

US Snow Industry Retail Market Report

Updated March 2020

The following report is intended to provide a comprehensive view of the core snowsports marketplace, including growth and sales trends across snow categories including equipment, accessories and apparel. Snowsports Industries America (SIA) members receive this NPD report through SIA as a member benefit.

This report gives users the ability to access a top-level snowsport industry sales of equipment, accessories and apparel. The report provides insight into retail sell through performance across the three (3) core retail channels: snow specialty; sports specialty ecommerce; and chain stores. With this insight on industry retail trends, you can stay current on market trends to better evaluate the business of snow retail, drive & improve sales, and spot new opportunities.

In this report you can review sales by:

Current month & season-to-date

(Season starts in August and builds to total season sales, 8-months, ending March)

Dollars sold

Units sold

Average selling price

Total sales and by channel



NPD also offers deeper dives into brand and item level market share. For more information, please contact your Julia Clark Day (Julia.day@npd.com or 303-402-5611) for additional details or questions regarding deeper dives into brand and item level data.

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Current Period
Season to Date
Specialty Regional Current Period
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About NPD

Founded in 1966, NPD is the leading global provider of market information and business solutions covering brick-and-mortar, e-commerce, and emerging channels in more than 20 industries. With more than 1,600 employees worldwide, we operate in 19 countries in the Americas, Europe, and Asia-Pacific, with offices in 27 cities. We offer data, industry expertise, prescriptive analytics to help our clients grow their businesses in a changing world.

Our Industries

Below are industries we track:

	USA	CAN	BRA	MEX	BEL	ESP	FRA	GER	ITA	NED	RUS	SWE	TUR	UK	CHN	JPN	ROK	AUS	NZD
Apparel	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Appliances	■	■	■	■															
Automotive	■																		
Beauty	■	■		■		■	■		■					■					
Books	■																		
Consumer Electronics	■	■		■															
Entertainment	■																		
Fashion Accessories	■																		
Food Consumption	■																		
Food Service	■	■	■			■	■	■	■	■	■	■	■	■	■	■	■	■	■
Footwear	■	■		■		■	■	■	■	■	■	■	■	■	■	■	■	■	■
Home	■			■															
Juvenile Products	■																		
Mobile	■	■																	
Office Supplies	■																		
Sports	■	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■
Technology	■	■																	
Toys	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Video Games	■	■		■														■	■
Watches/Jewelry	■																		■

Last Updated: January 1, 2018

How do we do it?

How do we do it? We collect point-of-sale (POS) data from over 220,000 doors plus including both e-commerce and mobile platforms. We collect millions of receipts from brick-and-mortar and e-commerce (Checkout) and field more than 12 million consumer surveys each year – to tell our clients what, where, and why consumers are buying. We bring those robust data assets along with our industry expertise and combine it with your data or third party data to address your business issues, from opportunity identification to program evaluation.

How We Help Our Clients

- We measure markets to help our clients benchmark performance, identify opportunities, diagnose issues, and make strategic decisions to drive growth. We track sales, distribution, share, and velocity, covering all channels in the evolving retail landscape. We follow the same consumers over time for insight into shifting tastes and trends.
- We predict areas of risk and growth by combining weekly store-level POS data, best-in-class data modeling, and industry expertise. This enables our clients to take much of the guesswork out of investment decisions in product development and marketing.
- We provide strategic counsel on business strategy and product, marketing, and sales opportunities. NPD analysts have access to all of our databases across more than 20 industries spanning product sales, consumer shopping behavior, and ownership and usage information.
- We use prescriptive analytics to help our clients improve performance by identifying and targeting buyers, showing dollar value of their brands, and evaluating and guiding pricing and promotion decisions.

Solutions

Measure	Predict	Improve	Advise
Retail Tracking	Market Forecasting	Price/Promotion Evaluation	Connected Intelligence
Account Level Reports	New Product Forecasting	Assortment Planning	Industry Advisors
Distributor Tracking		Market Mapping	
Consumer Tracking		Segmentation	
Checkout		Checkout Analytics	
Checkout E-commerce Tracking			

The NPD Group can help you see what others cannot - the current realities and future possibilities for your industry, your customers, your business. Through our unique data assets, industry expertise, and analytic solutions, we help you get the right products in the right places for the right people, giving you a winning advantage.

For more information, visit npd.com. Follow us on Twitter: [@npdgroup](https://twitter.com/npdgroup)

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Point-of-Sale Data Methodology

The NPD Group collects point-of-sale data from selected retailers for its US Snow Industry View Tracking Service. This data is the actual sales from the retailer/data partner on an item-level basis.

A robust product dictionary, maintained by NPD, catalogs each item to the appropriate NPD Category. As new files are processed, items that exist in the dictionary are matched and coded with their appropriate classifications. Any new items that are not in the dictionary are added and catalogued appropriately. The US Snow Industry View POS service currently tracks items across 13 categories, 224 subcategories, and 54 attributes, spanning the Winter/Snow Sports Specialty Accessories, Apparel, and Equipment segments.

While NPD partners with a large number of key retailers/data partners, not all retailers/data partners are included in the data. Based on the set of participating retailers/data partners, NPD has defined universes that include both participating and non-participating retailers/data partners. NPD has identified the total market for each business and is confident that the set of participating retailers/data partners can represent that market.

NPD projects the data it receives from its retail/data partners to a larger universe that includes stores that are not included in the panel. The projections are designed to estimate the total size of the channel, as well as estimate the overall brand distribution within the channel. Please note that projections may not accurately represent market trends within non-panel retailers/data partners, as the market trend is dictated by our retailer/data partner sample.

To protect the confidentiality of our partners' sales information, methodologies are implemented onto our point-of-sale data at an item level. Volume for suppressed items are included in the total volume and will be reflected in an "All Other" line item. For products reporting at the regional or DMA level, data must meet more stringent releasability requirements in order for the data to be included in the reported data set. Details can be found on subsequent tabs.

Our clients value consistency in our data, but also expect and deserve continuous improvement, as we strive to provide the most up to date, trendable data available in the marketplace. Upgrades allow NPD to systematically address marketplace or methodology changes, ensuring clients have the best information at hand when making critical business decisions. While general maintenance on the data happens continuously, we reserve larger-scale changes for pre-defined periods of the year so that we can prepare for these often complex changes internally, and prepare our clients externally.

Typically updates that would be included in an upgrade would be things like retailer additions or removals from our POS panel and changes to POS or Consumer methodology.

The final POS dataset is then reviewed and validated for proper item classification as well as expected sales trends. Once the dataset has been approved, it is made available to clients.

Data is based on the National Retail Federation 4-5-4 Calendar.

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US Snow Industry View POS Monthly Retailers by Channel

Last updated: August 2019

Snow Sports Measured Market		
Snow Chain	Projecting For:	Examples of the types of retailers who are projected for and /or may be participating retailers**
Academy Sports	Bass Pro Shops	Action Sports
Big 5 Sporting Goods	BSN Sports	Alpine Ski Center
Dick's Sporting Goods	Cabelas	Any Mountain
DSG-Chelsea Collective	Sierra Trading Post	Backwoods
DSG-Field & Stream	Sportsman's Warehouse	Bahnhof Sports
DSG-Golf Galaxy	West Marine	Boyne Country Sports
Downtown Locker Room	Zumiez	Buckman's Ski & Snowboard Shop
Dunham's Sports		Christy Sports
Eastern Mountain Sports		Cole Sports
Gander Mountain*		Darkside
Hibbett Sports		Erik's Bike & Board Shop
LL Bean		Greenwood Ski House
MC Sports*		Masseys Professional Outfitters
Modell's Sporting Goods		Neptune Mountaineering
Olympia Sports		Outdoor Sports Center
REI (B&M only)		Outpost Sports
Road Runner Sports		Pelican Shops
Scheels		Peter Glenn's
Schuylkill Valley Sports		Retail Concepts
Sport Chalet*		Sportsman & Ski Haus
The Sports Authority*		Sturtevant's
		Summit Sports
		Sun & Ski
		Vail Resorts
		Altrec.com
		Appalachian Ski & Outdoors.com
		Backcountry.com
		CampSaver.com
		Evo.com
		Level9.com
		Moosejaw.com
		Mountain Gear.com
		REI.com
		Retail Concepts.com
		Ski Pro.com
		Ski.com
		Skirack Vermont.com
		Summit Sports Inc.com
		The House.com
		The Ski Bum.com
		US Outdoors.com

*Sport Chalet thru 4/16, The Sports Authority thru 7/16, MC Sports thru 5/17, Gander Mountain thru 8/17

**Due to confidentiality agreements with dealers, NPD cannot provide a list of participating retailers



Channel Definitions

A channel is a group of retailers with similar price points and assortment. These groupings are a syndicated view of retailers created by NPD, Inc.

Channel Name	Channel Definition
Snow Chain	<ul style="list-style-type: none">▪ Retail organizations that operate stores throughout either a broad regional or national area.▪ Merchandise is centered in the medium and lower price points.▪ Chain Stores tend to promote heavily and discount deeper than specialty stores.▪ They carry fewer brands and have a narrow but deep selection of products. They also may have an extensive private label business.
Snow Specialty	<ul style="list-style-type: none">▪ Retailers in this channel must sell some combination of alpine ski, cross country ski, or snowboard equipment.▪ Additional categories may include outdoor gear, footwear, apparel, cycling products, and/or paddle sports products.▪ Single and multiple store retail organizations that concentrate their merchandise at medium and high price points.▪ These stores typically provide a higher level of service and are independently owned and operated.
Snow Internet	<ul style="list-style-type: none">▪ Internet/catalog merchants that, at core, are ecommerce pure play & catalog retailers.▪ Also includes chain and specialty brick & mortar retailers that have an online presence in the sports business. Brick & mortar retailers provide a separate report for their online transactions.



Category Hierarchy

Super Category	Category	Class	Subclass	Subclass Segment	Categories noted below include products that are specific to Alpine & Snowboard as well as other Cold Weather related products:
Accessories	Bags	Backpacks	Technical Packs	Technical Packs	Activity = Snow Sports
Accessories	Bags	Duffel Bags	Duffel Bags	Duffel Bags	Activity = Snow Sports
Accessories	Bags	Sports Equipment Bags	Sports Equipment Bags	Sports Equipment Bags	Activity = Snow Sports
Accessories	Sunglasses	Sunglasses	Sunglasses	Sunglasses	
Accessories	Sunglasses	Sunglasses Accessories	Sunglass Cases	Sunglass Cases	
Accessories	Sunglasses	Sunglasses Accessories	Sunglass Lenses	Sunglass Lenses	
Accessories	Sunglasses	Sunglasses Accessories	Other Eyewear Accessories	Other Eyewear Accessories	
Accessories	Sunglasses	Sunglasses Accessories	Sunglass Tethers	Sunglass Tethers	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Boy's Glove/Mitten Liners	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Boy's Gloves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Boy's Mittens	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Female I/T Glove/Mitten Liners	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Female I/T Gloves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Female I/T Mittens	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Girl's Glove/Mitten Liners	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Girl's Gloves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Girl's Mittens	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Male I/T Glove/Mitten Liners	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Male I/T Gloves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Male I/T Mittens	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Men's Glove/Mitten Liners	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Men's Gloves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Men's Mittens	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Women's Glove/Mitten Liners	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Women's Gloves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Women's Mittens	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Boy's Beanies	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Boy's Face Masks	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Boy's Headbands	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Boy's Headwear Sets	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Boy's Neck Gaiters	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Boy's Scarves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Female I/T Beanies	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Female I/T Face Masks	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Female I/T Headbands	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Female I/T Headwear Sets	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Female I/T Neck Gaiters	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Female I/T Scarves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Girl's Beanies	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Girl's Face Masks	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Girl's Headbands	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Girl's Headwear Sets	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Girl's Neck Gaiters	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Girl's Scarves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Male I/T Beanies	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Male I/T Face Masks	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Male I/T Headbands	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Male I/T Headwear Sets	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Male I/T Neck Gaiters	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Male I/T Scarves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Men's Beanies	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Men's Face Masks	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Men's Headbands	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Men's Headwear Sets	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Men's Neck Gaiters	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Men's Scarves	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Women's Beanies	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Women's Face Masks	
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Women's Headbands	

Apparel	Total Sportswear	Total Tops	Total Sweatshirts	Female I/T Sweatshirts	Activity = Not Specified, Active Basics, Fashion/Casual, Outdoors, Snow Sports, Training
Apparel	Total Sportswear	Total Tops	Total Sweatshirts	Girl's Sweatshirts	Activity = Not Specified, Active Basics, Fashion/Casual, Outdoors, Snow Sports, Training
Apparel	Total Sportswear	Total Tops	Total Sweatshirts	Male I/T Sweatshirts	Activity = Not Specified, Active Basics, Fashion/Casual, Outdoors, Snow Sports, Training
Apparel	Total Sportswear	Total Tops	Total Sweatshirts	Men's Sweatshirts	Activity = Not Specified, Active Basics, Fashion/Casual, Outdoors, Snow Sports, Training
Apparel	Total Sportswear	Total Tops	Total Sweatshirts	Women's Sweatshirts	Activity = Not Specified, Active Basics, Fashion/Casual, Outdoors, Snow Sports, Training
Apparel	Total Sportswear	Total Bottoms	Total Pants	Boy's Active Pants	Activity = Snow Sports
Apparel	Total Sportswear	Total Bottoms	Total Pants	Boy's Sweatpants	Activity = Snow Sports
Apparel	Total Sportswear	Total Bottoms	Total Pants	Female I/T Active Pants	Activity = Snow Sports
Apparel	Total Sportswear	Total Bottoms	Total Pants	Female I/T Sweatpants	Activity = Snow Sports
Apparel	Total Sportswear	Total Bottoms	Total Pants	Girl's Active Pants	Activity = Snow Sports
Apparel	Total Sportswear	Total Bottoms	Total Pants	Girl's Sweatpants	Activity = Snow Sports
Apparel	Total Sportswear	Total Bottoms	Total Pants	Male I/T Active Pants	Activity = Snow Sports
Apparel	Total Sportswear	Total Bottoms	Total Pants	Male I/T Sweatpants	Activity = Snow Sports
Apparel	Total Sportswear	Total Bottoms	Total Pants	Men's Active Pants	Activity = Snow Sports
Apparel	Total Sportswear	Total Bottoms	Total Pants	Men's Sweatpants	Activity = Snow Sports
Apparel	Total Sportswear	Total Bottoms	Total Pants	Women's Active Pants	Activity = Snow Sports
Apparel	Total Sportswear	Total Bottoms	Total Pants	Women's Sweatpants	Activity = Snow Sports
Apparel	Total Sportswear	Total Bottoms	Total Shorts	Boy's Sweatshorts	Activity = Snow Sports
Apparel	Total Sportswear	Total Bottoms	Total Shorts	Female I/T Sweatshorts	Activity = Snow Sports
Apparel	Total Sportswear	Total Bottoms	Total Shorts	Girl's Sweatshorts	Activity = Snow Sports
Apparel	Total Sportswear	Total Bottoms	Total Shorts	Male I/T Sweatshorts	Activity = Snow Sports
Apparel	Total Sportswear	Total Bottoms	Total Shorts	Men's Sweatshorts	Activity = Snow Sports
Apparel	Total Sportswear	Total Bottoms	Total Shorts	Women's Sweatshorts	Activity = Snow Sports
Equipment	Accessories	First Aid/Body Care	First Aid/Body Care	Sunscreen	
Equipment	Accessories	Instruments	Digital Imaging	Action Video Camera	
Equipment	Accessories	Accessories	Digital Imaging Accessories	Photo Equipment Accessories	
Equipment	Accessories	Instruments	Portable Audio/Phone Accessories	Stereo Headphones	
Equipment	Accessories	Instruments	Portable Audio/Phone Accessories	Phone Cases	
Equipment	Accessories	Instruments	Portable Audio/Phone Accessories	Other Portable Audio/Phone Accessories	
Equipment	Accessories	Sport Racks	Top of Car Components	Cargo Basket	
Equipment	Accessories	Sport Racks	Top of Car Components	Cargo Box	
Equipment	Accessories	Sport Racks	Top of Car Components	Cargo Bag	
Equipment	Accessories	Sport Racks	Top of Car Components	Cargo Rack Accessories	
Equipment	Accessories	Sport Racks	Top of Car Components	Snow Sport Racks	
Equipment	Accessories	Sport Racks	Towers/Feet	Towers/Feet	
Equipment	Accessories	Sport Racks	Load Bars	Load Bars	
Equipment	Accessories	Sport Racks	Rack Parts	Rack Parts	
Equipment	Winter/Snow Sports	Adjustable Poles	Adjustable Poles	Adjustable Poles	
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Skis	Flat Skis	
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Skis	System Skis	
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Bindings	Alpine Bindings	
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Boots	Alpine/AT Boots	
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Boots	High Performance Alpine Boots	
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Boots	Recreation Alpine Boots	
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Boots	Sport Performance Alpine Boots	
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Poles	Alpine Poles	
Equipment	Winter/Snow Sports	Alpine Touring Equipment	Alpine Touring Skis	Alpine Touring Skis	
Equipment	Winter/Snow Sports	Alpine Touring Equipment	Alpine Touring Bindings	Alpine Touring Bindings	
Equipment	Winter/Snow Sports	Alpine Touring Equipment	Alpine Touring Boots	Alpine Touring Boots	
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Skis	Nordic Backcountry Skis	
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Skis	Nordic Race Skis	
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Skis	Nordic Sport Skis	
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Skis	Nordic Touring Skis	
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Bindings	Nordic Backcountry Bindings	
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Bindings	Nordic Cross Country Bindings	
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Bindings	Nordic Race Bindings	
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Bindings	Nordic Sport Bindings	
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Bindings	Nordic Touring Bindings	
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Boots	Nordic Backcountry Boots	
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Boots	Nordic Race Boots	
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Boots	Nordic Sport Boots	
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Boots	Nordic Touring Boots	
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Poles	Nordic Poles	
Equipment	Winter/Snow Sports	Skiboards	Skiboards	Skiboards	
Equipment	Winter/Snow Sports	Snow Decks/Skates	Snow Decks/Skates	Snow Decks/Skates	
Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboards	All Mountain Snowboards	
Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboards	Freeride Snowboards	
Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboards	Freestyle Snowboards	
Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboards	Splitboard Snowboards	
Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboard Bindings	Step In Snowboard Bindings	

Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboard Bindings	Traditional Snowboard Bindings	
Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboard Boots	Step In Snowboard Boots	
Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboard Boots	Traditional Snowboard Boots	
Equipment	Winter/Snow Sports	Telemark Equipment	Telemark Skis	Telemark Skis	
Equipment	Winter/Snow Sports	Telemark Equipment	Telemark Bindings	Telemark Bindings	
Equipment	Winter/Snow Sports	Telemark Equipment	Telemark Boots	Telemark Boots	
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Backcountry Accessories	Avalanche Shovels	
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Backcountry Accessories	Beacons	
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Backcountry Accessories	Other Backcountry Accessories	
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Backcountry Accessories	Probes	
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Backcountry Accessories	Skins	
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Binding Covers	
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Boot Dryers	
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Leashes	
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Other Winter/Snow Accessories	
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Plate/Rises	
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Repair Kits	
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Stomp Pads	
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Tools	
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Warmers	
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Wax	
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Snow Goggle Accessories	Snow Goggle Accessories	
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Snow Goggles	Snow Goggles	
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Snow Protection Pads	Snow Protection Pads	
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Snow Sports Helmet	Snow Sports Helmet	
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Snowshoes	Snowshoes	
Equipment	Winter/Snow Sports	Winter/Snow Shop Services	Winter/Snow Rentals	Alpine Rentals	
Equipment	Winter/Snow Sports	Winter/Snow Shop Services	Winter/Snow Rentals	Nordic Rentals	
Equipment	Winter/Snow Sports	Winter/Snow Shop Services	Winter/Snow Rentals	Snowboard Rentals	
Equipment	Winter/Snow Sports	Winter/Snow Shop Services	Winter/Snow Repairs	Winter/Snow Repairs	
Footwear	Footwear Accessories	Gaiters	Gaiters	Gaiters	
Footwear	Footwear Accessories	Insoles	Insoles	Insoles	
Footwear	Outdoor	Cold/All Weather Boots	Cold Weather Casual Boots	Cold Weather Casual Boots	
Footwear	Outdoor	Cold/All Weather Boots	Winter/Snow Boots	Winter/Snow Boots	



Category Definitions

Super Category	Category	Class	Subclass	Subclass Segment	Subcategory Definition
Accessories	Bags	Backpacks	Technical Packs	Technical Packs	Outdoor backpacks that are made for many different outdoor activities. They can be specifically designed for short day trips, long camping trips, skiing, cycling, or mountaineering. These packs may include avalanche safety compatibility.
Accessories	Bags	Duffle Bags	Duffle Bags	Duffle Bags	Generally large or oversized cylindrical shaped bag that is made for carrying personal belongings. Sometimes referred to as weekenders or travelers.
Accessories	Bags	Sports Equipment Bags	Sports Equipment Bags	Sports Equipment Bags	High performance bags with enough room, pockets and features to carry specific types of sports equipment. The style and silhouette may vary, but their main purpose is to hold sports equipment.
Accessories	Sunglasses	Sunglasses	Sunglasses	Sunglasses	n/a
Accessories	Sunglasses	Sunglasses Accessories	Cases	Cases	n/a
Accessories	Sunglasses	Sunglasses Accessories	Lenses	Lenses	n/a
Accessories	Sunglasses	Sunglasses Accessories	Other Eyewear Accessories	Other Eyewear Accessories	n/a
Accessories	Sunglasses	Sunglasses Accessories	Tethers	Tethers	n/a
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Gloves	Gloves: A glove is a garment covering the whole hand. Gloves have separate sheaths or openings for each finger and the thumb; if there is an opening but no covering sheath for each finger they are called "fingerless gloves".
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Mittens	Gloves which cover the entire hand but do not have separate finger openings or sheaths are called mittens. Generally, mittens still separate the thumb from the other four fingers. Mittens have higher thermal efficiency than gloves and are common on ski slopes as they provide extra warmth as well as protection from injury. A hybrid of glove and mitten also exists, which contains open-ended sheaths for the four fingers (as in a fingerless glove, but not the thumb) and also an additional compartment encapsulating the four fingers as a mitten would. This compartment can be lifted off the fingers and folded back to allow the individual fingers ease of movement and access while the hand remains covered.
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Handwear	Mitten Liners	Glove/Mitten Liners: Glove liners are thin, supple gloves that are worn inside regular gloves. They can be designed to provide an extra layer of protection against injury, to absorb perspiration, and to increase the warmth of the gloves.
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Beanies	A beanie or skully is a head-hugging brimless hat. They can be worn either tight to your head or slouchy for a different look. They are generally made of knit & wool materials.
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Caps	A cap is a form of headgear. Caps have crowns that fit very close to the head and generally only have a visor.
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Face Masks	A form of headwear that covers the whole head, exposing only part of the face. Often, only the eyes, or eyes and mouth, are left exposed. Facemasks provide warmth and help protect the face from the cold wind. Also known as a Balaclava.
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Knit Hats	These are Hats and/or Visors that are worn for fun, warmth & protection from the sun. They can be made of wool, fleece or other fibers. Types of hats included in the category are Funky Hats, 'Pom-Pom' Hats, Fedoras, Sun Hats, Bucket Hats, Beret's, Trapper Hats & Cloches. We are also taking visors in the category
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Headwear Sets	A combination of a beanie, mittens or gloves, and/or a scarf sold together in a set. Sets can include two of the listed items or all three.
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Headbands	Headbands are a cold weather accessory worn around the forehead & over your ears for warmth in the cold weather months. Headbands can be made of fleece, wool or knit & come in assorted colors & styles. Also included in this category are Ear Muffs & Ear Warmers and headbands worn to hold hair out of the face either during physical activity or as a casual hair accessory. These are made of thin material or are simply elastic bands and come in assorted colors and styles.
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Neck Gaiters	A neck gaiter is an article of clothing worn about the neck for warmth. It is a closed tube of fabric, often thick fleece or synthetic, which is slipped on and off over the head. It can also be pulled up over the mouth to keep out wind and sand.
Apparel	Total Apparel Accessories	Total Apparel Accessories	Total Headwear	Scarves	A scarf, also known as a Kremer or neck-wrap is a piece of fabric worn around the neck, or near the head. They can come in a variety of different colours & styles.
Apparel	Total Cold Weather Undergarments	Total Cold Weather Undergarments	Total Cold Weather Undergarments	Thermal Bottoms	Thermal Bottoms, Long Johns which are geared to provide warmth against cold climate conditions, they are not necessarily Performance Apparel. Included in this category are tops, bottoms and sets. Some keywords for this category are - Thermal, Light/Mid/Heavyweight, Insulated/Layered, Climate (as in climate control).
Apparel	Total Cold Weather Undergarments	Total Cold Weather Undergarments	Total Cold Weather Undergarments	Thermal Tops	Thermal Tops, can have a zipper, which are geared to provide warmth against cold climate conditions, they are not necessarily Performance Apparel. Included in this category are tops, bottoms and sets. Some keywords for this category are - Thermal, Light/Mid/Heavyweight, Insulated/Layered, Climate (as in climate control).

Apparel	Total Cold Weather Undergarments	Total Cold Weather Undergarments	Total Cold Weather Undergarments	Thermal Sets	Thermal Sets which are geared to provide warmth against cold climate conditions, they are not necessarily Performance Apparel. Included in this category are tops, bottoms and sets. Some keywords for this category are - Thermal, Light/Mid/Heavyweight, Insulated/Layered, Climate (as in climate control).
Apparel	Total Outerwear	Total Outerwear	Total Outerwear Tops	Athletic Jackets	Any jackets sold in an active clothing department or an athletic specialty stores, such as windbreakers, windjackets, wind shirts, softshell and tricot/track jackets, etc. These are lightweight jackets, not heavy insulated jackets. Includes fleece jackets that are considered outerwear.
Apparel	Total Outerwear	Total Outerwear	Total Outerwear Tops	Athletic Vest	Any vests sold in an active clothing department. Includes any fleece, wind, nylon or track full zip vests.
Apparel	Total Outerwear	Total Outerwear	Total Outerwear Tops	Coats	Made of heavy weight material that has insulation, such as downfilled, peacoat, wool, ski, parka, walker, topper, top coat, wool trench, overcoat, car coat, puffer, 3 in 1 or system jacket.
Apparel	Total Outerwear	Total Outerwear	Total Outerwear Tops	Jacket (Non-Athletic)	Lightweight fashion trench coats and jackets, corduroy, denim, moto, motorcycle, fall, spring, and all other lightweight & medium weight jackets.
Apparel	Total Outerwear	Total Outerwear	Total Outerwear Tops	Outdoor Vest	Vests that are made for warmth, such as downfilled or puffy.
Apparel	Total Outerwear	Total Outerwear	Total Outerwear Tops	Other Outerwear	Prams, ski suits, snow suits, rain suits, ski bibs, ski pants, one-piece ski outfits, insulated bibs & coveralls, ponchos (wool* & rain), capes & cape coats. Wool ponchos, cape and cape coats also included.
Apparel	Total Outerwear	Total Outerwear	Total Outerwear Tops	Rainwear Jackets	Waterproof or water-resistant coat or slicker. Modern raincoats are often constructed of breathable, waterproof fabrics such as Gore-Tex or Tyvek and coated nylons. These fabrics allow some air to pass through, allowing the garment to 'breathe' so that sweat vapour can escape.
Apparel	Total Outerwear	Total Outerwear	Total Outerwear Tops	Rainwear Ponchos	Waterproof or water-resistant garment draped over the body with an opening in the center for the head, openings for arms, and sometimes having a hood.
Apparel	Total Outerwear	Total Outerwear	Total Outerwear Bottoms	Outerwear Pants	Made of lightweight or midweight materials that are worn to protect from the elements during outdoor activities; includes snowboard pants, alpine snow pants & bibs.
Apparel	Total Outerwear	Total Outerwear	Total Outerwear Bottoms	Rainwear Pants	Waterproof and water resistant pants worn to protect the body from rain. Sometimes constructed of waterproof fabrics such as Gore-Tex or Tyvek and coated nylons. These fabrics allow some air to pass through, allowing the garment to 'breathe' so that sweat vapour can escape.
Apparel	Total Outerwear	Total Outerwear	Total Outerwear Suits/Sets	Outdoor Suits/Sets	Outer layer full piece suits that cover the torso, arms and legs, or coat/jacket and pant sets made of lightweight or midweight materials that are worn to protect from the elements during outdoor activities; includes snowboard, alpine and rainwear suits & sets.
Apparel	Total Socks/Hosiery	Total Socks	Total Socks	Socks	Trouser socks, knee high socks, dress socks, crew socks, anklets, quarter socks, argyles, novelty socks, over the calf, work socks, low cut socks, peds, no-show socks, toe socks, slipper socks, sheer liner socks, opaque socks, boot socks (but not "bootie" socks), tube socks, athletic socks, and performance socks. All sizes included except Maternity.
Apparel	Total Sportswear	Total Tops	Total Knit Shirts	Turtlenecks	Includes all fashion tops with a full or mock neck turtleneck collar.
Apparel	Total Sportswear	Total Tops	Total Sweaters	Sweaters	sweater vests, long and short sleeve sweaters, sweater jackets, and cardigans. Keywords for sweaters include - sweater, cardigan, cable, cashmere, chenille, mohair, acrylic, guage, merino & wool. Some keywords that are used for sweaters can also be found in the knits categories, they include: crew, polo, hoodie, mock, zip & turtleneck. All sizes included except Maternity.
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Active Bottoms	Active Pants	include any athletic or active bottom that extends below the knee, could include nylon pants, yoga pants, athletic tights or leggings etc. to be designed and worn for physical activity such as basketball, football, running, tennis and soccer
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Active Bottoms	Sweatpants	includes any bottom identified as sweat, fleece, french terry and velour that extends below the knee
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Active Bottoms	Sweatshorts	include bottoms reaching the top of the thigh or partway to the knee identified as sweats or fleece.
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Sweatshirts	Sweatshirts	Sweatshirts category are crews, crewnecks, hooded pullovers, hooded & sweatshirts. Fabric types include fleece, sherpa, french terry, velour and polyester/cotton blends. This category is all separately-sold Activewear* items.
Equipment	Accessories	First Aid/Body Care	First Aid/Body Care	Sunscreen	Lotions, sprays, gels or other topical product that absorbs or reflects some of the sun's ultraviolet radiation on the skin exposed to sunlight and thus helps protect against sunburn.
Equipment	Accessories	Instruments	Digital Imaging	Action Video Camera	A small, portable video recorder primarily used in sporting activities thus built to handle excessive movement and environmental elements.
Equipment	Accessories	Instruments	Digital Imaging Accessories	Photo Equipment Accessories	Miscellaneous accessories that compliment an action camera such as PC accessories, waterproof cases, straps, mounts, poles for attachment, etc.
Equipment	Accessories	Instruments	Portable Digital Player Accessories	MP3/Music Accessories	Miscellaneous accessories that compliment an MP3 player, such as chargers, cords, PC accessories and protective cases.
Equipment	Accessories	Instruments	Portable Digital Players	MP3/Music Systems	Portable digital electronic device that is capable of storing and playing digital media, such as audio, images and video files, and is primarily designed to be carried with you during use.
Equipment	Accessories	Sport Racks	Rack Parts	Rack Parts	Hardware parts for rack systems such as adapters, cables, pads, towers, brackets, clips, etc.
Equipment	Accessories	Sport Racks	Top of Car Components	Cargo Basket	A basket mounted on top of vehicle to transport luggage, gear, etc.
Equipment	Accessories	Sport Racks	Top of Car Components	Cargo Box	A hard shell box mounted on top of vehicle to transport luggage, gear, etc.
Equipment	Accessories	Sport Racks	Top of Car Components	Cargo Bags	A soft-sided cargo carrier that affixes to vehicle roofs.
Equipment	Accessories	Sport Racks	Top of Car Components	Cargo Rack Parts	Hardware and parts used for cargo racks such as towers, adapters, clips, brackets, hangers, bars, pads.
Equipment	Accessories	Sport Racks	Top of Car Components	Snow Sport Racks	A rack system used to transport skis and/or snowboards on the roof of a vehicle.

Equipment	Accessories	Sport Racks	Towers/Feet	Towers/Feet	Towers or feet sit on the four corners of your roof and attach to either your bare roof, with the addition of a specific kit/clip, or to your existing factory roof rails or factory mount track/fixed points.
Equipment	Winter/Snow Sports	Adjustable Poles	Adjustable Poles	Adjustable Poles	Poles with adjustable lengths.
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Skis	Flat Skis	A ski designed for downhill use sold separate from a binding.
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Skis	System Skis	A ski designed for downhill use sold with a binding.
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Bindings	Alpine Bindings	Attaches the boot to the ski at toe and heel.
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Boots	Alpine/AT Boots	A hybrid boot that offers the wearer the ability to change the flex in the boot and may offer a removable toe/heel piece to accommodate the desired activity from a downhill ski mode to alpine touring mode.
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Boots	High Performance Alpine Boots	An advanced level boot with a rigid sole that is sold at a higher price point, this includes all race specific boots.
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Boots	Recreation Alpine Boots	An entry level boot with a rigid sole that is sold at a low price point.
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Boots	Sport Performance Alpine Boots	An intermediate level boot with a rigid sole that is sold at a mid level price point.
Equipment	Winter/Snow Sports	Alpine Equipment	Alpine Poles	Alpine Poles	A pole used for balance and propulsion while skiing down the hill.
Equipment	Winter/Snow Sports	Alpine Touring Equipment	Alpine Touring Skis	Alpine Touring Skis	A ski designed to cover long distances across unmaintained trails with out the use of mechanical lifts to travel uphill.
Equipment	Winter/Snow Sports	Alpine Touring Equipment	Alpine Touring Bindings	Alpine Touring Bindings	Attaches the boot to the ski with a releasable locked down heel. Binding provides touring functionality by unlatching at the heel to provide a walking gait, and latch down at the heel to provide a fixed heel for alpine skiing.
Equipment	Winter/Snow Sports	Alpine Touring Equipment	Alpine Touring Boots	Alpine Touring Boots	A cross between a downhill boot and a plastic climbing boot that is light, flexible, and provides a wide range of cuff motion with traction on the sole. May include the word "rocker" to describe the sole of the boot.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Skis	Nordic Backcountry Skis	A shorter cross country ski that is more robust used on ungroomed terrain, they often come with a metal edge and a minimal side cut for improved turn ability.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Skis	Nordic Race Skis	A cross country ski with no side cut built for straight line speed on groomed tracks.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Skis	Nordic Sport skis	An intermediate level cross country ski designed for recreational use.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Skis	Nordic Touring Skis	A shorter cross country ski designed to be easily maneuverable for all around use.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Bindings	Nordic Backcountry Bindings	Attaches the boot to the ski only at the toe.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Bindings	Nordic Cross Country Bindings	An entry level binding that attaches the boot to the ski only at the toe for recreational use.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Bindings	Nordic Race Bindings	Attaches the boot to the ski only at the toe specifically designed for racing.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Bindings	Nordic Sport Bindings	An intermediate level binding that attaches the boot to the ski only at the toe.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Bindings	Nordic Touring Bindings	Attaches the boot to the ski only at the toe specifically marketed for touring.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Boots	Nordic Backcountry Boots	A soft boot that attaches to the binding only at the toe allowing freedom of heel movement.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Boots	Nordic Race Boots	A soft boot that attaches to the binding only at the toe allowing freedom of heel movement specifically designed for racing.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Boots	Nordic Sport Boots	An intermediate level soft boot that attaches to the binding only at the toe allowing freedom of heel movement.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Boots	Nordic Touring Boots	A soft boot with heavier insulation that attaches to the binding only at the toe allowing freedom of heel movement - specifically marketed as touring.
Equipment	Winter/Snow Sports	Nordic Equipment	Nordic Poles	Nordic Poles	A pole used for balance and propulsion while cross country skiing.
Equipment	Winter/Snow Sports	Skiboards	Skiboards	Skiboards	Typically less than 110cm with twin-tip construction and non-releasable bindings.
Equipment	Winter/Snow Sports	Snow Decks/Skates	Snow Decks/Skates	Snow Decks/Skates	A device similar to a skateboard deck used on snow.
Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboards	All Mountain Snowboards	A snowboard designed for use all over the mountain; includes big mountain, race, carve, and powder boards.
Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboards	Freeride Snowboards	A snowboard designed for on mountain use outside of the park/pipe.
Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboards	Freestyle Snowboards	A snowboard designed primarily for park/pipe use.
Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboards	Splitboard Snowboards	A snowboard that can be separated into skis for touring use.
Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboard Bindings	Step In Snowboard Bindings	Attaches the boot to the snowboard by using a metal plate to lock the boot to the board.
Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboard Bindings	Traditional Snowboard Bindings	Attaches the boot to the snowboard by using a strapping system.
Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboard Boots	Step In Snowboard Boots	A snowboard boot with a metal clasp on the bottom to attach to a step in binding.
Equipment	Winter/Snow Sports	Snowboard Equipment	Snowboard Boots	Traditional Snowboard Boots	A standard snowboard boot that is attached to the binding by strap.
Equipment	Winter/Snow Sports	Telemark Equipment	Telemark Skis	Telemark Skis	Heavier and wider than other Nordic skis with metal edges for turning.
Equipment	Winter/Snow Sports	Telemark Equipment	Telemark Bindings	Telemark Bindings	Attaches a telemark boot to the ski at the toe or toe and mid-foot. The heel is not attached to the ski.
Equipment	Winter/Snow Sports	Telemark Equipment	Telemark Boots	Telemark Boots	A cross between a downhill boot and a plastic climbing boot. Features bellows above the toes for articulation during a telemark turn. Light and flexible with traction on the sole.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Backcountry Accessories	Avalanche Shovels	A portable shovel used in the backcountry.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Backcountry Accessories	Beacons	A device that allows your position to be tracked while in the backcountry.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Backcountry Accessories	Other Backcountry Accessories	Items used in the backcountry that don't fall into any other category - such as slope meters, snow study kits, thermometers, etc.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Backcountry Accessories	Probes	A collapsible pole up to 12 feet long used to find people in an avalanche or measure snow depth.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Backcountry Accessories	Skins	Strips of material attached to the bottom of skis to provide traction while climbing hills.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Binding Covers	A cover put over bindings on a ski for transport.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Boot Dryers	Drying systems used to dry the inside of boots.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Leashes	A strap that attaches to the ski or snowboard to keep it from sliding down the hill.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Other Winter/Snow Accessories	Random snow accessories that don't fall into any other category - such as boot liners, pole baskets, pole tips, binding parts, etc.

Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Plate/Rises	Attaches to the ski under the binding allowing the rider to catch more edge before the boot/binding hits the snow.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Repair Kits	Items used to maintain equipment such as waxing irons, files, brushes, scrapers, edgers, base cleaners, etc.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Stomp Pads	A pad attached to the snowboard that provides traction and place to clean off excess snow on your boots.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Tools	Tools used specifically to adjust snowboard bindings.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Warmers	Items used to warm hands and feet; they are mostly disposable.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Other Winter/Snow Accessories	Wax	Wax applied to skis or snowboards to improve performance.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Snow Goggle Accessories	Snow Goggle Accessories	Accessories intended for use with snow goggles; includes goggle straps, replacement lenses, lens cleaners, anti-fog kits, leashes, etc.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Snow Goggles	Snow Goggles	Tight fitting eyewear worn to protect the eyes during winter sports.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Snow Protection Pads	Snow Protection Pads	Protective pads used in winter sports.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Snow Sports Helmet	Snow Sports Helmet	Protective head covering used in winter sports.
Equipment	Winter/Snow Sports	Winter/Snow Accessories	Snowshoes	Snowshoes	Attaches to the foot allowing the wearer to walk on snow.
Equipment	Winter/Snow Sports	Winter/Snow Shop Services	Winter/Snow Rentals	Alpine Rentals	Resort rentals/leases of alpine equipment.
Equipment	Winter/Snow Sports	Winter/Snow Shop Services	Winter/Snow Rentals	Nordic Rentals	Resort rentals/leases of Nordic equipment.
Equipment	Winter/Snow Sports	Winter/Snow Shop Services	Winter/Snow Rentals	Snowboard Rentals	Resort rentals/leases of snowboard equipment.
Equipment	Winter/Snow Sports	Winter/Snow Shop Services	Winter/Snow Repairs	Winter/Snow Repairs	Shop labor for repairing or assembling winter items including waxing and tuning of equipment.

Channel	(All)	Current Period	January-20			DOLLARS			UNITS			AVERAGE PRICE		
			January-19	January-20	Pct. Change	January-19	January-20	Pct. Change	January-19	January-20	Pct. Change			
Total Sales			\$954,118,696	\$939,409,816	-2%	16,799,523	15,211,042	-9%	\$57	\$62	9%			
	Accessories Total		\$24,049,465	\$24,094,897	0%	397,066	384,074	-3%	\$61	\$63	4%			
	Bags		\$12,943,666	\$13,084,556	1%	134,154	133,060	-1%	\$96	\$98	2%			
	Backpacks		\$1,921,630	\$1,889,942	-2%	10,929	13,840	27%	\$176	\$137	-22%			
	Technical Packs		\$1,921,630	\$1,889,942	-2%	10,929	13,840	27%	\$176	\$137	-22%			
	Men's		\$1,765,229	\$1,689,448	-4%	9,099	11,804	30%	\$194	\$143	-26%			
	Women's		\$154,536	\$198,150	28%	1,810	1,997	10%	\$85	\$99	16%			
	Youth		\$1,865	\$2,344	26%	20	39	95%	\$93	\$60	-36%			
	Sports Equipment Bags		\$11,022,036	\$11,194,614	2%	123,225	119,220	-3%	\$89	\$94	5%			
	Sports Equipment Bags		\$11,022,036	\$11,194,614	2%	123,225	119,220	-3%	\$89	\$94	5%			
	Men's		\$10,856,819	\$10,988,329	1%	120,241	115,654	-4%	\$90	\$95	5%			
	Youth		\$165,217	\$206,285	25%	2,984	3,566	20%	\$55	\$58	4%			
	Sunglasses		\$11,105,799	\$11,010,341	-1%	262,912	251,014	-5%	\$42	\$44	4%			
	Sunglasses		\$10,431,806	\$10,321,281	-1%	176,085	168,043	-5%	\$59	\$61	4%			
	Sunglasses		\$10,431,806	\$10,321,281	-1%	176,085	168,043	-5%	\$59	\$61	4%			
	Men's		\$8,833,860	\$9,160,393	4%	147,398	147,825	0%	\$60	\$62	3%			
	Women's		\$1,382,473	\$981,703	-29%	19,391	13,122	-32%	\$71	\$75	5%			
	Youth		\$215,473	\$179,185	-17%	9,296	7,096	-24%	\$23	\$25	9%			
	Sunglasses Accessories		\$673,993	\$689,060	2%	86,827	82,971	-4%	\$8	\$8	7%			
	Other Eyewear Accessories		\$112,142	\$133,167	19%	27,350	26,462	-3%	\$4	\$5	23%			
	Men's		\$112,142	\$133,167	19%	27,350	26,462	-3%	\$4	\$5	23%			
	Sunglass Cases		\$47,232	\$35,430	-25%	4,488	3,473	-23%	\$11	\$10	-3%			
	Men's		\$47,232	\$35,430	-25%	4,488	3,473	-23%	\$11	\$10	-3%			
	Women's													
	Sunglass Lenses		\$51,531	\$58,818	14%	687	750	9%	\$75	\$78	5%			
	Men's		\$51,531	\$58,818	14%	687	750	9%	\$75	\$78	5%			
	Women's													
	Youth													
	Sunglass Tethers		\$463,088	\$461,645	0%	54,302	52,286	-4%	\$9	\$9	4%			
	Men's		\$463,037	\$461,037	0%	54,293	52,194	-4%	\$9	\$9	4%			
	Youth		\$51	\$608	1092%	9	92	922%	\$6	\$7	17%			
	Apparel Total		\$483,894,269	\$424,884,163	-12%	8,929,528	7,761,349	-13%	\$54	\$55	1%			
	Total Apparel Accessories		\$100,389,277	\$79,550,621	-21%	3,557,796	2,686,010	-25%	\$28	\$30	5%			
	Total Apparel Accessories		\$100,389,277	\$79,550,621	-21%	3,557,796	2,686,010	-25%	\$28	\$30	5%			
	Total Handwear		\$62,033,375	\$49,804,785	-20%	1,692,252	1,237,132	-27%	\$37	\$40	10%			
	Men's		\$37,734,524	\$30,203,703	-20%	925,671	670,037	-28%	\$41	\$45	11%			
	Women's		\$16,103,053	\$13,018,577	-19%	414,239	309,584	-25%	\$39	\$42	8%			
	Youth		\$8,195,798	\$6,582,505	-20%	352,342	257,511	-27%	\$23	\$26	10%			
	Total Headwear		\$38,355,902	\$29,745,836	-22%	1,865,544	1,448,878	-22%	\$21	\$21	0%			
	Men's		\$28,445,192	\$21,470,893	-25%	1,329,626	983,572	-26%	\$21	\$22	2%			
	Women's		\$6,256,182	\$5,202,297	-17%	333,750	297,960	-11%	\$19	\$17	-7%			
	Youth		\$3,654,528	\$3,072,646	-16%	202,168	167,346	-17%	\$18	\$18	2%			
	Total Cold Weather Undergarments		\$32,671,201	\$27,104,623	-17%	761,727	577,195	-24%	\$43	\$47	9%			
	Total Cold Weather Undergarments		\$32,671,201	\$27,104,623	-17%	761,727	577,195	-24%	\$43	\$47	9%			
	Total Cold Weather Undergarments		\$32,671,201	\$27,104,623	-17%	761,727	577,195	-24%	\$43	\$47	9%			
	Men's		\$16,881,420	\$13,302,075	-21%	402,643	292,969	-27%	\$42	\$45	8%			
	Women's		\$12,768,964	\$11,105,123	-13%	245,080	194,586	-21%	\$52	\$57	10%			
	Youth		\$3,020,817	\$2,697,425	-11%	114,004	89,640	-21%	\$26	\$30	14%			
	Total Outerwear		\$288,071,132	\$251,179,667	-13%	2,736,445	2,356,964	-14%	\$105	\$107	1%			
	Total Outerwear Bottoms		\$76,816,770	\$66,838,534	-13%	835,778	622,371	-26%	\$92	\$107	17%			
	Total Outerwear Bottoms		\$76,816,770	\$66,838,534	-13%	835,778	622,371	-26%	\$92	\$107	17%			
	Men's		\$37,669,922	\$34,163,243	-9%	374,738	290,399	-23%	\$101	\$118	17%			
	Women's		\$30,237,937	\$26,188,809	-13%	289,101	219,864	-24%	\$105	\$119	14%			
	Youth		\$8,908,911	\$6,486,482	-27%	171,939	112,108	-35%	\$52	\$58	12%			
	Total Outerwear Suits/Sets		\$1,373,476	\$1,124,160	-18%	30,954	16,407	-47%	\$44	\$69	54%			
	Total Outerwear Suits/Sets		\$1,373,476	\$1,124,160	-18%	30,954	16,407	-47%	\$44	\$69	54%			
	Men's		\$587,794	\$335,620	-43%	20,243	8,495	-58%	\$29	\$40	36%			
	Women's		\$168,655	\$158,015	-6%	2,545	744	-71%	\$66	\$212	220%			
	Youth		\$617,027	\$630,525	2%	8,166	7,168	-12%	\$76	\$88	16%			
	Total Outerwear Tops		\$209,880,886	\$183,216,973	-13%	1,869,713	1,718,186	-8%	\$112	\$107	-5%			
	Total Outerwear Tops		\$209,880,886	\$183,216,973	-13%	1,869,713	1,718,186	-8%	\$112	\$107	-5%			
	Men's		\$99,351,265	\$87,162,507	-12%	836,667	767,937	-8%	\$119	\$114	-4%			
	Women's		\$94,161,686	\$82,576,466	-12%	752,755	710,378	-6%	\$125	\$116	-7%			
	Youth		\$16,367,935	\$13,478,000	-18%	280,291	239,871	-14%	\$58	\$56	-4%			
	Total Socks/Hosiery		\$11,625,444	\$10,606,193	-9%	604,087	532,824	-12%	\$19	\$20	3%			
	Total Socks		\$11,625,444	\$10,606,193	-9%	604,087	532,824	-12%	\$19	\$20	3%			
	Total Socks		\$11,625,444	\$10,606,193	-9%	604,087	532,824	-12%	\$19	\$20	3%			
	Men's		\$6,171,398	\$5,858,014	-5%	300,090	276,832	-8%	\$21	\$21	3%			
	Women's		\$3,636,145	\$3,214,458	-12%	176,387	148,882	-16%	\$21	\$22	5%			
	Youth		\$1,817,901	\$1,533,721	-16%	127,610	107,110	-16%	\$14	\$14	1%			
	Total Sportswear		\$51,137,215	\$56,443,059	10%	1,269,473	1,608,356	27%	\$40	\$35	-13%			
	Total Tops		\$50,665,771	\$56,078,356	11%	1,262,390	1,602,557	27%	\$40	\$35	-13%			

	Total Knit Shirts	\$2,783,334	\$2,595,098	-7%	60,668	53,144	-12%	\$46	\$49	6%
	Men's	\$1,292,949	\$1,264,064	-2%	30,911	29,146	-6%	\$42	\$43	4%
	Women's	\$1,288,356	\$1,153,321	-10%	24,057	19,691	-18%	\$54	\$59	9%
	Youth	\$202,029	\$177,713	-12%	5,700	4,307	-24%	\$35	\$41	16%
	Total Sweaters	\$9,304,207	\$7,483,527	-20%	154,318	120,027	-22%	\$60	\$62	3%
	Men's	\$1,883,090	\$1,817,396	-3%	28,696	22,200	-23%	\$66	\$82	25%
	Women's	\$7,400,701	\$5,642,383	-24%	125,120	97,042	-22%	\$59	\$58	-2%
	Youth	\$20,416	\$23,748	16%	502	785	56%	\$41	\$30	-26%
	Total Sweatshirts	\$38,578,230	\$45,999,731	19%	1,047,404	1,429,386	36%	\$37	\$32	-13%
	Men's	\$20,308,486	\$24,307,923	20%	557,078	722,542	30%	\$36	\$34	-8%
	Women's	\$15,637,522	\$17,755,986	14%	380,944	458,991	20%	\$41	\$39	-6%
	Youth	\$2,632,222	\$3,935,822	50%	109,382	247,853	127%	\$24	\$16	-34%
	Total Bottoms	\$471,444	\$364,703	-23%	7,083	5,799	-18%	\$67	\$63	-6%
	Total Pants	\$470,923	\$364,703	-23%	7,066	5,799	-18%	\$67	\$63	-6%
	Men's	\$91,358	\$58,160	-36%	1,023	786	-23%	\$89	\$74	-17%
	Women's	\$321,649	\$264,173	-18%	4,310	4,060	-6%	\$75	\$65	-13%
	Youth	\$57,916	\$42,370	-27%	1,733	953	-45%	\$33	\$44	33%
	Total Shorts	\$521		-100%	17		-100%	\$31		
	Women's	\$521		-100%	17		-100%	\$31		
	Equipment Total	\$446,174,962	\$490,430,756	10%	7,472,929	7,065,619	-5%	\$60	\$69	16%
	Accessories	\$10,647,549	\$11,779,721	11%	184,737	218,481	18%	\$58	\$54	-6%
	First Aid/Body Care	\$638,287	\$908,030	42%	71,296	113,304	59%	\$9	\$8	-10%
	First Aid/Body Care	\$638,287	\$908,030	42%	71,296	113,304	59%	\$9	\$8	-10%
	Men's	\$631,148	\$895,617	42%	70,680	111,513	58%	\$9	\$8	-10%
	Not Specified	\$7,139	\$12,413	74%	616	1,791	191%	\$12	\$7	-40%
	Instruments	\$5,068,961	\$5,386,668	6%	86,104	77,852	-10%	\$59	\$69	18%
	Digital Imaging	\$1,958,705	\$2,233,065	14%	6,176	6,944	12%	\$317	\$322	1%
	Men's	\$121,999	\$49,756	-59%	562	335	-40%	\$217	\$149	-32%
	Not Specified	\$1,836,706	\$2,183,309	19%	5,614	6,609	18%	\$327	\$330	1%
	Digital Imaging Accessories	\$899,777	\$726,082	-19%	26,584	23,244	-13%	\$34	\$31	-8%
	Men's	\$860,733	\$674,500	-22%	25,832	22,293	-14%	\$33	\$30	-9%
	Not Specified	\$39,044	\$51,582	32%	752	951	26%	\$52	\$54	4%
	Portable Audio/Phone Accessories	\$2,210,479	\$2,427,521	10%	53,344	47,664	-11%	\$41	\$51	23%
	Men's	\$19,570	\$11,964	-39%	859	561	-35%	\$23	\$21	-6%
	Not Specified	\$2,190,909	\$2,415,557	10%	52,485	47,103	-10%	\$42	\$51	23%
	Sport Racks	\$4,940,301	\$5,485,023	11%	27,337	27,325	0%	\$181	\$201	11%
	Rack Parts	\$599,053	\$692,165	16%	8,456	8,462	0%	\$71	\$82	15%
	Men's	\$514,246	\$621,661	21%	7,166	7,385	3%	\$72	\$84	17%
	Not Specified	\$84,807	\$70,504	-17%	1,290	1,077	-17%	\$66	\$65	0%
	Top of Car Components	\$3,212,016	\$3,745,263	17%	12,197	13,487	11%	\$263	\$278	5%
	Men's	\$1,927,964	\$2,329,948	21%	6,730	7,936	18%	\$286	\$294	2%
	Not Specified	\$1,284,052	\$1,415,315	10%	5,467	5,551	2%	\$235	\$255	9%
	Towers/Feet	\$700,389	\$599,359	-14%	3,330	2,781	-16%	\$210	\$216	2%
	Men's	\$656,894	\$546,694	-17%	3,118	2,520	-19%	\$211	\$217	3%
	Not Specified	\$43,495	\$52,665	21%	212	261	23%	\$205	\$202	-2%
	Load Bars	\$428,843	\$448,236	5%	3,354	2,595	-23%	\$128	\$173	35%
	Men's	\$330,362	\$355,224	8%	2,822	2,148	-24%	\$117	\$165	41%
	Not Specified	\$98,481	\$93,012	-6%	532	447	-16%	\$185	\$208	12%
	Winter/Snow Sports	\$435,527,413	\$478,651,035	10%	7,288,192	6,847,138	-6%	\$60	\$70	17%
	Adjustable Poles	\$1,019,287	\$1,169,059	15%	12,191	14,058	15%	\$84	\$83	-1%
	Adjustable Poles	\$1,019,287	\$1,169,059	15%	12,191	14,058	15%	\$84	\$83	-1%
	Men's	\$788,361	\$859,585	9%	7,961	8,180	3%	\$99	\$105	6%
	Not Specified	\$72,108	\$78,412	9%	865	828	-4%	\$83	\$95	14%
	Women's	\$10,604	\$4,961	-53%	113	57	-50%	\$94	\$87	-7%
	Youth	\$148,214	\$226,101	53%	3,252	4,993	54%	\$46	\$45	-1%
	Alpine Equipment	\$127,344,432	\$149,257,760	17%	477,696	548,682	15%	\$267	\$272	2%
	Alpine Bindings	\$14,045,734	\$19,116,549	36%	74,322	96,347	30%	\$189	\$198	5%
	Men's	\$12,356,221	\$16,991,386	38%	64,094	84,885	32%	\$193	\$200	4%
	Not Specified	\$1,273,073	\$1,836,839	44%	6,582	8,651	31%	\$193	\$212	10%
	Women's	\$186,167	\$63,358	-66%	1,212	333	-73%	\$154	\$190	24%
	Youth	\$230,273	\$224,966	-2%	2,434	2,478	2%	\$95	\$91	-4%
	Alpine Boots	\$56,478,280	\$63,956,479	13%	164,973	179,233	9%	\$342	\$357	4%
	Men's	\$33,777,488	\$37,028,819	10%	83,724	88,345	6%	\$403	\$419	4%
	Not Specified	\$1,177,683	\$1,379,822	17%	9,716	11,321	17%	\$121	\$122	1%
	Women's	\$19,849,244	\$23,890,287	20%	58,763	66,734	14%	\$338	\$358	6%
	Youth	\$1,673,865	\$1,657,551	-1%	12,770	12,833	0%	\$131	\$129	-1%
	Alpine Poles	\$5,990,278	\$7,185,921	20%	123,203	144,262	17%	\$49	\$50	2%
	Men's	\$3,480,686	\$4,097,509	18%	68,407	77,146	13%	\$51	\$53	4%
	Not Specified	\$945,614	\$1,018,502	8%	18,784	20,498	9%	\$50	\$50	-1%
	Women's	\$1,138,148	\$1,620,080	42%	23,394	32,244	38%	\$49	\$50	3%
	Youth	\$425,830	\$449,830	6%	12,618	14,374	14%	\$34	\$31	-7%
	Alpine Skis	\$50,830,140	\$58,998,811	16%	115,198	128,840	12%	\$441	\$458	4%
	Men's	\$30,730,275	\$36,144,642	18%	60,154	70,649	17%	\$511	\$512	0%
	Not Specified	\$631,548	\$593,416	-6%	1,538	1,154	-25%	\$411	\$514	25%
	Women's	\$15,976,172	\$18,860,331	18%	35,235	40,421	15%	\$453	\$467	3%
	Youth	\$3,492,145	\$3,400,422	-3%	18,271	16,616	-9%	\$191	\$205	7%

Alpine Touring Equipment	\$6,339,793	\$7,983,975	26%	11,970	14,244	19%	\$530	\$561	6%
Alpine Touring Bindings	\$3,291,053	\$3,642,905	11%	7,299	7,242	-1%	\$451	\$503	12%
Men's	\$3,202,954	\$3,488,134	9%	7,103	6,916	-3%	\$451	\$504	12%
Not Specified	\$88,099	\$154,771	76%	196	326	66%	\$449	\$475	6%
Women's									
Alpine Touring Boots	\$1,783,882	\$2,769,227	55%	2,670	4,609	73%	\$668	\$601	-10%
Men's	\$1,390,028	\$2,075,300	49%	2,079	3,379	63%	\$669	\$614	-8%
Not Specified	\$7,150	\$4,076	-43%	16	16		\$447	\$255	-43%
Women's	\$386,704	\$689,851	78%	575	1,214	111%	\$673	\$568	-16%
Alpine Touring Skis	\$1,264,858	\$1,571,843	24%	2,001	2,393	20%	\$632	\$657	4%
Men's	\$855,112	\$1,218,076	42%	1,323	1,731	31%	\$646	\$704	9%
Not Specified	\$150,173	\$56,310	-63%	130	58	-55%	\$1,155	\$971	-16%
Women's	\$254,014	\$296,023	17%	517	593	15%	\$491	\$499	2%
Youth	\$5,559	\$1,434	-74%	31	11	-65%	\$179	\$130	-27%
Nordic Equipment	\$9,195,625	\$8,145,116	-11%	77,230	63,372	-18%	\$119	\$129	8%
Nordic Bindings	\$728,395	\$721,703	-1%	10,868	9,865	-9%	\$67	\$73	9%
Men's	\$576,846	\$600,041	4%	8,117	8,094	0%	\$71	\$74	4%
Not Specified	\$42,810	\$47,989	12%	812	631	-22%	\$53	\$76	44%
Women's	\$18,839	\$9,416	-50%	286	156	-45%	\$66	\$60	-8%
Youth	\$89,900	\$64,257	-29%	1,653	984	-40%	\$54	\$65	20%
Nordic Boots	\$3,388,493	\$3,062,394	-10%	26,016	21,004	-19%	\$130	\$146	12%
Men's	\$2,346,971	\$2,029,370	-14%	16,456	12,915	-22%	\$143	\$157	10%
Not Specified	\$32,275	\$47,785	48%	332	133	-60%	\$97	\$359	270%
Women's	\$863,943	\$906,034	5%	7,352	7,102	-3%	\$118	\$128	9%
Youth	\$145,304	\$79,205	-45%	1,876	854	-54%	\$77	\$93	20%
Nordic Poles	\$933,251	\$875,386	-6%	20,518	17,301	-16%	\$45	\$51	11%
Men's	\$768,734	\$750,279	-2%	16,159	14,794	-8%	\$48	\$51	7%
Not Specified	\$59,041	\$44,540	-25%	1,031	667	-35%	\$57	\$67	17%
Women's	\$67,316	\$32,642	-52%	1,717	961	-44%	\$39	\$34	-13%
Youth	\$38,160	\$47,925	26%	1,611	879	-45%	\$24	\$55	130%
Nordic Skis	\$4,145,486	\$3,485,633	-16%	19,828	15,202	-23%	\$209	\$229	10%
Men's	\$3,262,719	\$2,600,248	-20%	14,951	10,677	-29%	\$218	\$244	12%
Not Specified	\$672,891	\$635,095	-6%	2,867	2,946	3%	\$235	\$216	-8%
Women's	\$90,777	\$95,403	5%	675	519	-23%	\$134	\$184	37%
Youth	\$119,099	\$154,887	30%	1,335	1,060	-21%	\$89	\$146	64%
Skiboards	\$8,731	\$6,176	-29%	39	29	-26%	\$224	\$213	-5%
Skiboards	\$8,731	\$6,176	-29%	39	29	-26%	\$224	\$213	-5%
Men's	\$8,731	\$6,176	-29%	39	29	-26%	\$224	\$213	-5%
Not Specified									
Youth									
Snow Decks/Skates	\$5,387	-\$1,567	-129%	20	3	-85%	\$269	-\$522	-294%
Snow Decks/Skates	\$5,387	-\$1,567	-129%	20	3	-85%	\$269	-\$522	-294%
Men's	\$5,387	-\$1,567	-129%	20	3	-85%	\$269	-\$522	-294%
Not Specified									
Snowboard Equipment	\$70,298,316	\$85,665,100	22%	272,811	309,929	14%	\$258	\$276	7%
Snowboard Bindings	\$18,638,570	\$22,619,665	21%	92,017	104,416	13%	\$203	\$217	7%
Men's	\$13,077,136	\$15,997,712	22%	62,242	71,162	14%	\$210	\$225	7%
Not Specified	\$1,641,708	\$2,330,809	42%	6,940	9,892	43%	\$237	\$236	0%
Women's	\$3,538,816	\$3,933,548	11%	18,401	19,726	7%	\$192	\$199	4%
Youth	\$380,910	\$357,596	-6%	4,434	3,636	-18%	\$86	\$98	14%
Snowboard Boots	\$24,504,903	\$30,634,384	25%	107,297	124,277	16%	\$228	\$247	8%
Men's	\$17,819,639	\$22,955,366	29%	73,565	88,499	20%	\$242	\$259	7%
Not Specified	\$222,302	\$24,042	-89%	939	130	-86%	\$237	\$185	-22%
Women's	\$5,800,313	\$6,998,445	21%	26,201	29,902	14%	\$221	\$234	6%
Youth	\$662,649	\$656,531	-1%	6,592	5,746	-13%	\$101	\$114	14%
Snowboards	\$27,154,843	\$32,411,051	19%	73,497	81,236	11%	\$369	\$399	8%
Men's	\$20,213,095	\$24,824,035	23%	49,760	57,036	15%	\$406	\$435	7%
Not Specified	\$1,165,778	\$1,186,345	2%	2,620	2,641	1%	\$445	\$449	1%
Women's	\$4,665,660	\$5,337,688	14%	12,613	14,239	13%	\$370	\$375	1%
Youth	\$1,110,310	\$1,062,983	-4%	8,504	7,320	-14%	\$131	\$145	11%
Telemark Equipment	\$498,912	\$527,727	6%	1,549	1,523	-2%	\$322	\$347	8%
Telemark Bindings	\$257,032	\$285,798	11%	1,084	1,059	-2%	\$237	\$270	14%
Men's	\$242,935	\$255,667	5%	1,053	988	-6%	\$231	\$259	12%
Not Specified	\$11,712	\$26,586	127%	22	60	173%	\$532	\$443	-17%
Women's	\$2,385	\$3,545	49%	9	11	22%	\$265	\$322	22%
Telemark Boots	\$205,324	\$219,549	7%	376	373	-1%	\$546	\$589	8%
Men's	\$158,588	\$166,308	5%	279	283	1%	\$568	\$588	3%
Not Specified		\$780			3			\$260	
Women's	\$46,736	\$52,461	12%	97	87	-10%	\$482	\$603	25%
Telemark Skis	\$36,556	\$22,380	-39%	89	91	2%	\$411	\$246	-40%
Men's	\$27,068	\$17,802	-34%	63	80	27%	\$430	\$223	-48%
Not Specified	\$9,488	\$4,578	-52%	26	11	-58%	\$365	\$416	14%
Women's									
Winter/Snow Accessories	\$114,931,253	\$119,856,475	4%	3,460,846	3,193,265	-8%	\$33	\$38	13%
Backcountry Accessories	\$4,026,399	\$4,912,041	22%	37,154	37,506	1%	\$108	\$131	21%
Men's	\$3,296,508	\$3,662,103	11%	33,160	30,712	-7%	\$99	\$119	20%

	Not Specified	\$676,918	\$1,099,194	62%	3,731	6,250	68%	\$181	\$176	-3%
	Women's	\$2,761		-100%	17		-100%	\$162		
	Youth	\$50,212	\$150,744	200%	246	544	121%	\$204	\$277	36%
	Other Winter/Snow Accessories	\$22,374,933	\$17,130,897	-23%	2,387,910	2,072,772	-13%	\$9	\$8	-12%
	Men's	\$21,517,072	\$16,389,293	-24%	2,308,895	2,021,890	-12%	\$9	\$8	-13%
	Not Specified	\$827,071	\$694,724	-16%	77,223	49,171	-36%	\$11	\$14	32%
	Women's	\$8,796	\$6,626	-25%	1,164	846	-27%	\$8	\$8	4%
	Youth	\$21,994	\$40,254	83%	628	865	38%	\$35	\$47	33%
	Snow Goggle Accessories	\$1,198,923	\$1,858,947	55%	56,624	91,789	62%	\$21	\$20	-4%
	Men's	\$538,430	\$593,565	10%	12,709	11,727	-8%	\$42	\$51	19%
	Not Specified	\$660,493	\$1,265,382	92%	43,915	80,062	82%	\$15	\$16	5%
	Snow Goggles	\$48,718,755	\$54,565,651	12%	610,447	623,274	2%	\$80	\$88	10%
	Men's	\$33,050,613	\$33,772,487	2%	368,757	376,232	2%	\$90	\$90	0%
	Not Specified	\$7,029,928	\$12,385,545	76%	102,848	114,406	11%	\$68	\$108	58%
	Women's	\$5,387,364	\$4,876,089	-9%	52,819	44,694	-15%	\$102	\$109	7%
	Youth	\$3,250,850	\$3,531,530	9%	86,023	87,942	2%	\$38	\$40	6%
	Snow Protection Pads	\$905,422	\$748,337	-17%	29,590	22,767	-23%	\$31	\$33	7%
	Men's	\$835,661	\$676,829	-19%	28,142	21,730	-23%	\$30	\$31	5%
	Not Specified	\$4,826	\$4,549	-6%	96	93	-3%	\$50	\$49	-3%
	Women's	\$30,993	\$28,568	-8%	383	295	-23%	\$81	\$97	20%
	Youth	\$33,942	\$38,391	13%	969	649	-33%	\$35	\$59	69%
	Snow Sports Helmet	\$33,899,477	\$36,999,849	9%	313,705	322,396	3%	\$108	\$115	6%
	Men's	\$20,100,534	\$15,885,156	-21%	177,824	138,908	-22%	\$113	\$114	1%
	Not Specified	\$5,918,132	\$15,142,339	156%	49,968	115,139	130%	\$118	\$132	11%
	Women's	\$4,901,588	\$3,359,287	-31%	35,564	24,354	-32%	\$138	\$138	0%
	Youth	\$2,979,223	\$2,613,067	-12%	50,349	43,995	-13%	\$59	\$59	0%
	Snowshoes	\$3,807,344	\$3,640,753	-4%	25,416	22,761	-10%	\$150	\$160	7%
	Men's	\$2,234,322	\$2,053,693	-8%	12,803	11,055	-14%	\$175	\$186	6%
	Not Specified	\$588,995	\$389,078	-34%	5,278	3,355	-36%	\$112	\$116	4%
	Women's	\$860,908	\$1,064,268	24%	5,222	6,238	19%	\$165	\$171	3%
	Youth	\$123,119	\$133,714	9%	2,113	2,113		\$58	\$63	9%
	Winter/Snow Shop Services	\$105,885,677	\$106,041,214	0%	2,973,840	2,702,033	-9%	\$36	\$39	10%
	Winter/Snow Rentals	\$89,469,652	\$91,876,941	3%	2,369,632	2,302,063	-3%	\$38	\$40	6%
	Men's	\$43,251,378	\$49,401,021	14%	338,854	296,582	-12%	\$128	\$167	30%
	Not Specified	\$46,218,274	\$42,475,920	-8%	2,030,778	2,005,481	-1%	\$23	\$21	-7%
	Winter/Snow Repairs	\$16,416,025	\$14,164,273	-14%	604,208	399,970	-34%	\$27	\$35	30%
	Men's	\$16,416,025	\$14,164,273	-14%	604,208	399,970	-34%	\$27	\$35	30%
Grand Total		\$954,118,696	\$939,409,816	-2%	16,799,523	15,211,042	-9%	\$57	\$62	9%

Channel	(All)	Season to date	STD (Aug'19 - Jan'20)	DOLLARS			UNITS			AVERAGE PRICE		
				STD (Aug'18 - Jan'19)	STD (Aug'19 - Jan'20)	Pct. Change	STD (Aug'18 - Jan'19)	STD (Aug'19 - Jan'20)	Pct. Change	STD (Aug'18 - Jan'19)	STD (Aug'19 - Jan'20)	Pct. Change
Total Sales				\$5,492,720,966	\$5,462,705,362	-1%	92,309,428	90,043,958	-2%	\$60	\$61	2%
	Accessories Total											
	Bags			\$41,489,379	\$43,783,967	6%	458,100	475,299	4%	\$91	\$92	2%
		Backpacks		\$6,864,984	\$6,874,931	0%	45,028	50,176	11%	\$152	\$137	-10%
		Technical Packs		\$6,864,984	\$6,874,931	0%	45,028	50,176	11%	\$152	\$137	-10%
		Men's		\$6,224,705	\$6,198,384	0%	37,455	42,564	14%	\$166	\$146	-12%
		Women's		\$637,953	\$663,487	4%	7,545	7,439	-1%	\$85	\$89	5%
		Youth		\$2,326	\$13,060	461%	28	173	518%	\$83	\$75	-9%
		Sports Equipment Bags		\$34,624,395	\$36,909,036	7%	413,072	425,123	3%	\$84	\$87	4%
		Sports Equipment Bags		\$34,624,395	\$36,909,036	7%	413,072	425,123	3%	\$84	\$87	4%
		Men's		\$33,853,729	\$35,588,852	5%	397,787	401,336	1%	\$85	\$89	4%
		Youth		\$770,666	\$1,320,184	71%	15,285	23,787	56%	\$50	\$56	10%
	Sunglasses			\$93,169,022	\$90,841,299	-2%	2,047,888	1,978,146	-3%	\$45	\$46	1%
		Sunglasses		\$87,700,598	\$85,241,757	-3%	1,422,159	1,364,872	-4%	\$62	\$62	1%
		Sunglasses		\$87,700,598	\$85,241,757	-3%	1,422,159	1,364,872	-4%	\$62	\$62	1%
		Men's		\$75,399,604	\$74,645,583	-1%	1,218,219	1,193,000	-2%	\$62	\$63	1%
		Women's		\$10,410,038	\$8,858,287	-15%	133,141	111,175	-16%	\$78	\$80	2%
		Youth		\$1,890,956	\$1,737,887	-8%	70,799	60,697	-14%	\$27	\$29	7%
		Sunglasses Accessories		\$5,468,424	\$5,599,542	2%	625,729	613,274	-2%	\$9	\$9	4%
		Other Eyewear Accessories		\$364,628	\$399,499	10%	72,768	75,275	3%	\$5	\$5	6%
		Men's		\$364,628	\$399,499	10%	72,768	75,275	3%	\$5	\$5	6%
		Sunglass Cases		\$372,547	\$321,823	-14%	37,534	31,226	-17%	\$10	\$10	4%
		Men's		\$372,331	\$321,765	-14%	37,488	31,224	-17%	\$10	\$10	4%
		Women's		\$216	\$58	-73%	46	2	-96%	\$5	\$29	518%
		Sunglass Lenses		\$414,858	\$386,214	-7%	5,653	4,922	-13%	\$73	\$78	7%
		Men's		\$414,858	\$386,036	-7%	5,653	4,919	-13%	\$73	\$78	7%
		Women's			\$178			3			\$59	
		Youth		\$0			0					
		Sunglass Tethers		\$4,316,391	\$4,492,006	4%	509,774	501,851	-2%	\$8	\$9	6%
		Men's		\$4,314,233	\$4,488,366	4%	509,429	501,336	-2%	\$8	\$9	6%
		Youth		\$2,158	\$3,640	69%	345	515	49%	\$6	\$7	13%
	Apparel Total											
	Total Apparel Accessories			\$490,336,026	\$459,237,558	-6%	19,406,492	17,727,210	-9%	\$25	\$26	3%
	Total Apparel Accessories			\$490,336,026	\$459,237,558	-6%	19,406,492	17,727,210	-9%	\$25	\$26	3%
	Total Handwear			\$280,746,257	\$265,312,738	-5%	8,205,855	7,451,197	-9%	\$34	\$36	4%
		Men's		\$170,130,335	\$161,523,871	-5%	4,448,762	4,004,382	-10%	\$38	\$40	5%
		Women's		\$74,915,856	\$68,666,909	-8%	2,142,477	1,913,202	-11%	\$35	\$36	3%
		Youth		\$35,700,066	\$35,121,958	-2%	1,614,616	1,533,613	-5%	\$22	\$23	4%
	Total Headwear			\$209,589,769	\$193,924,820	-7%	11,200,637	10,276,013	-8%	\$19	\$19	1%
		Men's		\$140,610,396	\$127,896,120	-9%	7,143,079	6,349,649	-11%	\$20	\$20	2%
		Women's		\$50,034,671	\$46,970,417	-6%	2,929,930	2,850,675	-3%	\$17	\$16	-4%
		Youth		\$18,944,702	\$19,058,283	1%	1,127,628	1,075,689	-5%	\$17	\$18	5%
	Total Cold Weather Undergarments			\$188,809,573	\$184,918,361	-2%	4,613,994	4,315,214	-6%	\$41	\$43	5%
	Total Cold Weather Undergarments			\$188,809,573	\$184,918,361	-2%	4,613,994	4,315,214	-6%	\$41	\$43	5%
	Total Cold Weather Undergarments			\$188,809,573	\$184,918,361	-2%	4,613,994	4,315,214	-6%	\$41	\$43	5%
		Men's		\$98,326,248	\$91,858,561	-7%	2,558,436	2,278,567	-11%	\$38	\$40	5%
		Women's		\$73,560,483	\$74,921,593	2%	1,387,995	1,377,877	-1%	\$53	\$54	3%
		Youth		\$16,922,842	\$18,138,207	7%	667,563	658,770	-1%	\$25	\$28	9%
	Total Outerwear			\$2,224,429,715	\$2,016,625,363	-9%	22,326,457	20,076,204	-10%	\$100	\$100	1%
	Total Outerwear Bottoms			\$309,509,031	\$300,434,340	-3%	3,257,687	2,919,825	-10%	\$95	\$103	8%
	Total Outerwear Bottoms			\$309,509,031	\$300,434,340	-3%	3,257,687	2,919,825	-10%	\$95	\$103	8%
		Men's		\$149,506,591	\$145,648,860	-3%	1,417,138	1,255,180	-11%	\$105	\$116	10%
		Women's		\$112,946,621	\$112,054,538	-1%	1,037,546	957,146	-8%	\$109	\$117	8%
		Youth		\$47,055,819	\$42,730,942	-9%	803,003	707,499	-12%	\$59	\$60	3%
	Total Outerwear Suits/Sets			\$11,794,700	\$10,592,187	-10%	275,144	180,179	-35%	\$43	\$59	37%
	Total Outerwear Suits/Sets			\$11,794,700	\$10,592,187	-10%	275,144	180,179	-35%	\$43	\$59	37%
		Men's		\$4,826,530	\$2,309,561	-52%	182,191	80,230	-56%	\$26	\$29	9%
		Women's		\$896,007	\$1,489,055	66%	9,080	9,913	9%	\$99	\$150	52%
		Youth		\$6,072,163	\$6,793,571	12%	83,873	90,036	7%	\$72	\$75	4%
	Total Outerwear Tops			\$1,903,125,984	\$1,705,598,836	-10%	18,793,626	16,976,200	-10%	\$101	\$100	-1%
	Total Outerwear Tops			\$1,903,125,984	\$1,705,598,836	-10%	18,793,626	16,976,200	-10%	\$101	\$100	-1%
		Men's		\$851,906,456	\$769,040,145	-10%	8,119,594	7,355,245	-9%	\$105	\$105	0%
		Women's		\$881,489,501	\$786,313,977	-11%	7,861,163	7,096,757	-10%	\$112	\$111	-1%
		Youth		\$169,730,027	\$150,244,714	-11%	2,812,869	2,524,198	-10%	\$60	\$60	-1%
	Total Socks/Hosiery			\$49,621,547	\$49,765,628	0%	2,769,158	2,693,996	-3%	\$18	\$18	3%
	Total Socks			\$49,621,547	\$49,765,628	0%	2,769,158	2,693,996	-3%	\$18	\$18	3%
	Total Socks			\$49,621,547	\$49,765,628	0%	2,769,158	2,693,996	-3%	\$18	\$18	3%
		Men's		\$25,582,670	\$26,294,981	3%	1,344,732	1,330,534	-1%	\$19	\$20	4%
		Women's		\$16,122,200	\$15,711,325	-3%	839,145	799,855	-5%	\$19	\$20	2%
		Youth		\$7,916,677	\$7,759,322	-2%	585,281	563,607	-4%	\$14	\$14	2%
	Total Sportswear			\$657,837,709	\$731,339,587	11%	16,342,989	19,002,938	16%	\$40	\$38	-4%
	Total Tops			\$654,979,113	\$728,932,088	11%	16,295,591	18,962,413	16%	\$40	\$38	-4%

	Total Knit Shirts	\$30,624,302	\$27,021,957	-12%	905,369	805,241	-11%	\$34	\$34	-1%
	Men's	\$15,351,735	\$17,209,116	12%	508,777	557,460	10%	\$30	\$31	2%
	Women's	\$13,419,167	\$8,437,491	-37%	339,575	209,608	-38%	\$40	\$40	2%
	Youth	\$1,853,400	\$1,375,350	-26%	57,017	38,173	-33%	\$33	\$36	11%
	Total Sweaters	\$115,714,420	\$93,211,841	-19%	1,810,689	1,544,486	-15%	\$64	\$60	-6%
	Men's	\$37,113,220	\$25,980,071	-30%	555,385	384,723	-31%	\$67	\$68	1%
	Women's	\$78,033,563	\$66,699,630	-15%	1,241,477	1,143,242	-8%	\$63	\$58	-7%
	Youth	\$567,637	\$532,140	-6%	13,827	16,521	19%	\$41	\$32	-22%
	Total Sweatshirts	\$508,640,391	\$608,698,290	20%	13,579,533	16,612,686	22%	\$37	\$37	-2%
	Men's	\$283,482,607	\$334,573,251	18%	7,793,575	9,187,825	18%	\$36	\$36	0%
	Women's	\$190,091,104	\$221,796,566	17%	4,399,115	5,331,200	21%	\$43	\$42	-4%
	Youth	\$35,066,680	\$52,328,473	49%	1,386,843	2,093,661	51%	\$25	\$25	-1%
	Total Bottoms	\$2,858,596	\$2,407,499	-16%	47,398	40,525	-15%	\$60	\$59	-1%
	Total Pants	\$2,855,170	\$2,407,039	-16%	47,281	40,507	-14%	\$60	\$59	-2%
	Men's	\$552,706	\$327,846	-41%	6,534	4,980	-24%	\$85	\$66	-22%
	Women's	\$1,828,358	\$1,745,951	-5%	29,616	28,398	-4%	\$62	\$61	0%
	Youth	\$474,106	\$333,242	-30%	11,131	7,129	-36%	\$43	\$47	10%
	Total Shorts	\$3,426	\$460	-87%	117	18	-85%	\$29	\$26	-13%
	Women's	\$3,426	\$460	-87%	117	18	-85%	\$29	\$26	-13%
	Equipment Total									
	Accessories	\$75,893,800	\$70,115,424	-8%	1,240,928	1,184,927	-5%	\$61	\$59	-3%
	First Aid/Body Care	\$3,778,852	\$4,471,936	18%	416,701	536,592	29%	\$9	\$8	-8%
	First Aid/Body Care	\$3,778,852	\$4,471,936	18%	416,701	536,592	29%	\$9	\$8	-8%
	Men's	\$3,741,698	\$4,409,338	18%	413,220	525,887	27%	\$9	\$8	-7%
	Not Specified	\$37,154	\$62,598	68%	3,481	10,705	208%	\$11	\$6	-45%
	Instruments	\$31,547,170	\$24,566,302	-22%	540,002	401,992	-26%	\$58	\$61	5%
	Digital Imaging	\$13,866,869	\$9,246,730	-33%	49,642	30,135	-39%	\$279	\$307	10%
	Men's	\$2,215,397	\$209,246	-91%	8,792	1,212	-86%	\$252	\$173	-31%
	Not Specified	\$11,651,472	\$9,037,484	-22%	40,850	28,923	-29%	\$285	\$312	10%
	Digital Imaging Accessories	\$3,882,591	\$2,907,752	-25%	109,473	88,374	-19%	\$35	\$33	-7%
	Men's	\$3,572,562	\$2,497,353	-30%	103,529	80,796	-22%	\$35	\$31	-10%
	Not Specified	\$310,029	\$410,399	32%	5,944	7,578	27%	\$52	\$54	4%
	Portable Audio/Phone Accessories	\$13,797,710	\$12,411,820	-10%	380,887	283,483	-26%	\$36	\$44	21%
	Men's	\$163,556	\$101,157	-38%	7,077	5,007	-29%	\$23	\$20	-13%
	Not Specified	\$13,634,154	\$12,310,663	-10%	373,810	278,476	-26%	\$36	\$44	21%
	Sport Racks	\$40,567,778	\$41,077,186	1%	284,225	246,343	-13%	\$143	\$167	17%
	Rack Parts	\$6,334,223	\$6,378,442	1%	99,574	84,703	-15%	\$64	\$75	18%
	Men's	\$5,366,267	\$5,511,677	3%	83,961	71,654	-15%	\$64	\$77	20%
	Not Specified	\$967,956	\$866,765	-10%	15,613	13,049	-16%	\$62	\$66	7%
	Top of Car Components	\$22,332,246	\$24,726,896	11%	108,525	103,655	-4%	\$206	\$239	16%
	Men's	\$14,426,695	\$16,614,951	15%	58,990	59,773	1%	\$245	\$278	14%
	Not Specified	\$7,905,551	\$8,111,945	3%	49,535	43,882	-11%	\$160	\$185	16%
	Towers/Feet	\$7,502,300	\$5,572,897	-26%	41,150	28,026	-32%	\$182	\$199	9%
	Men's	\$6,865,330	\$5,022,592	-27%	37,534	25,200	-33%	\$183	\$199	9%
	Not Specified	\$636,970	\$550,305	-14%	3,616	2,826	-22%	\$176	\$195	11%
	Load Bars	\$4,399,009	\$4,398,951	0%	34,976	29,959	-14%	\$126	\$147	17%
	Men's	\$3,282,048	\$3,351,969	2%	27,994	23,997	-14%	\$117	\$140	19%
	Not Specified	\$1,116,961	\$1,046,982	-6%	6,982	5,962	-15%	\$160	\$176	10%
	Winter/Snow Sports	\$1,671,134,195	\$1,816,078,175	9%	23,103,422	22,590,024	-2%	\$72	\$80	11%
	Adjustable Poles	\$3,891,061	\$4,276,169	10%	48,803	55,683	14%	\$80	\$77	-4%
	Adjustable Poles	\$3,891,061	\$4,276,169	10%	48,803	55,683	14%	\$80	\$77	-4%
	Men's	\$2,979,054	\$3,002,639	1%	31,962	30,551	-4%	\$93	\$98	5%
	Women's	\$37,061	\$24,932	-33%	431	275	-36%	\$86	\$91	5%
	Youth	\$571,702	\$933,768	63%	13,011	21,559	66%	\$44	\$43	-1%
	Not Specified	\$303,244	\$314,830	4%	3,399	3,298	-3%	\$89	\$95	7%
	Alpine Equipment	\$587,839,326	\$657,653,465	12%	2,336,740	2,555,387	9%	\$252	\$257	2%
	Alpine Bindings	\$66,298,008	\$81,069,456	22%	371,399	434,553	17%	\$179	\$187	5%
	Men's	\$56,711,902	\$72,146,058	27%	304,370	373,758	23%	\$186	\$193	4%
	Women's	\$960,896	\$342,721	-64%	6,491	2,002	-69%	\$171	\$171	16%
	Youth	\$2,273,920	\$2,889,112	27%	24,520	30,371	24%	\$93	\$95	3%
	Not Specified	\$6,351,290	\$5,691,565	-10%	36,018	28,422	-21%	\$176	\$200	14%
	Alpine Boots	\$247,725,712	\$271,006,684	9%	821,101	874,400	6%	\$302	\$310	3%
	Men's	\$142,105,334	\$150,332,073	6%	372,783	386,389	4%	\$381	\$389	2%
	Women's	\$84,061,157	\$95,988,369	14%	264,815	285,866	8%	\$317	\$336	6%
	Youth	\$12,719,972	\$16,697,037	31%	95,231	127,989	34%	\$134	\$130	-2%
	Not Specified	\$8,839,249	\$7,989,205	-10%	88,272	74,156	-16%	\$100	\$108	8%
	Alpine Poles	\$22,032,335	\$25,109,134	14%	498,319	534,744	7%	\$44	\$47	6%
	Men's	\$12,684,350	\$14,406,730	14%	267,695	285,211	7%	\$47	\$51	7%
	Women's	\$4,423,627	\$5,562,432	26%	102,116	115,017	13%	\$43	\$48	12%
	Youth	\$1,968,782	\$1,996,350	1%	65,223	62,579	-4%	\$30	\$32	6%
	Not Specified	\$2,955,576	\$3,143,622	6%	63,285	71,937	14%	\$47	\$44	-6%
	Alpine Skis	\$251,783,271	\$280,468,191	11%	645,921	711,690	10%	\$390	\$394	1%
	Men's	\$144,946,351	\$161,372,408	11%	306,940	346,126	13%	\$472	\$466	-1%
	Women's	\$75,648,859	\$83,897,270	11%	181,214	200,957	11%	\$417	\$417	0%
	Youth	\$27,638,908	\$31,837,717	15%	148,742	157,710	6%	\$186	\$202	9%
	Not Specified	\$3,549,153	\$3,360,796	-5%	9,025	6,897	-24%	\$393	\$487	24%

Alpine Touring Equipment	\$30,726,567	\$33,376,107	9%	63,601	63,716	0%	\$483	\$524	8%
Alpine Touring Bindings	\$15,326,226	\$15,457,083	1%	36,607	32,372	-12%	\$419	\$477	14%
Men's	\$14,951,989	\$14,942,696	0%	35,774	31,206	-13%	\$418	\$479	15%
Women's	\$0	\$0		0	0				
Not Specified	\$374,237	\$514,387	37%	833	1,166	40%	\$449	\$441	-2%
Alpine Touring Boots	\$8,561,764	\$11,189,861	31%	14,142	19,841	40%	\$605	\$564	-7%
Men's	\$6,503,401	\$8,242,784	27%	10,758	14,263	33%	\$605	\$578	-4%
Women's	\$2,028,679	\$2,935,988	45%	3,307	5,526	67%	\$613	\$531	-13%
Not Specified	\$29,684	\$11,089	-63%	77	52	-32%	\$386	\$213	-45%
Alpine Touring Skis	\$6,838,577	\$6,729,163	-2%	12,852	11,503	-10%	\$532	\$585	10%
Men's	\$4,841,947	\$5,140,293	6%	8,641	8,148	-6%	\$560	\$631	13%
Women's	\$1,471,052	\$1,383,133	-6%	3,420	3,073	-10%	\$430	\$450	5%
Youth	\$59,881	\$7,473	-88%	321	68	-79%	\$187	\$110	-41%
Not Specified	\$465,697	\$198,264	-57%	470	214	-54%	\$991	\$926	-6%
Nordic Equipment	\$32,863,196	\$33,641,626	2%	265,076	256,213	-3%	\$124	\$131	6%
Nordic Bindings	\$2,421,583	\$2,784,873	15%	36,826	39,729	8%	\$66	\$70	7%
Men's	\$2,004,998	\$2,239,632	12%	29,532	30,808	4%	\$68	\$73	7%
Women's	\$48,080	\$62,896	31%	886	971	10%	\$54	\$65	19%
Youth	\$230,414	\$294,553	28%	3,831	5,700	49%	\$60	\$52	-14%
Not Specified	\$138,091	\$187,792	36%	2,577	2,250	-13%	\$54	\$83	56%
Nordic Boots	\$11,553,558	\$12,491,397	8%	87,455	84,850	-3%	\$132	\$147	11%
Men's	\$7,983,824	\$8,623,012	8%	53,714	52,811	-2%	\$149	\$163	10%
Women's	\$2,756,618	\$2,815,671	2%	23,385	22,721	-3%	\$118	\$124	5%
Youth	\$718,887	\$736,170	2%	9,205	8,624	-6%	\$78	\$85	9%
Not Specified	\$94,229	\$316,544	236%	1,151	694	-40%	\$82	\$456	457%
Nordic Poles	\$3,109,130	\$3,161,819	2%	65,874	63,859	-3%	\$47	\$50	5%
Men's	\$2,483,008	\$2,714,489	9%	51,237	53,023	3%	\$48	\$51	6%
Women's	\$289,548	\$92,442	-68%	5,146	2,797	-46%	\$56	\$33	-41%
Youth	\$137,734	\$184,777	34%	5,717	4,861	-15%	\$24	\$38	58%
Not Specified	\$198,840	\$170,111	-14%	3,774	3,178	-16%	\$53	\$54	2%
Nordic Skis	\$15,778,925	\$15,203,537	-4%	74,921	67,775	-10%	\$211	\$224	7%
Men's	\$11,765,257	\$11,516,230	-2%	52,007	48,684	-6%	\$226	\$237	5%
Women's	\$591,349	\$370,978	-37%	4,025	2,102	-48%	\$147	\$176	20%
Youth	\$720,721	\$1,133,760	57%	6,693	7,221	8%	\$108	\$157	46%
Not Specified	\$2,701,598	\$2,182,569	-19%	12,196	9,768	-20%	\$222	\$223	1%
Skiboards	\$27,325	\$52,248	91%	137	236	72%	\$199	\$221	11%
Skiboards	\$27,325	\$52,248	91%	137	236	72%	\$199	\$221	11%
Men's	\$25,601	\$52,248	104%	112	236	111%	\$229	\$221	-3%
Youth	\$1,724	\$0	-100%	25	0	-100%	\$69		
Not Specified	\$0	\$0		0	0				
Snowboard Equipment	\$327,311,615	\$356,992,540	9%	1,344,967	1,378,806	3%	\$243	\$259	6%
Snowboard Bindings	\$82,605,673	\$89,323,759	8%	436,158	445,876	2%	\$189	\$200	6%
Men's	\$57,262,437	\$61,146,370	7%	287,739	290,633	1%	\$199	\$210	6%
Women's	\$16,282,799	\$16,608,212	2%	91,011	89,626	-2%	\$179	\$185	4%
Youth	\$2,421,408	\$2,382,966	-2%	27,450	24,603	-10%	\$88	\$97	10%
Not Specified	\$6,639,029	\$9,186,211	38%	29,958	41,014	37%	\$222	\$224	1%
Snowboard Boots	\$108,121,520	\$120,296,197	11%	508,248	527,686	4%	\$213	\$228	7%
Men's	\$76,827,621	\$87,999,681	15%	334,662	360,216	8%	\$240	\$244	6%
Women's	\$25,995,755	\$27,915,667	7%	125,540	127,113	1%	\$207	\$220	6%
Youth	\$4,437,407	\$4,155,919	-6%	44,248	39,105	-12%	\$100	\$106	6%
Not Specified	\$860,737	\$224,930	-74%	3,798	1,252	-67%	\$227	\$180	-21%
Snowboards	\$136,584,422	\$147,372,584	8%	400,561	405,244	1%	\$341	\$364	7%
Men's	\$98,196,486	\$107,860,676	10%	260,642	268,132	3%	\$377	\$402	7%
Women's	\$24,961,465	\$26,238,949	5%	72,662	75,378	4%	\$344	\$348	1%
Youth	\$8,131,289	\$7,645,114	-6%	54,637	48,682	-11%	\$149	\$157	6%
Not Specified	\$5,295,182	\$5,627,845	6%	12,620	13,052	3%	\$420	\$431	3%
Telemark Equipment	\$2,143,566	\$2,085,897	-3%	6,624	5,955	-10%	\$324	\$350	8%
Telemark Bindings	\$1,059,170	\$992,202	-6%	4,385	3,807	-13%	\$242	\$261	8%
Men's	\$1,001,021	\$939,554	-6%	4,262	3,678	-14%	\$235	\$255	9%
Women's	\$2,697	\$3,545	31%	12	11	-8%	\$225	\$322	43%
Not Specified	\$55,452	\$49,103	-11%	111	118	6%	\$500	\$416	-17%
Telemark Boots	\$913,316	\$968,289	6%	1,795	1,780	-1%	\$509	\$544	7%
Men's	\$734,006	\$788,237	7%	1,429	1,459	2%	\$514	\$540	5%
Women's	\$179,310	\$172,279	-4%	366	298	-19%	\$490	\$578	18%
Not Specified	\$0	\$7,773		0	23			\$338	
Telemark Skis	\$171,080	\$125,406	-27%	444	368	-17%	\$385	\$341	-12%
Men's	\$136,219	\$95,169	-30%	349	291	-17%	\$390	\$327	-16%
Women's	\$3,044	\$0	-100%	9	0	-100%	\$338		
Not Specified	\$31,817	\$30,237	-5%	86	77	-10%	\$370	\$393	6%
Winter/Snow Accessories	\$365,356,698	\$381,273,152	4%	11,830,858	11,618,718	-2%	\$31	\$33	6%
Backcountry Accessories	\$16,634,104	\$17,801,741	7%	153,753	133,633	-13%	\$108	\$133	23%
Men's	\$13,259,780	\$13,140,847	-1%	135,394	109,406	-19%	\$98	\$120	23%
Women's	\$3,133	\$0	-100%	22	0	-100%	\$142		
Youth	\$436,163	\$663,025	52%	1,516	2,157	42%	\$288	\$307	7%
Not Specified	\$2,935,028	\$3,997,869	36%	16,821	22,070	31%	\$174	\$181	4%
Other Winter/Snow Accessories	\$61,044,880	\$56,570,991	-7%	8,274,803	7,998,589	-3%	\$7	\$7	-4%

	Men's	\$57,627,489	\$53,692,835	-7%	7,970,324	7,774,345	-2%	\$7	\$7	-4%
	Women's	\$50,516	\$36,269	-28%	6,543	4,211	-36%	\$8	\$9	12%
	Youth	\$52,132	\$109,499	110%	1,441	2,579	79%	\$36	\$42	17%
	Not Specified	\$3,314,743	\$2,732,388	-18%	296,495	217,454	-27%	\$11	\$13	12%
	Snow Goggle Accessories	\$3,653,735	\$4,773,461	31%	169,280	238,796	41%	\$22	\$20	-7%
	Men's	\$1,853,205	\$1,503,248	-19%	46,443	35,808	-23%	\$40	\$42	5%
	Not Specified	\$1,800,530	\$3,270,213	82%	122,837	202,988	65%	\$15	\$16	10%
	Snow Goggles	\$147,480,792	\$156,794,202	6%	1,866,401	1,879,858	1%	\$79	\$83	6%
	Men's	\$101,359,006	\$96,579,325	-5%	1,134,184	1,098,872	-3%	\$89	\$88	-2%
	Women's	\$16,604,566	\$15,617,329	-6%	170,362	154,978	-9%	\$97	\$101	3%
	Youth	\$10,821,774	\$11,929,509	10%	290,422	300,935	4%	\$37	\$40	6%
	Not Specified	\$18,695,446	\$32,668,039	75%	271,433	325,073	20%	\$69	\$100	46%
	Snow Protection Pads	\$2,397,583	\$2,466,987	3%	74,415	73,671	-1%	\$32	\$33	4%
	Men's	\$2,200,508	\$2,238,868	2%	70,237	69,996	0%	\$31	\$32	2%
	Women's	\$93,315	\$87,733	-6%	1,221	968	-21%	\$76	\$91	19%
	Youth	\$92,997	\$98,984	6%	2,727	2,024	-26%	\$34	\$49	43%
	Not Specified	\$10,763	\$41,402	285%	230	683	197%	\$47	\$61	30%
	Snow Sports Helmet	\$115,783,829	\$123,624,840	7%	1,161,623	1,164,145	0%	\$100	\$106	7%
	Men's	\$67,219,937	\$53,697,976	-20%	632,296	501,658	-21%	\$106	\$107	1%
	Women's	\$17,284,645	\$11,700,863	-32%	138,478	92,774	-33%	\$125	\$126	1%
	Youth	\$11,745,718	\$10,757,617	-8%	212,260	189,588	-11%	\$55	\$57	3%
	Not Specified	\$19,533,529	\$47,468,384	143%	178,589	380,125	113%	\$109	\$125	14%
	Snowshoes	\$18,361,775	\$19,240,930	5%	130,583	130,026	0%	\$141	\$148	5%
	Men's	\$9,888,206	\$10,083,125	2%	58,426	57,763	-1%	\$169	\$175	3%
	Women's	\$4,392,499	\$5,203,227	18%	27,770	31,947	15%	\$158	\$163	3%
	Youth	\$1,134,863	\$1,087,332	-4%	18,221	16,296	-11%	\$62	\$67	7%
	Not Specified	\$2,946,207	\$2,867,246	-3%	26,166	24,020	-8%	\$113	\$119	6%
	Winter/Snow Shop Services	\$320,961,424	\$346,667,214	8%	7,206,566	6,655,041	-8%	\$45	\$52	17%
	Winter/Snow Rentals	\$258,528,228	\$290,085,373	12%	5,044,058	5,075,879	1%	\$51	\$57	12%
	Men's	\$174,733,418	\$206,744,967	18%	1,529,857	1,408,222	-8%	\$114	\$147	29%
	Not Specified	\$83,794,810	\$83,340,406	-1%	3,514,201	3,667,657	4%	\$24	\$23	-5%
	Winter/Snow Repairs	\$62,433,196	\$56,581,841	-9%	2,162,508	1,579,162	-27%	\$29	\$36	24%
	Men's	\$62,433,196	\$56,581,841	-9%	2,162,508	1,579,162	-27%	\$29	\$36	24%
	Snow Decks/Skates	\$13,417	\$59,757	345%	50	269	438%	\$268	\$222	-17%
	Snow Decks/Skates	\$13,417	\$59,757	345%	50	269	438%	\$268	\$222	-17%
	Men's	\$9,875	\$57,352	481%	42	259	517%	\$235	\$221	-6%
	Not Specified	\$3,542	\$2,405	-32%	8	10	25%	\$443	\$241	-46%
Grand Total		\$5,492,720,966	\$5,462,705,362	-1%	92,309,428	90,043,958	-2%	\$60	\$61	2%

Channel	(All)	Current Period	January-20			DOLLARS			UNITS			AVERAGE PRICE		
			January-19	January-20	Pct. Change	January-19	January-20	Pct. Change	January-19	January-20	Pct. Change			
Total Sales			\$954,118,696	\$939,409,816	-2%	16,799,523	15,211,042	-9%	\$57	\$62	9%			
	Accessories		\$24,049,465	\$24,094,897	0%	397,066	384,074	-3%	\$61	\$63	4%			
	Bags		\$12,943,666	\$13,084,556	1%	134,154	133,060	-1%	\$96	\$98	2%			
	Backpacks		\$1,921,630	\$1,889,942	-2%	10,929	13,840	27%	\$176	\$137	-22%			
	Technical Packs		\$1,921,630	\$1,889,942	-2%	10,929	13,840	27%	\$176	\$137	-22%			
	Sports Equipment Bags		\$11,022,036	\$11,194,614	2%	123,225	119,220	-3%	\$89	\$94	5%			
	Sunglasses		\$11,105,799	\$11,010,341	-1%	262,912	251,014	-5%	\$42	\$44	4%			
	Sunglasses		\$10,431,806	\$10,321,281	-1%	176,085	168,043	-5%	\$59	\$61	4%			
	Sunglasses		\$10,431,806	\$10,321,281	-1%	176,085	168,043	-5%	\$59	\$61	4%			
	Sunglasses Accessories		\$673,993	\$689,060	2%	86,827	82,971	-4%	\$8	\$8	7%			
	Other Eyewear Accessories		\$112,142	\$133,167	19%	27,350	26,462	-3%	\$4	\$5	23%			
	Sunglass Cases		\$47,232	\$35,430	-25%	4,488	3,473	-23%	\$11	\$10	-3%			
	Sunglass Lenses		\$51,531	\$58,818	14%	687	750	9%	\$75	\$78	5%			
	Sunglass Tethers		\$463,088	\$461,645	0%	54,302	52,286	-4%	\$9	\$9	4%			
	Apparel		\$483,894,269	\$424,884,163	-12%	8,929,528	7,761,349	-13%	\$54	\$55	1%			
	Total Apparel Accessories		\$100,389,277	\$79,550,621	-21%	3,557,796	2,686,010	-25%	\$28	\$30	5%			
	Total Apparel Accessories		\$100,389,277	\$79,550,621	-21%	3,557,796	2,686,010	-25%	\$28	\$30	5%			
	Total Handwear		\$62,033,375	\$49,804,785	-20%	1,692,252	1,237,132	-27%	\$37	\$40	10%			
	Total Headwear		\$38,355,902	\$29,745,836	-22%	1,865,544	1,448,878	-22%	\$21	\$21	0%			
	Total Cold Weather Undergarments		\$32,671,201	\$27,104,623	-17%	761,727	577,195	-24%	\$43	\$47	9%			
	Total Cold Weather Undergarments		\$32,671,201	\$27,104,623	-17%	761,727	577,195	-24%	\$43	\$47	9%			
	Total Cold Weather Undergarments		\$32,671,201	\$27,104,623	-17%	761,727	577,195	-24%	\$43	\$47	9%			
	Total Outerwear		\$288,071,132	\$251,179,667	-13%	2,736,445	2,356,964	-14%	\$105	\$107	1%			
	Total Outerwear Bottoms		\$76,816,770	\$66,838,534	-13%	835,778	622,371	-26%	\$92	\$107	17%			
	Total Outerwear Bottoms		\$76,816,770	\$66,838,534	-13%	835,778	622,371	-26%	\$92	\$107	17%			
	Total Outerwear Suits/Sets		\$1,373,476	\$1,124,160	-18%	30,954	16,407	-47%	\$44	\$69	54%			
	Total Outerwear Suits/Sets		\$1,373,476	\$1,124,160	-18%	30,954	16,407	-47%	\$44	\$69	54%			
	Total Outerwear Tops		\$209,880,886	\$183,216,973	-13%	1,869,713	1,718,186	-8%	\$112	\$107	-5%			
	Total Outerwear Tops		\$209,880,886	\$183,216,973	-13%	1,869,713	1,718,186	-8%	\$112	\$107	-5%			
	Total Socks/Hosiery		\$11,625,444	\$10,606,193	-9%	604,087	532,824	-12%	\$19	\$20	3%			
	Total Socks		\$11,625,444	\$10,606,193	-9%	604,087	532,824	-12%	\$19	\$20	3%			
	Total Socks		\$11,625,444	\$10,606,193	-9%	604,087	532,824	-12%	\$19	\$20	3%			
	Total Sportswear		\$51,137,215	\$56,443,059	10%	1,269,473	1,608,356	27%	\$40	\$35	-13%			
	Total Tops		\$50,665,771	\$56,078,356	11%	1,262,390	1,602,557	27%	\$40	\$35	-13%			
	Total Knit Shirts		\$2,783,334	\$2,595,098	-7%	60,668	53,144	-12%	\$46	\$49	6%			
	Total Sweaters		\$9,304,207	\$7,483,527	-20%	154,318	120,027	-22%	\$60	\$62	3%			
	Total Sweatshirts		\$38,578,230	\$45,999,731	19%	1,047,404	1,429,386	36%	\$37	\$32	-13%			
	Total Bottoms		\$471,444	\$364,703	-23%	7,083	5,799	-18%	\$67	\$63	-6%			
	Total Pants		\$470,923	\$364,703	-23%	7,066	5,799	-18%	\$67	\$63	-6%			
	Total Shorts		\$521	\$0	-100%	17	0	-100%	\$31	\$63	-6%			
	Equipment		\$446,174,962	\$490,430,756	10%	7,472,929	7,065,619	-5%	\$60	\$69	16%			
	Accessories		\$10,647,549	\$11,779,721	11%	184,737	218,481	18%	\$58	\$54	-6%			
	First Aid/Body Care		\$638,287	\$908,030	42%	71,296	113,304	59%	\$9	\$8	-10%			
	First Aid/Body Care		\$638,287	\$908,030	42%	71,296	113,304	59%	\$9	\$8	-10%			
	Instruments		\$5,068,961	\$5,386,668	6%	86,104	77,852	-10%	\$59	\$69	18%			
	Digital Imaging		\$1,958,705	\$2,233,065	14%	6,176	6,944	12%	\$317	\$322	1%			
	Digital Imaging Accessories		\$899,777	\$726,082	-19%	26,584	23,244	-13%	\$34	\$31	-8%			
	Portable Audio/Phone Accessories		\$2,210,479	\$2,427,521	10%	53,344	47,664	-11%	\$41	\$51	23%			
	Sport Racks		\$4,940,301	\$5,485,023	11%	27,337	27,325	0%	\$181	\$201	11%			
	Rack Parts		\$599,053	\$692,165	16%	8,456	8,462	0%	\$71	\$82	15%			
	Top of Car Components		\$3,212,016	\$3,745,263	17%	12,197	13,487	11%	\$263	\$278	5%			
	Towers/Feet		\$700,389	\$599,359	-14%	3,330	2,781	-16%	\$210	\$216	2%			
	Load Bars		\$428,843	\$448,236	5%	3,354	2,595	-23%	\$128	\$173	35%			
	Winter/Snow Sports		\$435,527,413	\$478,651,035	10%	7,288,192	6,847,138	-6%	\$60	\$70	17%			
	Adjustable Poles		\$1,019,287	\$1,169,059	15%	12,191	14,058	15%	\$84	\$83	-1%			
	Adjustable Poles		\$1,019,287	\$1,169,059	15%	12,191	14,058	15%	\$84	\$83	-1%			
	Alpine Equipment		\$127,344,432	\$149,257,760	17%	477,696	548,682	15%	\$267	\$272	2%			
	Alpine Bindings		\$14,045,734	\$19,116,549	36%	74,322	96,347	30%	\$189	\$198	5%			
	Alpine Boots		\$56,478,280	\$63,956,479	13%	164,973	179,233	9%	\$342	\$357	4%			
	Alpine Poles		\$5,990,278	\$7,185,921	20%	123,203	144,262	17%	\$49	\$50	2%			
	Alpine Skis		\$50,830,140	\$58,998,811	16%	115,198	128,840	12%	\$441	\$458	4%			
	Alpine Touring Equipment		\$6,339,793	\$7,983,975	26%	11,970	14,244	19%	\$530	\$561	6%			
	Alpine Touring Bindings		\$3,291,053	\$3,642,905	11%	7,299	7,242	-1%	\$451	\$503	12%			
	Alpine Touring Boots		\$1,783,882	\$2,769,227	55%	2,670	4,609	73%	\$668	\$601	-10%			
	Alpine Touring Skis		\$1,264,858	\$1,571,843	24%	2,001	2,393	20%	\$632	\$657	4%			
	Nordic Equipment		\$9,195,625	\$8,145,116	-11%	77,230	63,372	-18%	\$119	\$129	8%			
	Nordic Bindings		\$728,395	\$721,703	-1%	10,868	9,865	-9%	\$67	\$73	9%			
	Nordic Boots		\$3,388,493	\$3,062,394	-10%	26,016	21,004	-19%	\$130	\$146	12%			
	Nordic Poles		\$933,251	\$875,386	-6%	20,518	17,301	-16%	\$45	\$51	11%			

Nordic Skis	\$4,145,486	\$3,485,633	-16%	19,828	15,202	-23%	\$209	\$229	10%
Skiboards	\$8,731	\$6,176	-29%	39	29	-26%	\$224	\$213	-5%
Skiboards	\$8,731	\$6,176	-29%	39	29	-26%	\$224	\$213	-5%
Snow Decks/Skates	\$5,387	-\$1,567	-129%	20	3	-85%	\$269	-\$522	-294%
Snow Decks/Skates	\$5,387	-\$1,567	-129%	20	3	-85%	\$269	-\$522	-294%
Snowboard Equipment	\$70,298,316	\$85,665,100	22%	272,811	309,929	14%	\$258	\$276	7%
Snowboard Bindings	\$18,638,570	\$22,619,665	21%	92,017	104,416	13%	\$203	\$217	7%
Snowboard Boots	\$24,504,903	\$30,634,384	25%	107,297	124,277	16%	\$228	\$247	8%
Snowboards	\$27,154,843	\$32,411,051	19%	73,497	81,236	11%	\$369	\$399	8%
Telemark Equipment	\$498,912	\$527,727	6%	1,549	1,523	-2%	\$322	\$347	8%
Telemark Bindings	\$257,032	\$285,798	11%	1,084	1,059	-2%	\$237	\$270	14%
Telemark Boots	\$205,324	\$219,549	7%	376	373	-1%	\$546	\$589	8%
Telemark Skis	\$36,556	\$22,380	-39%	89	91	2%	\$411	\$246	-40%
Winter/Snow Accessories	\$114,931,253	\$119,856,475	4%	3,460,846	3,193,265	-8%	\$33	\$38	13%
Backcountry Accessories	\$4,026,399	\$4,912,041	22%	37,154	37,506	1%	\$108	\$131	21%
Other Winter/Snow Accessories	\$22,374,933	\$17,130,897	-23%	2,387,910	2,072,772	-13%	\$9	\$8	-12%
Snow Goggle Accessories	\$1,198,923	\$1,858,947	55%	56,624	91,789	62%	\$21	\$20	-4%
Snow Goggles	\$48,718,755	\$54,565,651	12%	610,447	623,274	2%	\$80	\$88	10%
Snow Protection Pads	\$905,422	\$748,337	-17%	29,590	22,767	-23%	\$31	\$33	7%
Snow Sports Helmet	\$33,899,477	\$36,999,849	9%	313,705	322,396	3%	\$108	\$115	6%
Snowshoes	\$3,807,344	\$3,640,753	-4%	25,416	22,761	-10%	\$150	\$160	7%
Winter/Snow Shop Services	\$105,885,677	\$106,041,214	0%	2,973,840	2,702,033	-9%	\$36	\$39	10%
Winter/Snow Rentals	\$89,469,652	\$91,876,941	3%	2,369,632	2,302,063	-3%	\$38	\$40	6%
Winter/Snow Repairs	\$16,416,025	\$14,164,273	-14%	604,208	399,970	-34%	\$27	\$35	30%
Grand Total	\$954,118,696	\$939,409,816	-2%	16,799,523	15,211,042	-9%	\$57	\$62	9%

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Channel	(All)	Season to date	STD (Aug'19 - Jan'20)	DOLLARS			UNITS			AVERAGE PRICE		
				STD (Aug'18 - Jan'19)	STD (Aug'19 - Jan'20)	Pct. Change	STD (Aug'19 - Jan'20)	STD (Aug'19 - Jan'20)	Pct. Change	STD (Aug'19 - Jan'20)	STD (Aug'19 - Jan'20)	Pct. Change
Total Sales				\$5,492,720,966	\$5,462,705,362	-1%	92,309,428	90,043,958	-2%	\$60	\$61	2%
	Accessories			\$134,658,401	\$134,625,266	0%	2,505,988	2,453,445	-2%	\$54	\$55	2%
	Bags			\$41,489,379	\$43,783,967	6%	458,100	475,299	4%	\$91	\$92	2%
	Backpacks			\$6,864,984	\$6,874,931	0%	45,028	50,176	11%	\$152	\$137	-10%
	Technical Packs			\$6,864,984	\$6,874,931	0%	45,028	50,176	11%	\$152	\$137	-10%
	Sports Equipment Bags			\$34,624,395	\$36,909,036	7%	413,072	425,123	3%	\$84	\$87	4%
	Sunglasses			\$93,169,022	\$90,841,299	-2%	2,047,888	1,978,146	-3%	\$45	\$46	1%
	Sunglasses			\$87,700,598	\$85,241,757	-3%	1,422,159	1,364,872	-4%	\$62	\$62	1%
	Sunglasses			\$87,700,598	\$85,241,757	-3%	1,422,159	1,364,872	-4%	\$62	\$62	1%
	Sunglasses Accessories			\$5,468,424	\$5,599,542	2%	625,729	613,274	-2%	\$9	\$9	4%
	Other Eyewear Accessories			\$364,628	\$399,499	10%	72,768	75,275	3%	\$5	\$5	6%
	Sunglass Cases			\$372,547	\$321,823	-14%	37,534	31,226	-17%	\$10	\$10	4%
	Sunglass Lenses			\$414,858	\$386,214	-7%	5,653	4,922	-13%	\$73	\$78	7%
	Sunglass Tethers			\$4,316,391	\$4,492,006	4%	509,774	501,851	-2%	\$8	\$9	6%
	Apparel			\$3,611,034,570	\$3,441,886,497	-5%	65,459,090	63,815,562	-3%	\$55	\$54	-2%
	Total Apparel Accessories			\$490,336,026	\$459,237,558	-6%	19,406,492	17,727,210	-9%	\$25	\$26	3%
	Total Apparel Accessories			\$490,336,026	\$459,237,558	-6%	19,406,492	17,727,210	-9%	\$25	\$26	3%
	Total Handwear			\$280,746,257	\$265,312,738	-5%	8,205,855	7,451,197	-9%	\$34	\$36	4%
	Total Headwear			\$209,589,769	\$193,924,820	-7%	11,200,637	10,276,013	-8%	\$19	\$19	1%
	Total Cold Weather Undergarments			\$188,809,573	\$184,918,361	-2%	4,613,994	4,315,214	-6%	\$41	\$43	5%
	Total Cold Weather Undergarments			\$188,809,573	\$184,918,361	-2%	4,613,994	4,315,214	-6%	\$41	\$43	5%
	Total Cold Weather Undergarments			\$188,809,573	\$184,918,361	-2%	4,613,994	4,315,214	-6%	\$41	\$43	5%
	Total Outerwear			\$2,224,429,715	\$2,016,625,363	-9%	22,326,457	20,076,204	-10%	\$100	\$100	1%
	Total Outerwear Bottoms			\$309,509,031	\$300,434,340	-3%	3,257,687	2,919,825	-10%	\$95	\$103	8%
	Total Outerwear Bottoms			\$309,509,031	\$300,434,340	-3%	3,257,687	2,919,825	-10%	\$95	\$103	8%
	Total Outerwear Suits/Sets			\$11,794,700	\$10,592,187	-10%	275,144	180,179	-35%	\$43	\$59	37%
	Total Outerwear Suits/Sets			\$11,794,700	\$10,592,187	-10%	275,144	180,179	-35%	\$43	\$59	37%
	Total Outerwear Tops			\$1,903,125,984	\$1,705,598,836	-10%	18,793,626	16,976,200	-10%	\$101	\$100	-1%
	Total Outerwear Tops			\$1,903,125,984	\$1,705,598,836	-10%	18,793,626	16,976,200	-10%	\$101	\$100	-1%
	Total Socks/Hosiery			\$49,621,547	\$49,765,628	0%	2,769,158	2,693,996	-3%	\$18	\$18	3%
	Total Socks			\$49,621,547	\$49,765,628	0%	2,769,158	2,693,996	-3%	\$18	\$18	3%
	Total Socks			\$49,621,547	\$49,765,628	0%	2,769,158	2,693,996	-3%	\$18	\$18	3%
	Total Sportswear			\$654,979,113	\$731,339,587	11%	16,342,989	19,002,938	16%	\$40	\$38	-4%
	Total Tops			\$654,979,113	\$731,339,587	11%	16,342,989	19,002,938	16%	\$40	\$38	-4%
	Total Knit Shirts			\$30,624,302	\$27,021,957	-12%	905,369	805,241	-11%	\$34	\$34	-1%
	Total Sweaters			\$115,714,420	\$93,211,841	-19%	1,810,689	1,544,486	-15%	\$64	\$60	-6%
	Total Sweatshirts			\$508,640,391	\$608,698,290	20%	13,579,533	16,612,686	22%	\$37	\$37	-2%
	Total Bottoms			\$2,858,596	\$2,407,499	-16%	47,398	40,525	-15%	\$60	\$59	-1%
	Total Pants			\$2,855,170	\$2,407,039	-16%	47,281	40,507	-14%	\$60	\$59	-2%
	Total Shorts			\$3,426	\$460	-87%	117	18	-85%	\$29	\$26	-13%
	Equipment			\$1,747,027,995	\$1,886,193,599	8%	24,344,350	23,774,951	-2%	\$72	\$79	11%
	Accessories			\$75,893,800	\$70,115,424	-8%	1,240,928	1,184,927	-5%	\$61	\$59	-3%
	First Aid/Body Care			\$3,778,852	\$4,471,936	18%	416,701	536,592	29%	\$9	\$8	-8%
	First Aid/Body Care			\$3,778,852	\$4,471,936	18%	416,701	536,592	29%	\$9	\$8	-8%
	Instruments			\$31,547,170	\$24,566,302	-22%	540,002	401,992	-26%	\$58	\$61	5%
	Digital Imaging			\$13,866,869	\$9,246,730	-33%	49,642	30,135	-39%	\$279	\$307	10%
	Digital Imaging Accessories			\$3,882,591	\$2,907,752	-25%	109,473	88,374	-19%	\$35	\$33	-7%
	Portable Audio/Phone Accessories			\$13,797,710	\$12,411,820	-10%	380,887	283,483	-26%	\$36	\$44	21%
	Sport Racks			\$40,567,778	\$41,077,186	1%	284,225	246,343	-13%	\$143	\$167	17%
	Rack Parts			\$6,334,223	\$6,378,442	1%	99,574	84,703	-15%	\$64	\$75	18%
	Top of Car Components			\$22,332,246	\$24,726,896	11%	108,525	103,655	-4%	\$206	\$239	16%
	Towers/Feet			\$7,502,300	\$5,572,897	-26%	41,150	28,026	-32%	\$182	\$199	9%
	Load Bars			\$4,399,009	\$4,398,951	0%	34,976	29,959	-14%	\$126	\$147	17%
	Winter/Snow Sports			\$1,671,134,195	\$1,816,078,175	9%	23,103,422	22,590,024	-2%	\$72	\$80	11%
	Adjustable Poles			\$3,891,061	\$4,276,169	10%	48,803	55,683	14%	\$80	\$77	-4%
	Adjustable Poles			\$3,891,061	\$4,276,169	10%	48,803	55,683	14%	\$80	\$77	-4%
	Alpine Equipment			\$587,839,326	\$657,653,465	12%	2,336,740	2,555,387	9%	\$252	\$257	2%
	Alpine Bindings			\$66,298,008	\$81,069,456	22%	371,399	434,553	17%	\$179	\$187	5%
	Alpine Boots			\$247,725,712	\$271,006,684	9%	821,101	874,400	6%	\$302	\$310	3%
	Alpine Poles			\$22,032,335	\$25,109,134	14%	498,319	534,744	7%	\$44	\$47	6%
	Alpine Skis			\$251,783,271	\$280,468,191	11%	645,921	711,690	10%	\$390	\$394	1%
	Alpine Touring Equipment			\$30,726,567	\$33,376,107	9%	63,601	63,716	0%	\$483	\$524	8%
	Alpine Touring Bindings			\$15,326,226	\$15,457,083	1%	36,607	32,372	-12%	\$419	\$477	14%
	Alpine Touring Boots			\$8,561,764	\$11,189,861	31%	14,142	19,841	40%	\$605	\$564	-7%
	Alpine Touring Skis			\$6,838,577	\$6,729,163	-2%	12,852	11,503	-10%	\$532	\$585	10%
	Nordic Equipment			\$32,863,196	\$33,641,626	2%	265,076	256,213	-3%	\$124	\$131	6%
	Nordic Bindings			\$2,421,583	\$2,784,873	15%	36,826	39,729	8%	\$66	\$70	7%
	Nordic Boots			\$11,553,558	\$12,491,397	8%	87,455	84,850	-3%	\$132	\$147	11%
	Nordic Poles			\$3,109,130	\$3,161,819	2%	65,874	63,859	-3%	\$47	\$50	5%
	Nordic Skis			\$15,778,925	\$15,203,537	-4%	74,921	67,775	-10%	\$211	\$224	7%
	Skiboards			\$27,325	\$52,248	91%	137	236	72%	\$199	\$221	11%

	Skiboards	\$27,325	\$52,248	91%	137	236	72%	\$199	\$221	11%
	Snowboard Equipment	\$327,311,615	\$356,992,540	9%	1,344,967	1,378,806	3%	\$243	\$259	6%
	Snowboard Bindings	\$82,605,673	\$89,323,759	8%	436,158	445,876	2%	\$189	\$200	6%
	Snowboard Boots	\$108,121,520	\$120,296,197	11%	508,248	527,686	4%	\$213	\$228	7%
	Snowboards	\$136,584,422	\$147,372,584	8%	400,561	405,244	1%	\$341	\$364	7%
	Telemark Equipment	\$2,143,566	\$2,085,897	-3%	6,624	5,955	-10%	\$324	\$350	8%
	Telemark Bindings	\$1,059,170	\$992,202	-6%	4,385	3,807	-13%	\$242	\$261	8%
	Telemark Boots	\$913,316	\$968,289	6%	1,795	1,780	-1%	\$509	\$544	7%
	Telemark Skis	\$171,080	\$125,406	-27%	444	368	-17%	\$385	\$341	-12%
	Winter/Snow Accessories	\$365,356,698	\$381,273,152	4%	11,830,858	11,618,718	-2%	\$31	\$33	6%
	Backcountry Accessories	\$16,634,104	\$17,801,741	7%	153,753	133,633	-13%	\$108	\$133	23%
	Other Winter/Snow Accessories	\$61,044,880	\$56,570,991	-7%	8,274,803	7,998,589	-3%	\$7	\$7	-4%
	Snow Goggle Accessories	\$3,653,735	\$4,773,461	31%	169,280	238,796	41%	\$22	\$20	-7%
	Snow Goggles	\$147,480,792	\$156,794,202	6%	1,866,401	1,879,858	1%	\$79	\$83	6%
	Snow Protection Pads	\$2,397,583	\$2,466,987	3%	74,415	73,671	-1%	\$32	\$33	4%
	Snow Sports Helmet	\$115,783,829	\$123,624,840	7%	1,161,623	1,164,145	0%	\$100	\$106	7%
	Snowshoes	\$18,361,775	\$19,240,930	5%	130,583	130,026	0%	\$141	\$148	5%
	Winter/Snow Shop Services	\$320,961,424	\$346,667,214	8%	7,206,566	6,655,041	-8%	\$45	\$52	17%
	Winter/Snow Rentals	\$258,528,228	\$290,085,373	12%	5,044,058	5,075,879	1%	\$51	\$57	12%
	Winter/Snow Repairs	\$62,433,196	\$56,581,841	-9%	2,162,508	1,579,162	-27%	\$29	\$36	24%
	Snow Decks/Skates	\$13,417	\$59,757	345%	50	269	438%	\$268	\$222	-17%
	Snow Decks/Skates	\$13,417	\$59,757	345%	50	269	438%	\$268	\$222	-17%
	Grand Total	\$5,492,720,966	\$5,462,705,362	-1%	92,309,428	90,043,958	-2%	\$60	\$61	2%

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Specialty Only	Current Period	Jan 2020	DOLLARS			UNITS			AVERAGE PRICE		
			Jan 2019	Jan 2020	Pct. Change	Jan 2019	Jan 2020	Pct. Change	Jan 2019	Jan 2020	Pct. Change
Accessories			\$13,796,803	\$14,593,911	6%	210,861	218,566	4%	\$65	\$67	2%
	Bags		\$10,011,160	\$9,980,529	0%	110,524	106,277	-4%	\$91	\$94	4%
		Backpacks	\$998,707	\$1,014,767	2%	6,902	8,857	28%	\$145	\$115	-21%
		Midwest	\$167,501	\$82,511	-51%	790	938	19%	\$212	\$88	-59%
		Northeast	\$27,442	\$45,156	65%	407	472	16%	\$67	\$96	42%
		South	\$6,100	\$27,699	354%	71	266	275%	\$86	\$104	21%
		West	\$797,664	\$859,401	8%	5,634	7,181	27%	\$142	\$120	-15%
		Sports Equipment Bags	\$9,012,453	\$8,965,762	-1%	103,622	97,420	-6%	\$87	\$92	6%
		Midwest	\$940,410	\$884,256	-6%	11,108	10,600	-5%	\$85	\$83	-1%
		Northeast	\$3,591,809	\$2,866,642	-20%	45,848	33,865	-26%	\$78	\$85	8%
		South	\$1,256,283	\$1,277,848	2%	13,965	13,973	0%	\$90	\$91	2%
		West	\$3,223,951	\$3,937,016	22%	32,701	38,982	19%	\$99	\$101	2%
	Sunglasses		\$3,785,643	\$4,613,382	22%	100,337	112,289	12%	\$38	\$41	9%
		Sunglasses	\$3,562,069	\$4,348,895	22%	60,621	72,267	19%	\$59	\$60	2%
		Midwest	\$360,938	\$292,846	-19%	6,177	3,685	-40%	\$58	\$79	36%
		Northeast	\$327,692	\$376,035	15%	4,968	6,726	35%	\$66	\$56	-15%
		South	\$300,736	\$264,461	-12%	5,275	4,579	-13%	\$57	\$58	1%
		West	\$2,572,703	\$3,415,553	33%	44,201	57,277	30%	\$58	\$60	2%
		Sunglasses Accessories	\$223,574	\$264,487	18%	39,716	40,022	1%	\$6	\$7	17%
		Midwest	\$37,883	\$20,609	-46%	7,134	3,204	-55%	\$5	\$6	21%
		Northeast	\$15,145	\$11,036	-27%	2,734	1,546	-43%	\$6	\$7	29%
		South	\$29,864	\$22,784	-24%	6,859	3,712	-46%	\$4	\$6	41%
		West	\$140,682	\$210,058	49%	22,989	31,560	37%	\$6	\$7	9%
Apparel			\$208,579,293	\$183,529,587	-12%	3,038,415	2,639,135	-13%	\$69	\$70	1%
	Total Apparel Accessories		\$49,864,635	\$44,031,182	-12%	1,411,051	1,177,492	-17%	\$35	\$37	6%
		Total Apparel Accessories	\$49,864,635	\$44,031,182	-12%	1,411,051	1,177,492	-17%	\$35	\$37	6%
		Midwest	\$8,555,463	\$6,451,168	-25%	248,839	182,244	-27%	\$34	\$35	3%
		Northeast	\$12,737,064	\$11,901,231	-7%	356,342	314,153	-12%	\$36	\$38	6%
		South	\$7,777,897	\$6,790,290	-13%	248,991	193,944	-22%	\$31	\$35	12%
		West	\$20,794,211	\$18,888,493	-9%	556,879	487,151	-13%	\$37	\$39	4%
	Total Cold Weather Undergarments		\$13,708,966	\$11,885,109	-13%	242,875	200,352	-18%	\$56	\$59	5%
		Total Cold Weather Undergarments	\$13,708,966	\$11,885,109	-13%	242,875	200,352	-18%	\$56	\$59	5%
		Midwest	\$1,652,560	\$1,245,378	-25%	29,597	21,945	-26%	\$56	\$57	2%
		Northeast	\$3,246,841	\$2,552,775	-21%	60,018	45,231	-25%	\$54	\$56	4%
		South	\$3,649,062	\$3,367,309	-8%	70,076	61,005	-13%	\$52	\$55	6%
		West	\$5,160,503	\$4,719,647	-9%	83,184	72,171	-13%	\$62	\$65	5%
	Total Outerwear		\$124,568,717	\$107,233,066	-14%	782,095	677,725	-13%	\$159	\$158	-1%
		Total Outerwear Bottoms	\$42,387,195	\$37,520,171	-11%	312,024	263,059	-16%	\$136	\$143	5%
		Midwest	\$4,069,720	\$3,517,980	-14%	35,666	29,907	-16%	\$114	\$118	3%
		Northeast	\$11,867,716	\$10,385,325	-12%	92,550	72,577	-22%	\$128	\$143	12%
		South	\$10,752,994	\$9,946,117	-8%	84,893	76,449	-10%	\$127	\$130	3%
		West	\$15,696,765	\$13,670,749	-13%	98,915	84,126	-15%	\$159	\$163	2%
		Total Outerwear Suits/Sets	\$427,802	\$399,701	-7%	3,099	2,922	-6%	\$138	\$137	-1%
		Midwest	\$28,011	\$30,106	7%	164	237	45%	\$171	\$127	-26%
		Northeast	\$107,963	\$148,051	37%	617	653	6%	\$175	\$227	30%
		South	\$111,809	\$75,553	-32%	839	796	-5%	\$133	\$95	-29%
		West	\$180,019	\$145,991	-19%	1,479	1,236	-16%	\$122	\$118	-3%
		Total Outerwear Tops	\$81,753,720	\$69,313,194	-15%	466,972	411,744	-12%	\$175	\$168	-4%
		Midwest	\$13,506,915	\$9,682,791	-28%	83,146	64,416	-23%	\$162	\$150	-7%
		Northeast	\$19,067,995	\$15,984,094	-16%	97,758	87,660	-10%	\$195	\$182	-7%
		South	\$16,839,965	\$15,678,780	-7%	99,869	95,804	-4%	\$169	\$164	-3%
		West	\$32,338,845	\$27,967,529	-14%	186,199	163,864	-12%	\$174	\$171	-2%
	Total Socks/Hosiery		\$8,571,183	\$8,226,786	-4%	427,779	396,615	-7%	\$20	\$21	4%
		Total Socks	\$8,571,183	\$8,226,786	-4%	427,779	396,615	-7%	\$20	\$21	4%
		Midwest	\$958,056	\$749,845	-22%	40,661	35,518	-13%	\$24	\$21	-10%
		Northeast	\$2,062,596	\$2,240,516	9%	108,402	112,159	3%	\$19	\$20	5%
		South	\$2,186,278	\$2,052,611	-6%	120,127	103,688	-14%	\$18	\$20	9%

	West	\$3,364,253	\$3,183,814	-5%	158,589	145,250	-8%	\$21	\$22	3%
Total Sportswear		\$11,865,792	\$12,153,444	2%	174,615	186,951	7%	\$68	\$65	-4%
Total Tops		\$11,677,762	\$12,018,823	3%	172,240	184,811	7%	\$68	\$65	-4%
	Midwest	\$2,564,867	\$2,685,547	5%	48,204	53,373	11%	\$53	\$50	-5%
	Northeast	\$2,355,606	\$2,332,198	-1%	33,807	35,340	5%	\$70	\$66	-5%
	South	\$1,348,448	\$1,668,960	24%	20,782	24,798	19%	\$65	\$67	4%
	West	\$5,408,841	\$5,332,118	-1%	69,447	71,300	3%	\$78	\$75	-4%
Total Bottoms		\$188,030	\$134,621	-28%	2,375	2,140	-10%	\$79	\$63	-21%
	Midwest	\$20,971	\$30,321	45%	312	565	81%	\$67	\$54	-20%
	Northeast	\$53,738	\$36,347	-32%	721	693	-4%	\$75	\$52	-30%
	South	\$25,195	\$4,070	-84%	346	70	-80%	\$73	\$58	-20%
	West	\$88,126	\$63,883	-28%	996	812	-18%	\$88	\$79	-11%
Equipment		\$378,122,266	\$423,420,705	12%	6,100,533	6,148,746	1%	\$62	\$69	11%
Accessories		\$5,816,652	\$6,812,821	17%	110,485	159,872	45%	\$53	\$43	-19%
First Aid/Body Care		\$525,902	\$800,465	52%	53,441	99,362	86%	\$10	\$8	-18%
	Midwest	\$28,247	\$21,879	-23%	4,321	2,969	-31%	\$7	\$7	13%
	Northeast	\$38,249	\$48,942	28%	5,268	7,364	40%	\$7	\$7	-8%
	South	\$19,538	\$26,201	34%	1,876	2,550	36%	\$10	\$10	-1%
	West	\$439,868	\$703,443	60%	41,976	86,479	106%	\$10	\$8	-22%
Instruments		\$3,385,101	\$3,601,026	6%	47,634	49,662	4%	\$71	\$73	2%
	Midwest	\$330,521	\$347,078	5%	5,901	6,329	7%	\$56	\$55	-2%
	Northeast	\$245,814	\$175,214	-29%	3,093	2,627	-15%	\$79	\$67	-16%
	South	\$106,217	\$318,246	200%	2,195	2,974	35%	\$48	\$107	121%
	West	\$2,702,549	\$2,760,488	2%	36,445	37,732	4%	\$74	\$73	-1%
Sport Racks		\$1,905,649	\$2,411,330	27%	9,410	10,848	15%	\$203	\$222	10%
	Midwest	\$331,136	\$297,184	-10%	1,772	1,445	-18%	\$187	\$206	10%
	Northeast	\$641,067	\$713,793	11%	2,773	2,725	-2%	\$231	\$262	13%
	South	\$302,076	\$232,465	-23%	1,531	1,103	-28%	\$197	\$211	7%
	West	\$631,370	\$1,167,888	85%	3,334	5,575	67%	\$189	\$209	11%
Winter/Snow Sports		\$372,305,614	\$416,607,884	12%	5,990,048	5,988,874	0%	\$62	\$70	12%
Adjustable Poles		\$645,779	\$816,210	26%	8,266	10,593	28%	\$78	\$77	-1%
	Midwest	\$59,538	\$79,032	33%	898	990	10%	\$66	\$80	20%
	Northeast	\$73,732	\$83,268	13%	1,057	1,522	44%	\$70	\$55	-22%
	South	\$27,620	\$9,950	-64%	301	108	-64%	\$92	\$92	0%
	West	\$484,889	\$643,960	33%	6,010	7,973	33%	\$81	\$81	0%
Alpine Equipment		\$113,287,747	\$134,561,471	19%	426,788	497,811	17%	\$265	\$270	2%
	Midwest	\$16,130,869	\$16,517,482	2%	73,161	77,861	6%	\$220	\$212	-4%
	Northeast	\$28,806,865	\$27,510,429	-5%	115,347	111,641	-3%	\$250	\$246	-1%
	South	\$11,240,556	\$11,492,695	2%	45,029	43,210	-4%	\$250	\$266	7%
	West	\$57,109,457	\$79,040,865	38%	193,251	265,099	37%	\$296	\$298	1%
Alpine Touring Equipment		\$4,096,226	\$5,705,705	39%	7,413	10,204	38%	\$553	\$559	1%
	Midwest	\$175,897	\$210,266	20%	395	508	29%	\$445	\$414	-7%
	Northeast	\$417,167	\$558,747	34%	878	1,154	31%	\$475	\$484	2%
	South	\$13,044	\$119,320	815%	27	295	993%	\$483	\$404	-16%
	West	\$3,490,118	\$4,817,372	38%	6,113	8,247	35%	\$571	\$584	2%
Nordic Equipment		\$7,147,572	\$6,196,059	-13%	61,941	49,686	-20%	\$115	\$125	8%
	Midwest	\$1,739,368	\$790,302	-55%	17,524	8,217	-53%	\$99	\$96	-3%
	Northeast	\$3,187,870	\$3,494,873	10%	27,774	26,438	-5%	\$115	\$132	15%
	South	\$102,306	-\$138	-100%	912	-30	-103%	\$112	\$5	-96%
	West	\$2,118,028	\$1,911,022	-10%	15,731	15,061	-4%	\$135	\$127	-6%
Skiboards		\$7,346	\$0	-100%	33	0	-100%	\$223		
	Midwest	\$5,135	\$0	-100%	24	0	-100%	\$214		
	Northeast	\$0	\$0		0	0				
	South	\$2,211	\$0	-100%	9	0	-100%	\$246		
	West	\$0	\$0		0	0				
Snow Decks/Skates		\$5,387	-\$3,907	-173%	20	-13	-165%	\$269	\$301	12%
	Midwest	\$0	-\$3,907		0	-13			\$301	
	Northeast	\$5,387	\$0	-100%	20	0	-100%	\$269		
	West	\$0	\$0		0	0				
Snowboard Equipment		\$50,367,820	\$64,864,106	29%	197,522	238,004	20%	\$255	\$273	7%
	Midwest	\$6,511,305	\$7,737,561	19%	30,242	36,327	20%	\$215	\$213	-1%

	Northeast	\$12,073,380	\$12,200,944	1%	47,798	46,189	-3%	\$253	\$264	5%
	South	\$5,452,570	\$4,912,346	-10%	23,509	18,347	-22%	\$232	\$268	15%
	West	\$26,330,565	\$40,013,255	52%	95,973	137,141	43%	\$274	\$292	6%
Telemark Equipment		\$313,870	\$336,279	7%	923	951	3%	\$340	\$354	4%
	Midwest	\$28,295	\$26,396	-7%	96	91	-5%	\$295	\$290	-2%
	Northeast	\$49,333	\$117,415	138%	160	344	115%	\$308	\$341	11%
	South	\$0	\$0		0	0				
	West	\$236,242	\$192,468	-19%	667	516	-23%	\$354	\$373	5%
Winter/Snow Accessories		\$90,604,482	\$98,130,789	8%	2,317,136	2,483,097	7%	\$39	\$40	1%
	Midwest	\$17,300,664	\$12,068,366	-30%	410,304	294,095	-28%	\$42	\$41	-3%
	Northeast	\$18,321,347	\$15,994,017	-13%	473,815	404,686	-15%	\$39	\$40	2%
	South	\$8,512,481	\$8,594,662	1%	196,010	170,143	-13%	\$43	\$51	16%
	West	\$46,469,990	\$61,473,744	32%	1,237,007	1,614,173	30%	\$38	\$38	1%
Winter/Snow Shop Services		\$105,829,385	\$106,001,172	0%	2,970,006	2,698,541	-9%	\$36	\$39	10%
	Midwest	\$1,487,793	\$1,097,626	-26%	47,498	35,475	-25%	\$31	\$31	-1%
	Northeast	\$12,306,750	\$5,565,617	-55%	268,388	161,068	-40%	\$46	\$35	-25%
	South	\$620,411	\$724,016	17%	13,399	13,579	1%	\$46	\$53	15%
	West	\$91,414,431	\$98,613,913	8%	2,640,721	2,488,419	-6%	\$35	\$40	14%
Grand Total		\$600,498,362	\$621,544,203	4%	9,349,809	9,006,447	-4%	\$64	\$69	7%

Specialty Only	Season to date	STD (Aug'19 - Jan'20)	DOLLARS			UNITS			AVERAGE PRICE		
			STD (Aug'18 - Jan'19)	STD (Aug'19 - Jan'20)	Pct. Change	STD (Aug'18 - Jan'19)	STD (Aug'19 - Jan'20)	Pct. Change	STD (Aug'18 - Jan'19)	STD (Aug'19 - Jan'20)	Pct. Change
Accessories			\$48,949,996	\$51,736,054	6%	792,953	834,169	5%	\$62	\$62	0%
	Bags		\$28,537,819	\$30,006,506	5%	336,183	343,329	2%	\$85	\$87	3%
		Backpacks	\$2,651,609	\$2,766,655	4%	21,858	22,876	5%	\$121	\$121	0%
		Midwest	\$246,804	\$190,724	-23%	1,759	2,096	19%	\$140	\$91	-35%
		Northeast	\$145,935	\$183,503	26%	2,210	1,990	-10%	\$66	\$92	40%
		South	\$28,765	\$91,772	219%	347	929	168%	\$83	\$99	19%
		West	\$2,230,105	\$2,300,656	3%	17,542	17,861	2%	\$127	\$129	1%
		Sports Equipment Bags	\$25,886,210	\$27,239,851	5%	314,325	320,453	2%	\$82	\$85	3%
		Midwest	\$2,909,225	\$2,948,513	1%	36,581	34,882	-5%	\$80	\$85	6%
		Northeast	\$10,918,412	\$11,314,332	4%	145,750	147,289	1%	\$75	\$77	3%
		South	\$3,674,382	\$4,050,003	10%	41,964	45,687	9%	\$88	\$89	1%
		West	\$8,384,191	\$8,927,003	6%	90,300	92,595	3%	\$93	\$96	4%
	Sunglasses		\$20,412,177	\$21,729,548	6%	456,770	490,840	7%	\$45	\$44	-1%
		Sunglasses	\$19,382,805	\$20,578,812	6%	311,070	335,702	8%	\$62	\$61	-2%
		Midwest	\$2,464,994	\$2,657,528	8%	34,536	37,336	8%	\$71	\$71	0%
		Northeast	\$2,199,383	\$2,638,759	20%	37,431	46,468	24%	\$59	\$57	-3%
		South	\$2,084,214	\$1,818,482	-13%	33,381	29,942	-10%	\$62	\$61	-3%
		West	\$12,634,214	\$13,464,043	7%	205,722	221,956	8%	\$61	\$61	-1%
		Sunglasses Accessories	\$1,029,372	\$1,150,736	12%	145,700	155,138	6%	\$7	\$7	5%
		Midwest	\$157,864	\$157,156	0%	22,151	20,762	-6%	\$7	\$8	6%
		Northeast	\$104,188	\$99,540	-4%	14,383	12,666	-12%	\$7	\$8	8%
		South	\$161,355	\$163,533	1%	28,359	25,652	-10%	\$6	\$6	12%
		West	\$605,965	\$730,507	21%	80,807	96,058	19%	\$7	\$8	1%
Apparel			\$1,020,762,167	\$951,343,716	-7%	13,637,093	13,062,956	-4%	\$75	\$73	-3%
	Total Apparel Accessories		\$177,514,405	\$176,351,518	-1%	5,104,766	4,858,813	-5%	\$35	\$36	4%
		Total Apparel Accessories	\$177,514,405	\$176,351,518	-1%	5,104,766	4,858,813	-5%	\$35	\$36	4%
		Midwest	\$30,780,218	\$24,144,803	-22%	915,848	706,032	-23%	\$34	\$34	2%
		Northeast	\$46,464,851	\$57,313,654	23%	1,348,309	1,549,907	15%	\$34	\$37	7%
		South	\$26,639,367	\$24,868,814	-7%	846,338	735,699	-13%	\$31	\$34	7%
		West	\$73,629,969	\$70,024,247	-5%	1,994,271	1,867,175	-6%	\$37	\$38	2%
	Total Cold Weather Undergarments		\$60,271,200	\$58,845,516	-2%	1,091,315	1,037,971	-5%	\$55	\$57	3%
		Total Cold Weather Undergarment	\$60,271,200	\$58,845,516	-2%	1,091,315	1,037,971	-5%	\$55	\$57	3%
		Midwest	\$10,075,938	\$7,534,057	-25%	164,984	127,718	-23%	\$61	\$59	-3%
		Northeast	\$14,411,621	\$16,851,500	17%	284,014	321,176	13%	\$51	\$52	3%
		South	\$14,611,347	\$14,272,160	-2%	280,168	263,478	-6%	\$52	\$54	4%
		West	\$21,172,294	\$20,187,799	-5%	362,149	325,599	-10%	\$58	\$62	6%
	Total Outerwear		\$666,165,875	\$600,139,763	-10%	4,547,507	4,136,348	-9%	\$146	\$145	-1%
		Total Outerwear Bottoms	\$160,495,002	\$156,044,860	-3%	1,214,338	1,148,234	-5%	\$132	\$136	3%
		Midwest	\$16,812,963	\$13,393,748	-20%	144,911	125,037	-14%	\$116	\$107	-8%
		Northeast	\$46,561,901	\$52,748,346	13%	368,471	393,569	7%	\$126	\$134	6%
		South	\$37,529,929	\$34,628,794	-8%	298,040	267,984	-10%	\$126	\$129	3%
		West	\$59,590,209	\$55,273,972	-7%	402,916	361,644	-10%	\$148	\$153	3%
		Total Outerwear Suits/Sets	\$2,762,092	\$3,682,095	33%	22,080	34,792	58%	\$125	\$106	-15%
		Midwest	\$271,287	\$224,498	-17%	2,505	1,833	-27%	\$108	\$122	13%
		Northeast	\$1,302,799	\$2,051,173	57%	9,023	18,819	109%	\$144	\$109	-25%
		South	\$436,751	\$488,554	12%	4,421	4,408	0%	\$99	\$111	12%
		West	\$751,255	\$917,870	22%	6,131	9,732	59%	\$123	\$94	-23%
		Total Outerwear Tops	\$502,908,781	\$440,412,808	-12%	3,311,089	2,953,322	-11%	\$152	\$149	-2%
		Midwest	\$106,152,366	\$70,237,438	-34%	717,250	480,676	-33%	\$148	\$146	-1%
		Northeast	\$141,819,938	\$131,870,389	-7%	877,046	838,013	-4%	\$162	\$157	-3%
		South	\$90,741,076	\$84,610,323	-7%	618,612	579,168	-6%	\$147	\$146	0%
		West	\$164,195,401	\$153,694,658	-6%	1,098,181	1,055,465	-4%	\$150	\$146	-3%
	Total Socks/Hosiery		\$32,593,882	\$35,217,389	8%	1,679,565	1,773,908	6%	\$19	\$20	2%
		Total Socks	\$32,593,882	\$35,217,389	8%	1,679,565	1,773,908	6%	\$19	\$20	2%
		Midwest	\$3,640,895	\$2,992,647	-18%	166,921	145,591	-13%	\$22	\$21	-6%
		Northeast	\$8,505,724	\$11,841,570	39%	462,974	624,868	35%	\$18	\$19	3%
		South	\$7,577,423	\$7,401,369	-2%	409,648	379,728	-7%	\$18	\$19	5%
		West	\$12,869,840	\$12,981,803	1%	640,022	623,721	-3%	\$20	\$21	4%
	Total Sportswear		\$84,216,805	\$80,789,530	-4%	1,213,940	1,255,916	3%	\$69	\$64	-7%
		Total Tops	\$83,185,807	\$79,973,472	-4%	1,198,233	1,243,325	4%	\$69	\$64	-7%
		Midwest	\$22,871,686	\$17,488,330	-24%	355,825	310,544	-13%	\$64	\$56	-12%
		Northeast	\$21,207,837	\$19,739,524	-7%	296,074	314,389	6%	\$72	\$63	-12%
		South	\$9,291,128	\$11,269,777	21%	147,202	170,092	16%	\$63	\$66	5%
		West	\$29,815,156	\$31,475,841	6%	399,132	448,300	12%	\$75	\$70	-6%
		Total Bottoms	\$1,030,998	\$816,058	-21%	15,707	12,591	-20%	\$66	\$65	-1%
		Midwest	\$106,818	\$72,836	-32%	1,393	1,764	27%	\$77	\$41	-46%
		Northeast	\$384,578	\$304,224	-21%	7,138	4,886	-32%	\$54	\$62	16%
		South	\$103,590	\$53,252	-49%	1,499	960	-36%	\$69	\$55	-20%
		West	\$436,012	\$385,746	-12%	5,677	4,981	-12%	\$77	\$77	1%
Equipment			\$1,371,573,574	\$1,523,257,470	11%	17,098,980	17,495,857	2%	\$80	\$87	9%

Accessories	\$26,539,500	\$26,552,036	0%	451,408	515,184	14%	\$59	\$52	-12%
First Aid/Body Care	\$2,233,706	\$2,754,770	23%	211,524	302,202	43%	\$11	\$9	-14%
Midwest	\$88,513	\$100,564	14%	12,320	12,020	-2%	\$7	\$8	16%
Northeast	\$188,004	\$250,366	33%	21,952	33,531	53%	\$9	\$7	-13%
South	\$115,967	\$162,719	40%	9,887	15,339	55%	\$12	\$11	-10%
West	\$1,841,222	\$2,241,121	22%	167,365	241,312	44%	\$11	\$9	-16%
Instruments	\$12,354,647	\$11,087,607	-10%	165,168	146,391	-11%	\$75	\$76	1%
Midwest	\$1,272,338	\$975,579	-23%	18,906	15,872	-16%	\$67	\$61	-9%
Northeast	\$1,127,776	\$892,505	-21%	15,598	12,329	-21%	\$72	\$72	0%
South	\$622,438	\$1,347,984	117%	10,180	12,180	20%	\$61	\$111	81%
West	\$9,332,095	\$7,871,539	-16%	120,484	106,010	-12%	\$77	\$74	-4%
Sport Racks	\$11,951,147	\$12,709,659	7%	74,716	66,591	-11%	\$160	\$191	19%
Midwest	\$2,720,497	\$1,843,737	-32%	22,348	11,670	-48%	\$122	\$158	30%
Northeast	\$4,316,692	\$5,058,833	17%	23,480	24,394	4%	\$184	\$207	13%
South	\$1,891,944	\$1,670,928	-12%	9,963	6,538	-34%	\$190	\$256	35%
West	\$3,022,014	\$4,136,161	37%	18,925	23,989	27%	\$160	\$172	8%
Winter/Snow Sports	\$1,345,034,074	\$1,496,705,434	11%	16,647,572	16,980,673	2%	\$81	\$88	9%
Adjustable Poles	\$2,076,017	\$2,567,106	24%	27,927	37,352	34%	\$74	\$69	-8%
Midwest	\$208,764	\$174,606	-16%	3,325	2,433	-27%	\$63	\$72	14%
Northeast	\$324,240	\$591,677	82%	4,600	10,842	136%	\$70	\$55	-23%
South	\$64,713	\$46,131	-29%	814	675	-17%	\$80	\$68	-14%
West	\$1,478,300	\$1,754,692	19%	19,188	23,402	22%	\$77	\$75	-3%
Alpine Equipment	\$503,228,628	\$572,260,306	14%	2,004,681	2,252,400	12%	\$251	\$254	1%
Midwest	\$68,066,592	\$73,745,804	8%	312,372	361,915	16%	\$218	\$204	-6%
Northeast	\$152,998,456	\$184,410,384	21%	604,891	728,460	20%	\$253	\$253	0%
South	\$41,588,855	\$44,395,098	7%	164,414	168,044	2%	\$253	\$264	4%
West	\$240,574,725	\$269,709,020	12%	923,004	993,981	8%	\$261	\$271	4%
Alpine Touring Equipment	\$17,098,360	\$20,733,594	21%	32,282	38,361	19%	\$530	\$540	2%
Midwest	\$566,241	\$991,966	75%	1,309	2,399	83%	\$433	\$413	-4%
Northeast	\$1,576,124	\$3,187,879	102%	3,537	6,523	84%	\$446	\$489	10%
South	\$135,519	\$369,985	173%	263	844	221%	\$515	\$438	-15%
West	\$14,820,476	\$16,183,764	9%	27,173	28,595	5%	\$545	\$566	4%
Nordic Equipment	\$23,951,293	\$25,843,965	8%	198,383	199,122	0%	\$121	\$130	8%
Midwest	\$5,420,090	\$2,541,095	-53%	52,793	26,640	-50%	\$103	\$95	-7%
Northeast	\$11,906,035	\$17,646,353	48%	93,608	129,470	38%	\$127	\$136	7%
South	\$161,468	\$74,594	-54%	1,387	531	-62%	\$116	\$140	21%
West	\$6,463,700	\$5,581,923	-14%	50,595	42,481	-16%	\$128	\$131	3%
Skiboards	\$16,529	\$26,416	60%	89	120	35%	\$186	\$220	19%
Midwest	\$12,594	\$1,606	-87%	55	9	-84%	\$229	\$178	-22%
Northeast	\$1,724	\$22,541	1207%	25	94	276%	\$69	\$240	248%
South	\$2,211	\$0	-100%	9	0	-100%	\$246		
West	\$0	\$2,269		0	17			\$133	
Snow Decks/Skates	\$13,416	\$44,398	231%	47	150	219%	\$285	\$296	4%
Midwest	\$0	\$44,398		0	150			\$296	
Northeast	\$5,387	\$0	-100%	20	0	-100%	\$269		
West	\$8,029	\$0	-100%	27	0	-100%	\$297		
Snowboard Equipment	\$222,030,970	\$248,144,369	12%	914,552	967,559	6%	\$243	\$256	6%
Midwest	\$25,983,598	\$31,652,042	22%	124,906	143,907	15%	\$208	\$220	6%
Northeast	\$65,182,123	\$70,570,546	8%	268,219	280,633	5%	\$243	\$251	3%
South	\$19,387,468	\$18,336,751	-5%	82,231	70,884	-14%	\$236	\$259	10%
West	\$111,477,781	\$127,585,030	14%	439,196	472,135	7%	\$254	\$270	6%
Telemark Equipment	\$1,178,675	\$1,218,007	3%	3,648	3,438	-6%	\$323	\$354	10%
Midwest	\$27,502	-\$108	-100%	113	105	-7%	\$243	-\$1	-100%
Northeast	\$223,987	\$396,026	77%	842	1,174	39%	\$266	\$337	27%
South	\$1,565	\$0	-100%	8	0	-100%	\$196		
West	\$925,621	\$822,089	-11%	2,685	2,159	-20%	\$345	\$381	10%
Winter/Snow Accessories	\$255,045,538	\$279,325,246	10%	6,276,097	6,837,055	9%	\$41	\$41	1%
Midwest	\$33,992,825	\$30,719,961	-10%	799,763	703,527	-12%	\$43	\$44	3%
Northeast	\$56,107,674	\$64,727,186	15%	1,271,767	1,386,519	9%	\$44	\$47	6%
South	\$25,423,726	\$27,561,034	8%	582,302	577,430	-1%	\$44	\$48	9%
West	\$139,521,313	\$156,317,065	12%	3,622,265	4,169,579	15%	\$39	\$37	-3%
Winter/Snow Shop Services	\$320,394,648	\$346,542,027	8%	7,189,866	6,645,116	-8%	\$45	\$52	17%
Midwest	\$6,443,556	\$5,409,437	-16%	171,790	129,190	-25%	\$38	\$42	12%
Northeast	\$56,404,952	\$41,025,046	-27%	1,127,761	912,868	-19%	\$50	\$45	-10%
South	\$2,213,663	\$2,684,068	21%	39,219	42,982	10%	\$56	\$62	11%
West	\$255,332,477	\$297,423,476	16%	5,851,096	5,560,076	-5%	\$44	\$53	23%
Grand Total	\$2,441,285,737	\$2,526,337,240	3%	31,529,026	31,392,982	0%	\$77	\$80	4%