14.4%	\$93,878,284	\$152,514,647	-22.2%	-18.8%	\$182.35	\$169.85	-3.2%	-5.1%
Fleece Tops	330,173	643,000	-1.6%	11.2%	\$27,230,839	\$51,605,459	-6.0%	3.1%	\$82.47	\$80.26	-4.5%	-7.2%
Other Outerwear Tops	10,283	23,790	246.2%	299.5%	\$1,255,365	\$2,389,310	192.7%	206.4%	\$122.08	\$100.43	-15.5%	-23.3%
Shell Bottoms	55,760	113,245	-15.1%	-2.8%	\$9,732,007	\$17,343,525	-11.4%	-1.3%	\$174.53	\$153.15	4.4%	1.5%
Softshell Bottoms	8,555	20,358	-34.1%	-14.1%	\$1,215,038	\$2,538,101	-40.9%	-25.9%	\$142.03	\$124.67	-10.3%	-13.8%
Insulated Bottoms	48,203	79,745	-18.8%	-11.7%	\$7,079,260	\$11,106,876	-12.1%	-5.2%	\$146.86	\$139.28	8.2%	7.4%
Fleece Bottoms	243	445	-25.2%	-24.3%	\$27,773	\$52,086	-36.8%	-29.7%	\$114.29	\$117.05	-15.5%	-7.1%
Other Outerwear Bottoms	3,145	5,775	112.8%	127.4%	\$254,062	\$468,654	27.5%	45.7%	\$80.78	\$81.15	-40.1%	-35.9%
Outerwear Suits	905	1,860	-19.8%	3.0%	\$292,111	\$563,272	-24.3%	-5.2%	\$322.77	\$302.83	-5.7%	-8.0%

<b>Total Outerwear - JUNIORS</b>	157,668	388,478	-19.3%	-9.3%	\$12,737,872	\$28,165,323	-19.0%	-11.1%	\$80.79	\$72.50	0.4%	-2.0%
Shell Tops	5,973	33,373	-24.5%	-3.2%	\$341,714	\$1,573,205	-29.6%	-7.9%	\$57.21	\$47.14	-6.7%	-4.9%
Softshell Tops	290	778	163.6%	29.0%	\$21,222	\$50,186	134.4%	37.1%	\$73.18	\$64.51	-11.1%	6.2%
Insulated Tops	86,065	192,110	-17.4%	-12.3%	\$8,018,388	\$16,973,924	-18.2%	-12.5%	\$93.17	\$88.36	-1.1%	-0.2%
Fleece Tops	23,560	79,418	-16.4%	5.1%	\$1,304,973	\$4,004,277	-20.5%	-1.4%	\$55.39	\$50.42	-4.9%	-6.2%
Other Outerwear Tops	2,053	7,183	-3.1%	47.0%	\$145,776	\$381,839	-8.4%	16.5%	\$71.01	\$53.16	-5.5%	-20.7%
Shell Bottoms	1,725	5,780	-67.3%	-53.6%	\$91,881	\$251,036	-67.5%	-56.9%	\$53.26	\$43.43	-0.7%	-7.1%
Softshell Bottoms	103	155	71.7%	138.5%	\$11,753	\$18,269	83.9%	171.4%	\$114.11	\$117.86	7.1%	13.8%
Insulated Bottoms	24,018	44,115	-21.5%	-14.9%	\$1,693,082	\$2,970,734	-21.1%	-15.6%	\$70.49	\$67.34	0.6%	-0.8%
Fleece Bottoms	60	188	-14.3%	102.2%	\$3,867	\$11,353	-36.7%	48.4%	\$64.45	\$60.39	-26.1%	-26.6%
Other Outerwear Bottoms	858	1,550	-21.3%	-13.2%	\$40,377	\$72,110	-12.3%	-3.1%	\$47.06	\$46.52	11.4%	11.6%
Outerwear Suits	12,963	23,828	-18.4%	-13.7%	\$1,064,839	\$1,858,390	-6.4%	-5.6%	\$82.14	\$77.99	14.7%	9.4%