



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 2019

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All Channels Summary

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Current Period: Mar 2019

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
Shell Tops	Sales: \$44,912,222 Units: -5% Dollars: -4%	↓	↓	Sales: \$354,053,551 Units: 8% Dollars: 1%	↑	↑
Softshell Tops	Sales: \$6,628,692 Units: -19% Dollars: -15%	↓	↓	Sales: \$89,791,909 Units: -14% Dollars: -13%	↓	↓
Insulated Tops	Sales: \$86,056,432 Units: -1% Dollars: -3%	↓	↓	Sales: \$1,172,307,506 Units: 7% Dollars: 6%	↑	↑
Fleece Tops	Sales: \$33,870,540 Units: 18% Dollars: 19%	↑	↑	Sales: \$446,777,162 Units: -5% Dollars: -1%	↓	↓
Other Outerwear Tops	Sales: \$4,042,025 Units: 156% Dollars: 160%	↑	↑	Sales: \$27,179,412 Units: 421% Dollars: 413%	↑	↑
Shell Bottoms	Sales: \$14,626,560 Units: -9% Dollars: 5%	↓	↑	Sales: \$139,766,794 Units: 15% Dollars: 15%	↑	↑
Softshell Bottoms	Sales: \$3,296,898 Units: -5% Dollars: 11%	↓	↑	Sales: \$27,996,810 Units: -14% Dollars: 5%	↓	↑
Insulated Bottoms	Sales: \$21,642,462 Units: -11% Dollars: -6%	↓	↓	Sales: \$235,200,155 Units: 8% Dollars: 7%	↑	↑
Fleece Bottoms	Sales: \$95,720 Units: -13% Dollars: -41%	↓	↓	Sales: \$1,008,252 Units: -5% Dollars: -29%	↓	↓
Other Outerwear Bottoms	Sales: \$683,966 Units: 166% Dollars: 184%	↑	↑	Sales: \$6,271,653 Units: 81% Dollars: 177%	↑	↑
Outerwear Suits	Sales: \$1,023,067 Units: 11%	↑	↑	Sales: \$12,579,202 Units: 45%	↑	↑

Dollars: 16%



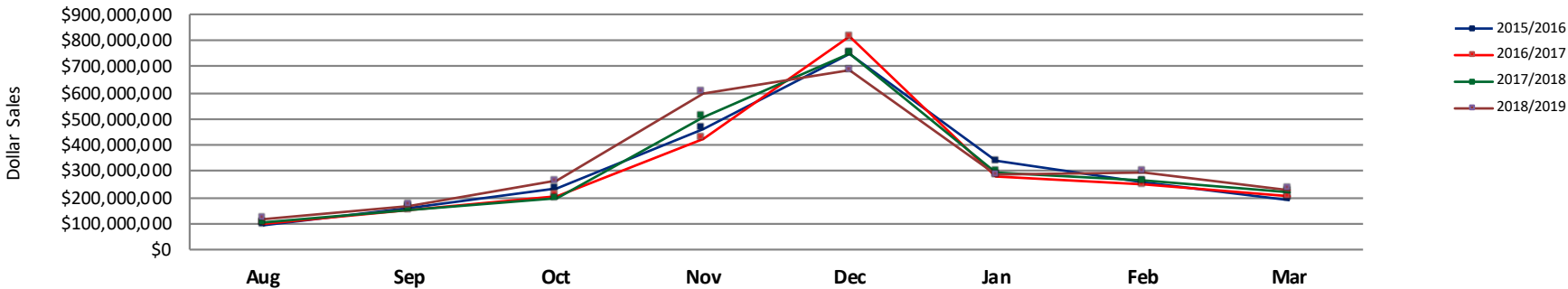
Dollars: 31%



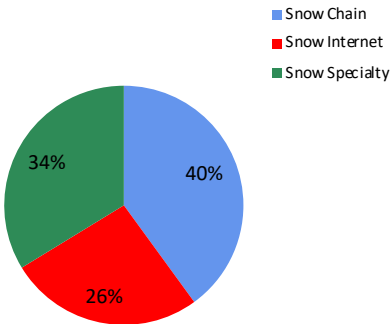


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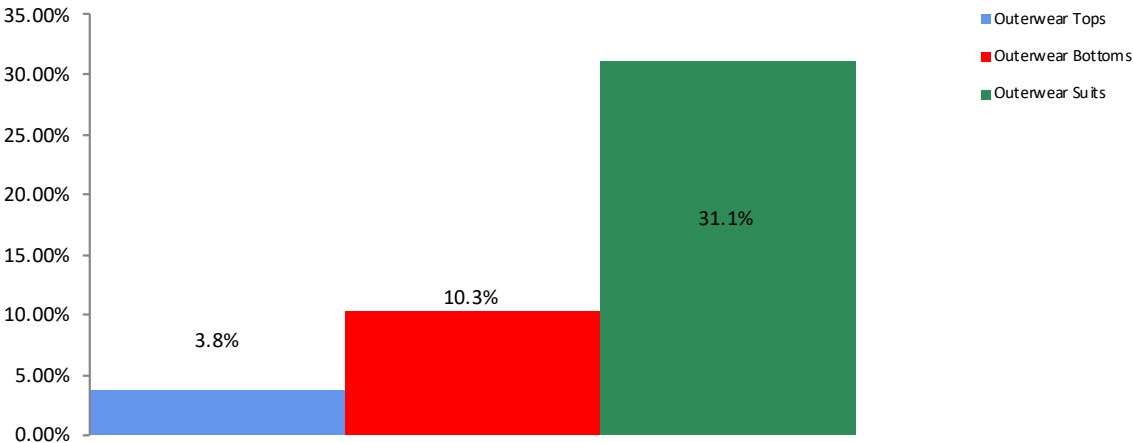
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



Dollar Sales By Channel, Season to Date



Total Outerwear Sales, All Stores, Season to Date

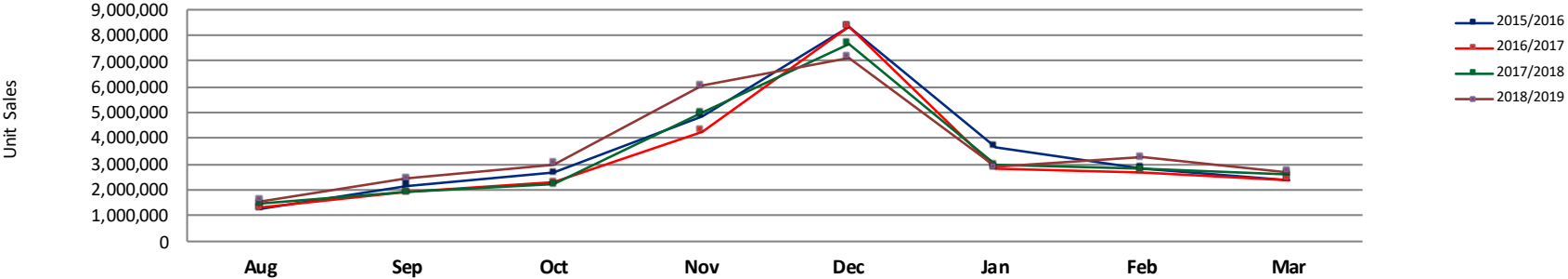




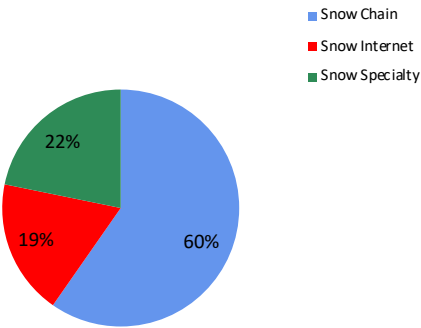
Unit Analysis, Total Outerwear

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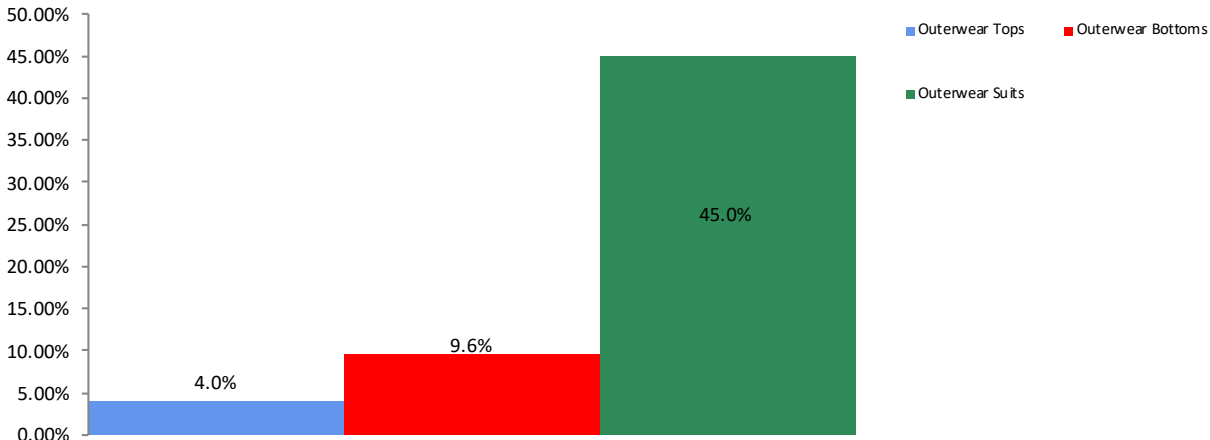
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



Total Outerwear Sales, All Stores, Season to Date





All Channels Topline

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Current Period: Mar 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	1,916,534	21,304,590	2.1%	3.9%	\$196,135,692	\$2,259,627,128	1.5%	4.2%	\$102.34	\$106.06	-0.6%	0.3%
Shell Tops	536,080	4,663,857	-5.2%	3.9%	\$40,891,302	\$321,849,871	-4.2%	-1.2%	\$76.28	\$69.01	1.0%	-4.9%
Softshell Tops	59,842	884,688	-17.7%	-13.6%	\$6,554,223	\$88,363,574	-14.2%	-12.5%	\$109.53	\$99.88	4.3%	1.2%
Insulated Tops	515,420	6,609,120	-1.5%	6.5%	\$76,882,121	\$1,047,178,868	-3.5%	6.0%	\$149.16	\$158.44	-2.1%	-0.4%
Fleece Tops	402,332	5,213,525	21.7%	-5.2%	\$31,557,080	\$417,464,001	21.3%	-1.0%	\$78.44	\$80.07	-0.3%	4.4%
Other Outerwear Tops	57,520	373,480	176.8%	815.1%	\$3,602,693	\$23,539,134	184.9%	709.8%	\$62.63	\$63.03	2.9%	-11.5%
Shell Bottoms	121,244	1,170,451	-5.1%	14.2%	\$14,247,746	\$133,448,454	7.5%	16.0%	\$117.51	\$114.01	13.3%	1.6%
Softshell Bottoms	24,063	194,838	-5.7%	-11.0%	\$3,254,433	\$27,597,854	10.8%	5.4%	\$135.25	\$141.65	17.5%	18.5%
Insulated Bottoms	161,165	1,894,885	-11.1%	4.3%	\$17,702,605	\$186,954,663	-5.9%	4.5%	\$109.84	\$98.66	5.9%	0.2%
Fleece Bottoms	528	6,143	-46.1%	-22.7%	\$71,638	\$766,214	-55.1%	-41.7%	\$135.68	\$124.73	-16.6%	-24.6%
Other Outerwear Bottoms	5,728	37,497	288.6%	163.4%	\$620,350	\$5,403,747	205.2%	227.2%	\$108.30	\$144.11	-21.5%	24.2%
Outerwear Suits	32,612	256,106	17.1%	57.1%	\$751,501	\$7,060,748	21.1%	34.8%	\$23.04	\$27.57	3.4%	-14.1%
Total Outerwear - JUNIORS	405,321	4,337,557	-3.8%	12.8%	\$20,742,891	\$253,305,280	1.2%	10.8%	\$51.18	\$58.40	5.3%	-1.8%
Shell Tops	114,074	934,307	-3.9%	32.9%	\$4,020,919	\$32,203,680	1.8%	27.5%	\$35.25	\$34.47	6.0%	-4.0%
Softshell Tops	1,403	38,928	-41.9%	-30.2%	\$74,469	\$1,428,336	-35.2%	-33.2%	\$53.08	\$36.69	11.4%	-4.3%
Insulated Tops	137,369	1,491,558	-0.4%	6.9%	\$9,174,311	\$125,128,638	6.7%	8.7%	\$66.79	\$83.89	7.1%	1.7%
Fleece Tops	61,087	760,771	-1.7%	-1.6%	\$2,313,459	\$29,313,162	-2.7%	-3.2%	\$37.87	\$38.53	-1.1%	-1.6%
Other Outerwear Tops	11,376	77,838	86.3%	69.9%	\$439,332	\$3,640,278	51.8%	51.9%	\$38.62	\$46.77	-18.5%	-10.6%
Shell Bottoms	9,784	162,576	-37.8%	24.8%	\$378,815	\$6,318,340	-41.8%	4.3%	\$38.72	\$38.86	-6.4%	-16.4%
Softshell Bottoms	488	3,494	30.5%	-66.6%	\$42,465	\$398,956	19.7%	-30.7%	\$87.02	\$114.18	-8.3%	107.5%
Insulated Bottoms	63,692	767,051	-10.9%	19.3%	\$3,939,857	\$48,245,492	-5.6%	15.9%	\$61.86	\$62.90	5.9%	-2.8%
Fleece Bottoms	424	3,467	262.4%	62.8%	\$24,082	\$242,038	490.0%	141.5%	\$56.80	\$69.81	62.8%	48.3%
Other Outerwear Bottoms	1,308	19,688	11.8%	13.6%	\$63,616	\$867,906	70.4%	42.1%	\$48.64	\$44.08	52.4%	25.1%
Outerwear Suits	4,316	77,879	-19.1%	15.7%	\$271,566	\$5,518,454	3.9%	26.5%	\$62.92	\$70.86	28.4%	9.4%



Specialty Topline

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Current Period: Mar 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	650,278	4,917,716	7.9%	2.0%	\$91,020,349	\$766,041,482	6.0%	3.8%	\$139.97	\$155.77	-1.8%	1.7%
Shell Tops	59,064	397,648	0.5%	5.9%	\$8,942,016	\$59,573,265	6.0%	9.4%	\$151.40	\$149.81	5.4%	3.3%
Softshell Tops	13,350	114,523	-19.3%	-12.3%	\$1,646,766	\$14,888,435	-17.0%	-9.7%	\$123.35	\$130.00	2.9%	3.0%
Insulated Tops	217,230	1,753,823	6.3%	0.4%	\$39,885,826	\$367,302,173	1.0%	0.0%	\$183.61	\$209.43	-5.0%	-0.4%
Fleece Tops	138,312	1,224,831	22.8%	-2.6%	\$12,278,108	\$119,782,818	24.3%	0.5%	\$88.77	\$97.80	1.2%	3.1%
Other Outerwear Tops	8,070	41,585	366.2%	501.2%	\$1,273,302	\$7,804,711	432.4%	590.9%	\$157.78	\$187.68	14.2%	14.9%
Shell Bottoms	66,222	425,343	9.5%	15.8%	\$9,010,964	\$61,220,436	11.4%	14.8%	\$136.07	\$143.93	1.7%	-0.8%
Softshell Bottoms	17,228	105,615	7.2%	4.5%	\$2,306,097	\$16,271,943	15.6%	14.3%	\$133.86	\$154.07	7.9%	9.4%
Insulated Bottoms	127,795	832,950	-2.0%	1.2%	\$15,153,586	\$115,270,828	-2.1%	4.9%	\$118.58	\$138.39	-0.1%	3.6%
Fleece Bottoms	254	1,782	-65.4%	-32.8%	\$43,667	\$282,489	-69.0%	-47.5%	\$171.92	\$158.52	-10.4%	-21.8%
Other Outerwear Bottoms	2,303	16,024	251.1%	245.0%	\$400,942	\$2,881,070	291.3%	345.4%	\$174.10	\$179.80	11.5%	29.1%
Outerwear Suits	450	3,592	99.1%	-9.3%	\$79,075	\$763,314	375.8%	20.6%	\$175.72	\$212.50	139.0%	32.9%
Total Outerwear - JUNIORS	150,169	1,149,638	10.4%	7.5%	\$10,405,392	\$97,010,181	6.5%	10.3%	\$69.29	\$84.38	-3.5%	2.6%
Shell Tops	9,803	65,156	10.6%	25.0%	\$698,276	\$4,858,647	16.4%	28.8%	\$71.23	\$74.57	5.2%	3.0%
Softshell Tops	154	1,401	-8.3%	-23.0%	\$12,389	\$85,454	-4.0%	-23.6%	\$80.45	\$61.00	4.8%	-0.7%
Insulated Tops	58,294	454,313	18.6%	7.7%	\$4,811,368	\$46,578,612	5.8%	7.7%	\$82.54	\$102.53	-10.8%	0.0%
Fleece Tops	20,603	169,362	18.8%	2.4%	\$950,798	\$9,088,923	31.2%	13.3%	\$46.15	\$53.67	10.5%	10.6%
Other Outerwear Tops	3,131	25,024	-6.1%	-9.2%	\$161,733	\$1,596,678	-13.0%	-0.3%	\$51.66	\$63.81	-7.3%	9.7%
Shell Bottoms	3,303	33,993	-42.8%	3.4%	\$181,746	\$1,997,847	-43.9%	-14.8%	\$55.02	\$58.77	-1.9%	-17.6%
Softshell Bottoms	465	3,221	42.2%	2.4%	\$41,139	\$377,961	22.6%	-1.9%	\$88.47	\$117.34	-13.8%	-4.2%
Insulated Bottoms	51,223	367,905	5.8%	8.4%	\$3,304,910	\$29,915,550	4.1%	12.2%	\$64.52	\$81.31	-1.6%	3.4%
Fleece Bottoms	313	1,948	229.5%	28.0%	\$17,494	\$123,080	372.8%	71.4%	\$55.89	\$63.18	43.5%	33.9%
Other Outerwear Bottoms	748	6,018	54.5%	22.8%	\$49,094	\$455,762	95.1%	57.0%	\$65.63	\$75.73	26.2%	27.9%
Outerwear Suits	2,132	21,297	5.1%	13.1%	\$176,445	\$1,931,667	29.1%	33.4%	\$82.76	\$90.70	22.8%	18.0%



Specialty Regional Sales

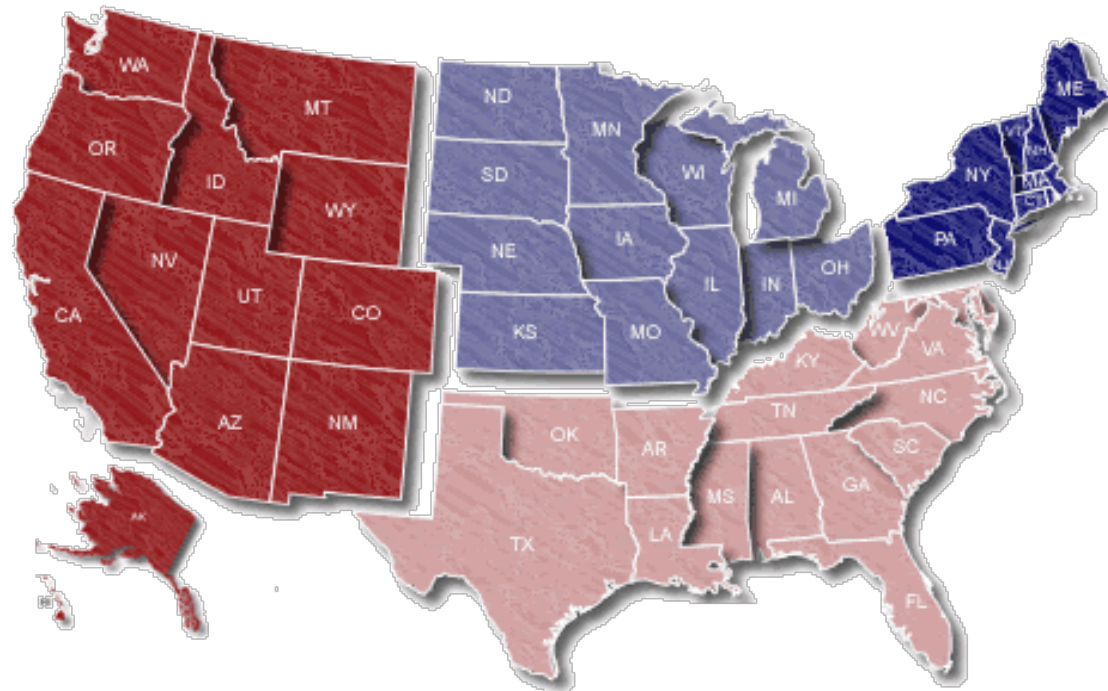
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Midwest

15.5% / -13.8%

West
37.5% / 12.6%



Northeast
27.0% / 12.7%

South
20.0% / 0.6%

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



Chain Topline

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Current Period: Mar 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	837,097	12,180,742	-6.7%	3.9%	\$52,114,398	\$893,954,031	-13.7%	1.7%	\$62.26	\$73.39	-7.4%	-2.1%
Shell Tops	389,364	3,638,564	-8.0%	2.8%	\$21,368,629	\$182,435,349	-15.0%	-9.0%	\$54.88	\$50.14	-7.6%	-11.4%
Softshell Tops	27,321	620,975	-24.9%	-14.8%	\$2,602,477	\$55,419,122	-22.8%	-15.0%	\$95.26	\$89.25	2.8%	-0.2%
Insulated Tops	145,488	3,071,755	-11.6%	8.2%	\$13,130,039	\$355,576,016	-18.0%	9.8%	\$90.25	\$115.76	-7.2%	1.5%
Fleece Tops	140,788	2,869,946	-2.2%	-7.8%	\$9,478,926	\$199,346,800	-3.2%	-2.9%	\$67.33	\$69.46	-1.0%	5.2%
Other Outerwear Tops	45,268	314,225	142.1%	914.1%	\$1,925,415	\$13,667,419	96.0%	786.3%	\$42.53	\$43.50	-19.1%	-12.6%
Shell Bottoms	30,500	487,250	-29.7%	13.1%	\$1,594,319	\$31,247,080	-32.4%	10.1%	\$52.27	\$64.13	-3.7%	-2.6%
Softshell Bottoms	1,728	40,351	-62.0%	-41.7%	\$199,699	\$4,174,147	-48.0%	-19.9%	\$115.57	\$103.45	37.0%	37.5%
Insulated Bottoms	21,690	872,183	-37.0%	9.0%	\$1,016,719	\$45,280,967	-39.6%	2.7%	\$46.88	\$51.92	-4.1%	-5.8%
Fleece Bottoms	114	2,566	-38.7%	-40.3%	\$7,337	\$249,468	-39.3%	-62.4%	\$64.36	\$97.22	-0.9%	-37.1%
Other Outerwear Bottoms	2,918	14,618	548.4%	103.3%	\$164,609	\$1,489,947	154.2%	128.0%	\$56.41	\$101.93	-60.8%	12.1%
Outerwear Suits	31,918	248,309	16.1%	59.2%	\$626,229	\$5,067,716	9.1%	45.1%	\$19.62	\$20.41	-6.0%	-8.8%
Total Outerwear - JUNIORS	194,363	2,489,263	-14.2%	16.3%	\$6,649,964	\$104,426,582	-8.6%	10.3%	\$34.21	\$41.95	6.6%	-5.1%
Shell Tops	94,976	806,961	-5.1%	35.2%	\$2,863,712	\$24,015,893	-0.6%	27.9%	\$30.15	\$29.76	4.7%	-5.4%
Softshell Tops	1,174	36,380	-43.3%	-27.5%	\$58,906	\$1,281,201	-36.6%	-30.0%	\$50.18	\$35.22	11.7%	-3.5%
Insulated Tops	49,505	695,118	-23.3%	4.4%	\$2,211,415	\$47,816,480	-2.4%	6.2%	\$44.67	\$68.79	27.1%	1.8%
Fleece Tops	28,644	464,906	-11.5%	-2.5%	\$860,270	\$13,573,759	-22.8%	-12.5%	\$30.03	\$29.20	-12.9%	-10.3%
Other Outerwear Tops	6,900	42,279	286.3%	322.2%	\$212,410	\$1,354,496	251.7%	341.7%	\$30.78	\$32.04	-9.0%	4.6%
Shell Bottoms	4,966	107,620	-40.5%	30.6%	\$141,876	\$3,319,784	-45.3%	14.2%	\$28.57	\$30.85	-8.0%	-12.6%
Softshell Bottoms	-1	106	-103.0%	-98.5%	-\$160	\$5,065	-124.0%	-97.2%	\$160.00	\$47.78	690.3%	91.6%
Insulated Bottoms	7,079	309,541	-55.4%	39.3%	\$275,413	\$12,090,027	-51.0%	30.6%	\$38.91	\$39.06	9.8%	-6.2%
Fleece Bottoms	29	1,171		4082.1%	\$1,650	\$94,741		46570.4%	\$56.90	\$80.91		1015.9%
Other Outerwear Bottoms	230	10,358	28.5%	10.3%	\$6,266	\$276,699	71.7%	40.5%	\$27.24	\$26.71	33.6%	27.4%
Outerwear Suits	861	14,823	-36.2%	-23.4%	\$18,206	\$598,437	-43.2%	-11.7%	\$21.15	\$40.37	-11.1%	15.2%



Internet Topline

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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	429,166	4,206,135	13.7%	6.0%	\$53,000,945	\$599,631,612	12.7%	8.8%	\$123.50	\$142.56	-0.9%	2.7%
Shell Tops	87,653	627,645	5.6%	9.8%	\$10,580,657	\$79,841,257	16.4%	12.8%	\$120.71	\$127.21	10.3%	2.7%
Softshell Tops	19,170	149,190	-3.2%	-9.3%	\$2,304,980	\$18,056,016	0.9%	-6.8%	\$120.24	\$121.03	4.3%	2.8%
Insulated Tops	152,703	1,783,543	-1.0%	9.9%	\$23,866,256	\$324,300,680	-1.4%	9.2%	\$156.29	\$181.83	-0.4%	-0.6%
Fleece Tops	123,233	1,118,748	66.3%	-0.9%	\$9,800,046	\$98,334,383	54.4%	1.4%	\$79.52	\$87.90	-7.1%	2.3%
Other Outerwear Tops	4,183	17,670	1078.3%	506.6%	\$403,977	\$2,067,004	840.2%	779.6%	\$96.58	\$116.98	-20.2%	45.0%
Shell Bottoms	24,523	257,858	2.6%	13.7%	\$3,642,463	\$40,980,937	30.1%	22.9%	\$148.53	\$158.93	26.8%	8.2%
Softshell Bottoms	5,108	48,873	4.6%	0.5%	\$748,637	\$7,151,763	34.1%	6.2%	\$146.56	\$146.33	28.3%	5.7%
Insulated Bottoms	11,680	189,753	-29.0%	-2.3%	\$1,532,300	\$26,402,867	-7.1%	6.1%	\$131.19	\$139.14	30.9%	8.6%
Fleece Bottoms	160	1,795	166.7%	80.4%	\$20,633	\$234,257	222.1%	108.4%	\$128.96	\$130.51	20.8%	15.5%
Other Outerwear Bottoms	508	6,855	38.0%	185.3%	\$54,799	\$1,032,730	51.9%	193.9%	\$107.87	\$150.65	10.1%	3.0%
Outerwear Suits	245	4,205	84.2%	34.4%	\$46,197	\$1,229,718	52.3%	10.6%	\$188.56	\$292.44	-17.3%	-17.7%
Total Outerwear - JUNIORS	60,791	698,661	3.1%	10.1%	\$3,687,535	\$51,868,520	6.9%	12.9%	\$60.66	\$74.24	3.7%	2.5%
Shell Tops	9,295	62,190	-5.6%	14.7%	\$458,932	\$3,329,141	-2.1%	22.9%	\$49.37	\$53.53	3.6%	7.2%
Softshell Tops	75	1,148	-57.1%	-69.4%	\$3,174	\$61,681	-65.1%	-68.4%	\$42.32	\$53.73	-18.5%	3.3%
Insulated Tops	29,570	342,128	22.1%	11.1%	\$2,151,528	\$30,733,546	20.8%	14.2%	\$72.76	\$89.83	-1.1%	2.8%
Fleece Tops	11,840	126,503	-4.7%	-3.5%	\$502,391	\$6,650,480	-6.8%	-1.5%	\$42.43	\$52.57	-2.2%	2.1%
Other Outerwear Tops	1,345	10,535	36.5%	27.7%	\$65,189	\$689,104	51.2%	41.3%	\$48.47	\$65.41	10.7%	10.7%
Shell Bottoms	1,515	20,963	-5.5%	40.2%	\$55,192	\$1,000,709	-18.0%	24.3%	\$36.43	\$47.74	-13.2%	-11.3%
Softshell Bottoms	25	168	66.7%	68.0%	\$1,486	\$15,930	18.0%	52.2%	\$59.44	\$94.82	-29.2%	-9.4%
Insulated Bottoms	5,390	89,605	-25.2%	10.0%	\$359,535	\$6,239,916	-17.7%	9.8%	\$66.70	\$69.64	10.0%	-0.2%
Fleece Bottoms	83	348	260.9%	-40.0%	\$4,938	\$24,217	1194.2%	-14.2%	\$59.49	\$69.59	258.6%	43.1%
Other Outerwear Bottoms	330	3,313	-35.0%	8.8%	\$8,255	\$135,446	-3.2%	9.4%	\$25.02	\$40.88	49.1%	0.6%
Outerwear Suits	1,323	41,760	-32.4%	43.3%	\$76,915	\$2,988,350	-17.1%	33.7%	\$58.14	\$71.56	22.8%	-6.7%