



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: Oct 2019

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All Channels Summary

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Current Period: Oct 2019

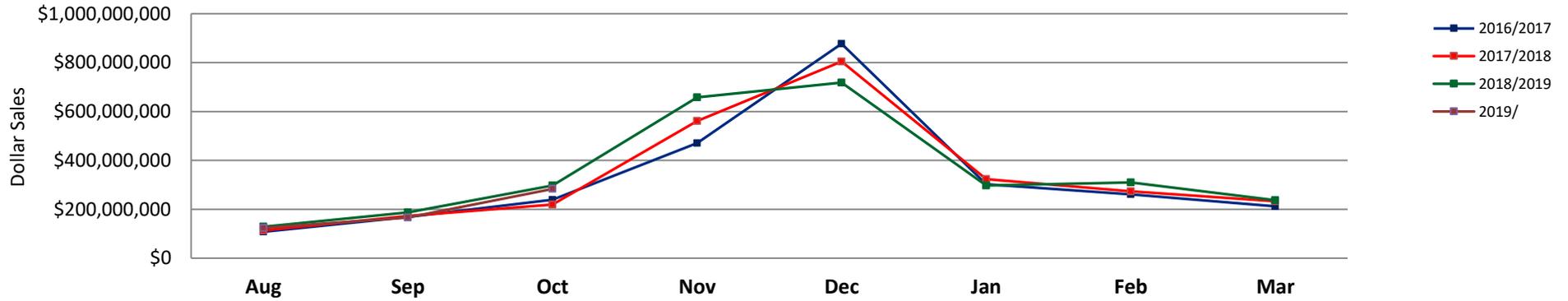
	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
Shell Tops	Sales: \$33,430,997 Units: -17% Dollars: -15%	↓	↓	Sales: \$96,827,932 Units: -23% Dollars: -20%	↓	↓
Softshell Tops	Sales: \$8,468,229 Units: -21% Dollars: -28%	↓	↓	Sales: \$15,839,052 Units: -26% Dollars: -29%	↓	↓
Insulated Tops	Sales: \$151,982,031 Units: -2% Dollars: 0%	↓	↓	Sales: \$267,332,746 Units: -3% Dollars: -1%	↓	↓
Fleece Tops	Sales: \$44,739,804 Units: -10% Dollars: -14%	↓	↓	Sales: \$98,239,450 Units: 1% Dollars: -7%	↑	↓
Other Outerwear Tops	Sales: \$4,907,136 Units: 126% Dollars: 127%	↑	↑	Sales: \$10,313,412 Units: 146% Dollars: 138%	↑	↑
Shell Bottoms	Sales: \$8,700,381 Units: -1% Dollars: 4%	↓	↑	Sales: \$18,050,090 Units: -12% Dollars: -6%	↓	↓
Softshell Bottoms	Sales: \$1,629,443 Units: 8% Dollars: 17%	↑	↑	Sales: \$3,364,129 Units: 14% Dollars: 17%	↑	↑
Insulated Bottoms	Sales: \$12,429,388 Units: 6% Dollars: 10%	↑	↑	Sales: \$22,320,427 Units: 2% Dollars: 4%	↑	↑
Fleece Bottoms	Sales: \$81,025 Units: -80% Dollars: -66%	↓	↓	Sales: \$202,566 Units: -67% Dollars: -50%	↓	↓
Other Outerwear Bottoms	Sales: \$365,257 Units: 107% Dollars: 6%	↑	↑	Sales: \$777,031 Units: 91% Dollars: 11%	↑	↑
Outerwear Suits	Sales: \$1,658,408 Units: -16% Dollars: -12%	↓	↓	Sales: \$4,046,383 Units: -33% Dollars: -9%	↓	↓



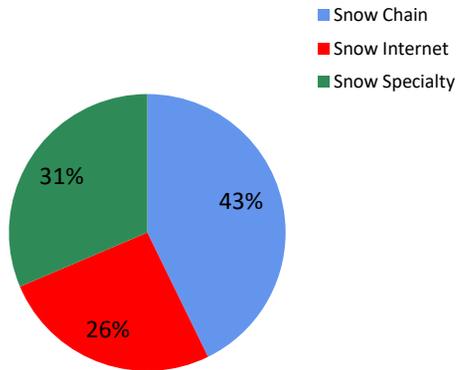
Dollar Analysis, Total Outerwear

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.

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

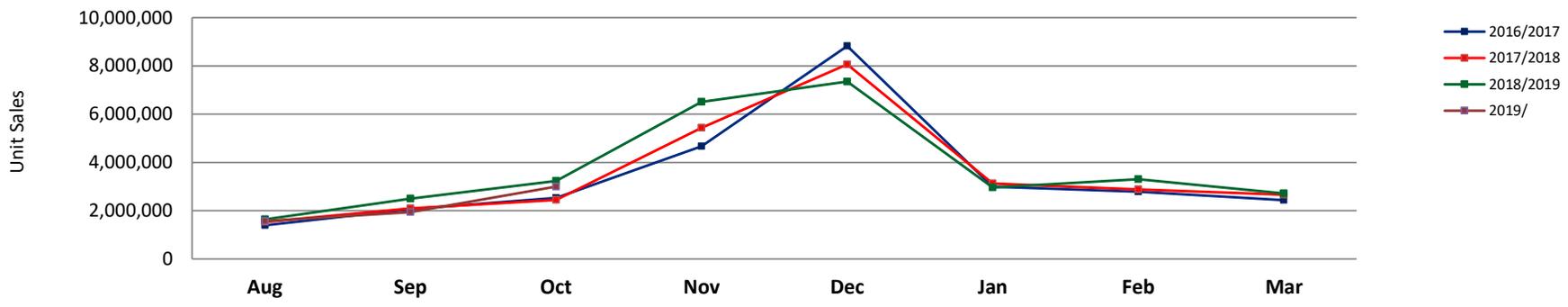




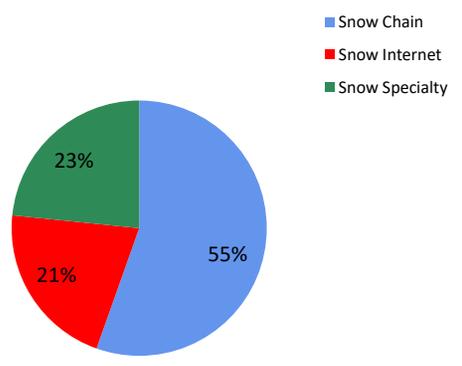
Unit Analysis, Total Outerwear

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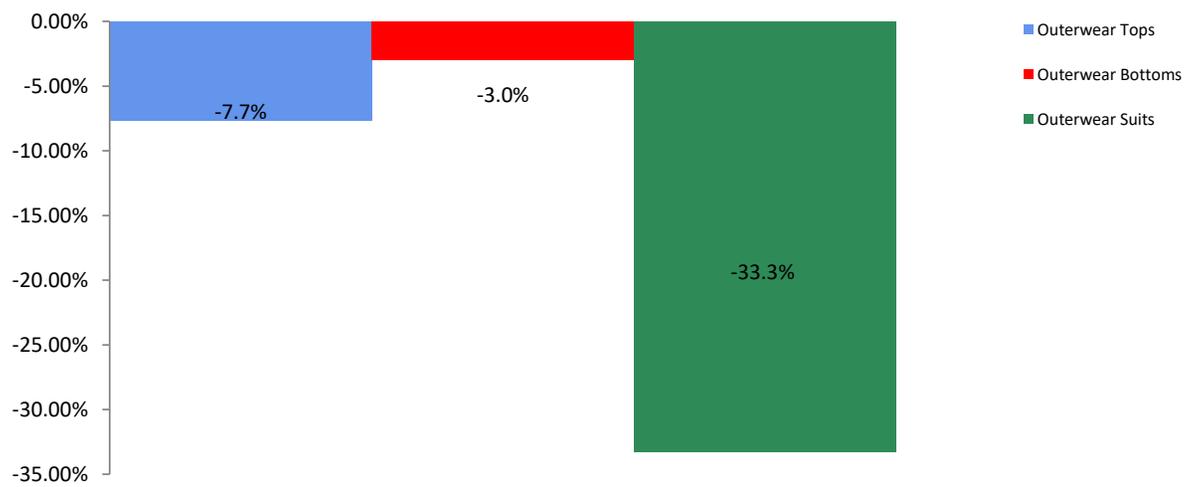
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



Total Outerwear Sales, All Stores, Season to Date





All Channels Topline

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Current Period: Oct 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	2,118,684	4,613,165	-5.5%	-8.5%	\$233,248,998	\$468,731,713	-3.9%	-6.4%	\$110.09	\$101.61	1.7%	2.3%
Shell Tops	441,613	1,251,698	-15.9%	-22.9%	\$30,599,916	\$88,520,055	-14.5%	-19.9%	\$69.29	\$70.72	1.7%	3.9%
Softshell Tops	90,161	165,526	-25.2%	-28.8%	\$8,086,809	\$15,261,188	-29.9%	-30.6%	\$89.69	\$92.20	-6.3%	-2.5%
Insulated Tops	813,934	1,502,262	0.3%	-1.6%	\$130,203,753	\$229,736,875	1.3%	-0.5%	\$159.97	\$152.93	1.0%	1.1%
Fleece Tops	510,751	1,164,594	-9.8%	0.4%	\$41,089,746	\$89,390,141	-13.8%	-7.2%	\$80.45	\$76.76	-4.4%	-7.6%
Other Outerwear Tops	73,188	155,390	136.0%	166.2%	\$4,127,583	\$8,839,893	141.2%	163.1%	\$56.40	\$56.89	2.2%	-1.2%
Shell Bottoms	72,772	163,895	-1.6%	-12.8%	\$8,115,651	\$16,814,813	6.1%	-4.8%	\$111.52	\$102.60	7.8%	9.1%
Softshell Bottoms	12,087	25,054	6.9%	8.8%	\$1,603,417	\$3,209,015	16.2%	12.5%	\$132.66	\$128.08	8.7%	3.4%
Insulated Bottoms	75,277	129,644	7.7%	-1.2%	\$8,476,338	\$14,746,807	15.1%	4.2%	\$112.60	\$113.75	6.9%	5.5%
Fleece Bottoms	459	1,245	-20.2%	-13.3%	\$72,310	\$184,668	-9.0%	1.8%	\$157.54	\$148.33	14.0%	17.4%
Other Outerwear Bottoms	5,051	8,926	193.0%	121.8%	\$259,771	\$542,067	-0.8%	-3.6%	\$51.43	\$60.73	-66.1%	-56.6%
Outerwear Suits	23,391	44,931	-22.2%	-52.2%	\$613,704	\$1,486,191	-21.8%	-36.7%	\$26.24	\$33.08	0.5%	32.3%
Total Outerwear - JUNIORS	535,936	1,158,644	-7.5%	-4.7%	\$35,143,099	\$68,581,503	-7.5%	-5.3%	\$65.57	\$59.19	-0.1%	-0.6%
Shell Tops	71,878	219,544	-20.2%	-25.2%	\$2,831,080	\$8,307,877	-17.5%	-20.0%	\$39.39	\$37.84	3.3%	6.9%
Softshell Tops	9,003	12,920	82.7%	29.1%	\$381,420	\$577,864	79.5%	35.9%	\$42.37	\$44.73	-1.8%	5.3%
Insulated Tops	249,260	455,197	-9.0%	-6.0%	\$21,778,278	\$37,595,871	-7.5%	-6.2%	\$87.37	\$82.59	1.7%	-0.2%
Fleece Tops	98,951	241,057	-11.5%	5.4%	\$3,650,057	\$8,849,309	-18.1%	-4.0%	\$36.89	\$36.71	-7.5%	-8.9%
Other Outerwear Tops	17,352	38,755	91.7%	88.6%	\$779,554	\$1,473,519	72.0%	51.3%	\$44.93	\$38.02	-10.3%	-19.8%
Shell Bottoms	14,326	32,907	2.3%	-6.1%	\$584,730	\$1,235,277	-14.0%	-15.3%	\$40.82	\$37.54	-15.9%	-9.8%
Softshell Bottoms	232	1,613	57.8%	358.2%	\$26,025	\$155,114	69.0%	420.0%	\$112.18	\$96.16	7.1%	13.5%
Insulated Bottoms	57,679	113,931	4.1%	6.0%	\$3,953,050	\$7,573,619	1.8%	2.4%	\$68.54	\$66.48	-2.2%	-3.4%
Fleece Bottoms	143	322	-94.0%	-90.3%	\$8,715	\$17,898	-94.4%	-91.9%	\$60.94	\$55.58	-6.9%	-16.4%
Other Outerwear Bottoms	2,193	4,569	23.4%	49.8%	\$105,486	\$234,963	27.8%	67.1%	\$48.10	\$51.43	3.6%	11.6%
Outerwear Suits	14,919	37,829	-4.8%	25.7%	\$1,044,704	\$2,560,192	-5.4%	21.7%	\$70.03	\$67.68	-0.6%	-3.2%



Specialty Topline

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Current Period: Oct 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	436,274	1,038,620	13.0%	15.3%	\$68,199,548	\$142,848,008	15.7%	15.1%	\$156.32	\$137.54	2.4%	-0.2%
Shell Tops	40,338	136,773	0.3%	0.8%	\$5,559,095	\$15,998,418	6.5%	-0.3%	\$137.81	\$116.97	6.2%	-1.1%
Softshell Tops	13,478	34,331	3.1%	11.8%	\$1,838,576	\$4,195,487	9.9%	18.2%	\$136.41	\$122.21	6.7%	5.7%
Insulated Tops	198,586	417,860	20.7%	22.4%	\$40,581,211	\$77,918,642	23.0%	24.3%	\$204.35	\$186.47	1.9%	1.6%
Fleece Tops	119,754	311,748	5.2%	14.7%	\$11,048,122	\$27,079,577	-2.6%	4.5%	\$92.26	\$86.86	-7.4%	-8.9%
Other Outerwear Tops	4,429	11,880	128.8%	130.2%	\$538,265	\$1,212,504	88.1%	90.9%	\$121.53	\$102.06	-17.8%	-17.1%
Shell Bottoms	20,500	46,606	5.0%	5.2%	\$3,066,156	\$5,688,992	12.8%	0.6%	\$149.57	\$122.07	7.4%	-4.3%
Softshell Bottoms	5,157	10,171	39.8%	30.9%	\$839,854	\$1,550,898	44.6%	33.3%	\$162.86	\$152.48	3.4%	1.9%
Insulated Bottoms	32,282	63,634	15.0%	3.8%	\$4,604,981	\$8,548,170	17.5%	6.0%	\$142.65	\$134.33	2.2%	2.1%
Fleece Bottoms	99	326	-53.7%	-35.7%	\$6,739	\$39,770	-74.3%	-31.4%	\$68.07	\$121.99	-44.4%	6.6%
Other Outerwear Bottoms	706	1,961	11.2%	27.7%	\$51,961	\$178,242	-48.4%	-7.7%	\$73.60	\$90.89	-53.6%	-27.7%
Outerwear Suits	945	3,330	165.4%	321.0%	\$64,588	\$437,308	-15.6%	117.7%	\$68.35	\$131.32	-68.2%	-48.3%
Total Outerwear - JUNIORS	118,791	300,621	0.2%	15.8%	\$9,965,831	\$22,077,150	-2.1%	7.9%	\$83.89	\$73.44	-2.3%	-6.8%
Shell Tops	5,255	20,314	-27.3%	-0.6%	\$314,618	\$1,034,771	-41.9%	-20.0%	\$59.87	\$50.94	-20.1%	-19.5%
Softshell Tops	142	322	-15.0%	-11.3%	\$8,582	\$15,246	-0.2%	-17.5%	\$60.44	\$47.35	17.4%	-7.0%
Insulated Tops	57,343	131,065	3.5%	14.8%	\$5,826,479	\$11,830,899	2.6%	9.3%	\$101.61	\$90.27	-0.8%	-4.8%
Fleece Tops	18,154	49,629	-10.1%	3.8%	\$904,332	\$2,282,667	-16.7%	-7.8%	\$49.81	\$45.99	-7.3%	-11.1%
Other Outerwear Tops	3,036	7,002	-2.6%	-6.8%	\$251,778	\$431,940	37.8%	2.8%	\$82.93	\$61.69	41.6%	10.4%
Shell Bottoms	2,793	6,037	8.9%	9.5%	\$157,073	\$288,344	-10.9%	-16.3%	\$56.24	\$47.76	-18.2%	-23.6%
Softshell Bottoms	186	1,535	43.1%	411.7%	\$20,134	\$146,753	36.9%	415.3%	\$108.25	\$95.60	-4.3%	0.7%
Insulated Bottoms	27,158	64,842	3.1%	15.1%	\$2,124,140	\$4,630,650	-3.9%	4.7%	\$78.21	\$71.41	-6.8%	-9.1%
Fleece Bottoms	33	64	-54.2%	-54.9%	\$2,835	\$4,271	16.5%	-12.0%	\$85.91	\$66.73	154.3%	95.3%
Other Outerwear Bottoms	849	2,544	32.2%	146.5%	\$59,744	\$164,251	47.6%	167.8%	\$70.37	\$64.56	11.6%	8.7%
Outerwear Suits	3,842	17,267	44.7%	192.7%	\$296,116	\$1,247,358	24.8%	124.1%	\$77.07	\$72.24	-13.7%	-23.5%

Current Period: Oct 2019

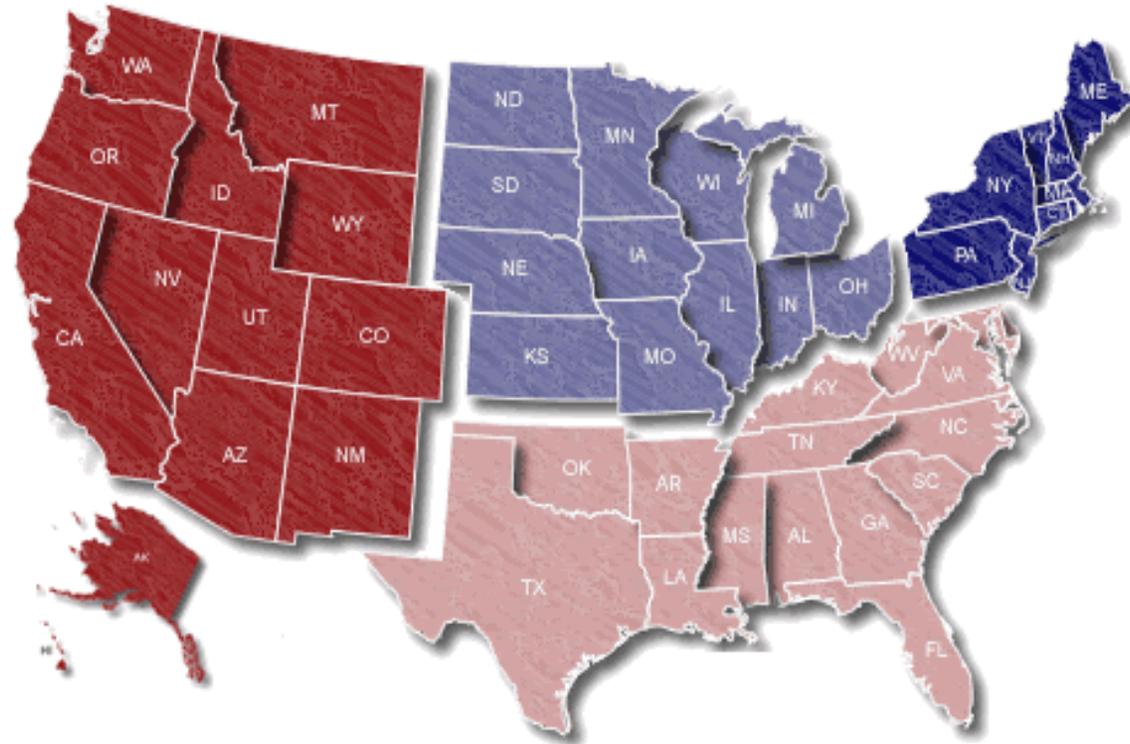
Midwest

32.3% / 58.7%

Northeast

32.4% / 12.9%

West
26.8% / 3.0%



South
8.5% / -5.6%

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



Chain Topline

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Current Period: Oct 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	1,303,705	2,531,780	-11.3%	-18.9%	\$113,608,664	\$202,563,944	-11.8%	-18.2%	\$87.14	\$80.01	-0.6%	0.9%
Shell Tops	345,348	920,738	-18.8%	-26.9%	\$17,769,525	\$49,960,019	-23.5%	-29.1%	\$51.45	\$54.26	-5.8%	-3.0%
Softshell Tops	63,890	96,000	-30.0%	-39.2%	\$4,923,028	\$7,517,448	-38.7%	-44.6%	\$77.05	\$78.31	-12.4%	-8.9%
Insulated Tops	449,570	696,645	-4.2%	-9.9%	\$61,720,985	\$92,512,369	-2.7%	-7.9%	\$137.29	\$132.80	1.5%	2.2%
Fleece Tops	295,253	545,341	-17.9%	-16.2%	\$21,752,312	\$38,959,546	-22.2%	-22.5%	\$73.67	\$71.44	-5.2%	-7.5%
Other Outerwear Tops	63,309	129,898	128.9%	158.4%	\$3,108,294	\$6,496,732	147.8%	172.9%	\$49.10	\$50.01	8.2%	5.6%
Shell Bottoms	30,560	59,559	-14.6%	-35.7%	\$1,748,457	\$3,519,161	-22.4%	-34.7%	\$57.21	\$59.09	-9.2%	1.5%
Softshell Bottoms	2,138	3,136	-27.5%	-30.9%	\$215,599	\$342,080	8.6%	6.9%	\$100.84	\$109.08	49.8%	54.7%
Insulated Bottoms	27,920	34,748	-1.9%	-11.1%	\$1,795,673	\$2,217,134	3.0%	-9.4%	\$64.31	\$63.81	4.9%	1.9%
Fleece Bottoms	255	716	1.6%	8.3%	\$53,264	\$120,585	34.5%	30.0%	\$208.88	\$168.41	32.4%	20.0%
Other Outerwear Bottoms	3,478	4,358	431.8%	208.0%	\$113,706	\$142,291	4.8%	-42.3%	\$32.69	\$32.65	-80.3%	-81.3%
Outerwear Suits	21,984	40,641	-25.4%	-56.0%	\$407,821	\$776,579	-33.7%	-60.0%	\$18.55	\$19.11	-11.1%	-9.0%
Total Outerwear - JUNIORS	323,870	627,406	-9.3%	-13.2%	\$17,826,121	\$31,096,096	-9.5%	-13.5%	\$55.04	\$49.56	-0.2%	-0.3%
Shell Tops	60,105	171,495	-22.0%	-30.3%	\$2,174,353	\$6,016,914	-15.7%	-23.3%	\$36.18	\$35.09	8.1%	10.1%
Softshell Tops	8,669	12,118	85.4%	32.6%	\$358,850	\$534,109	81.1%	41.0%	\$41.39	\$44.08	-2.4%	6.4%
Insulated Tops	142,775	219,601	-11.2%	-14.0%	\$11,292,135	\$16,935,097	-9.8%	-13.8%	\$79.09	\$77.12	1.6%	0.2%
Fleece Tops	62,040	135,515	-14.9%	1.7%	\$1,767,981	\$3,865,855	-24.5%	-10.5%	\$28.50	\$28.53	-11.4%	-12.0%
Other Outerwear Tops	12,274	25,661	157.6%	156.6%	\$385,553	\$722,164	111.0%	100.0%	\$31.41	\$28.14	-18.1%	-22.1%
Shell Bottoms	10,183	21,580	10.9%	-2.2%	\$367,217	\$760,779	-5.4%	-5.2%	\$36.06	\$35.25	-14.7%	-3.1%
Softshell Bottoms	4	26	-75.0%	-43.5%	\$655	\$1,844	-6.2%	82.6%	\$163.75	\$70.92	275.1%	223.0%
Insulated Bottoms	21,284	30,264	16.8%	0.2%	\$1,157,659	\$1,696,035	24.2%	5.2%	\$54.39	\$56.04	6.4%	5.0%
Fleece Bottoms	50	130	-97.8%	-95.9%	\$2,184	\$6,142	-98.6%	-97.1%	\$43.68	\$47.25	-34.2%	-30.4%
Other Outerwear Bottoms	986	1,313	19.8%	0.2%	\$26,993	\$36,996	-7.6%	-26.3%	\$27.38	\$28.18	-22.8%	-26.4%
Outerwear Suits	5,500	9,703	-11.1%	-22.2%	\$292,541	\$520,161	-19.9%	-27.4%	\$53.19	\$53.61	-10.0%	-6.7%



Internet Topline

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Current Period: Oct 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	378,711	1,042,771	-1.6%	2.2%	\$51,440,787	\$123,319,764	-6.3%	-4.5%	\$135.83	\$118.26	-4.8%	-6.6%
Shell Tops	55,928	194,188	-6.2%	-15.0%	\$7,271,297	\$22,561,619	-0.8%	-6.1%	\$130.01	\$116.18	5.8%	10.5%
Softshell Tops	12,793	35,195	-20.7%	-20.0%	\$1,325,204	\$3,548,253	-27.8%	-27.1%	\$103.59	\$100.82	-9.0%	-8.9%
Insulated Tops	165,778	387,758	-6.7%	-6.0%	\$27,901,557	\$59,305,864	-13.0%	-12.4%	\$168.31	\$152.95	-6.7%	-6.9%
Fleece Tops	95,745	307,505	3.2%	29.5%	\$8,289,312	\$23,351,018	-1.2%	15.6%	\$86.58	\$75.94	-4.3%	-10.7%
Other Outerwear Tops	5,450	13,613	285.2%	364.1%	\$481,024	\$1,130,656	181.9%	228.3%	\$88.26	\$83.06	-26.8%	-29.3%
Shell Bottoms	21,713	57,730	16.4%	13.1%	\$3,301,038	\$7,606,660	23.2%	14.8%	\$152.03	\$131.76	5.9%	1.4%
Softshell Bottoms	4,793	11,748	2.7%	9.5%	\$547,963	\$1,316,038	-8.7%	-3.9%	\$114.33	\$112.02	-11.2%	-12.3%
Insulated Bottoms	15,075	31,263	12.6%	1.3%	\$2,075,684	\$3,981,503	21.8%	9.6%	\$137.69	\$127.36	8.2%	8.2%
Fleece Bottoms	105	203	-4.5%	-24.3%	\$12,308	\$24,314	-9.9%	-20.7%	\$117.22	\$119.77	-5.7%	4.7%
Other Outerwear Bottoms	868	2,608	99.5%	143.1%	\$94,104	\$221,534	79.3%	80.2%	\$108.41	\$84.94	-10.1%	-25.8%
Outerwear Suits	463	960	107.6%	43.3%	\$141,296	\$272,305	52.2%	31.6%	\$305.17	\$283.65	-26.7%	-8.2%

Total Outerwear - JUNIORS	93,282	230,620	-10.0%	-1.4%	\$7,351,149	\$15,408,260	-9.8%	-3.7%	\$78.81	\$66.81	0.3%	-2.4%
Shell Tops	6,518	27,735	12.3%	2.9%	\$342,110	\$1,256,193	9.5%	0.6%	\$52.49	\$45.29	-2.5%	-2.3%
Softshell Tops	193	480	127.1%	-4.0%	\$13,988	\$28,510	146.7%	2.4%	\$72.48	\$59.40	8.7%	6.6%
Insulated Tops	49,143	104,530	-14.7%	-9.0%	\$4,659,663	\$8,829,876	-12.7%	-7.8%	\$94.82	\$84.47	2.3%	1.3%
Fleece Tops	18,758	55,913	0.1%	17.5%	\$977,745	\$2,700,787	-5.2%	11.4%	\$52.12	\$48.30	-5.2%	-5.2%
Other Outerwear Tops	2,043	6,093	74.2%	100.9%	\$142,222	\$319,415	61.9%	65.7%	\$69.61	\$52.42	-7.0%	-17.5%
Shell Bottoms	1,350	5,290	-40.0%	-29.4%	\$60,440	\$186,154	-47.4%	-40.3%	\$44.77	\$35.19	-12.4%	-15.4%
Softshell Bottoms	43	53		960.0%	\$5,237	\$6,516		1822.1%	\$121.79	\$122.94		81.3%
Insulated Bottoms	9,238	18,825	-14.6%	-10.1%	\$671,251	\$1,246,934	-9.2%	-8.4%	\$72.66	\$66.24	6.4%	1.9%
Fleece Bottoms	60	128	1100.0%	456.5%	\$3,696	\$7,486	572.3%	385.2%	\$61.60	\$58.48	-44.0%	-12.8%
Other Outerwear Bottoms	358	713	14.4%	0.7%	\$18,750	\$33,716	45.7%	16.1%	\$52.37	\$47.29	27.4%	15.3%
Outerwear Suits	5,578	10,860	-18.4%	-7.4%	\$456,047	\$792,673	-9.0%	-4.6%	\$81.76	\$72.99	11.4%	3.1%