

US Snow Industry Retail Market Report

Updated March 2021

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

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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.

US Snow Industry View POS Monthly Retailers by Channel

Last updated: February 2021

Snow Sports Measured Market			
Snow Chain		Snow Specialty	Snow Internet
Participating Retailers:	Projecting For:	Examples of the types of retailers who are projected for and /or may be participating retailers**	
Academy Sports + Outdoors	BSN Sports	Alpine Ski Center	appoutdoors.com
Bass Pro Shops	Sierra Trading Post	Backwoods	backcountry.com
Big 5 Sporting Goods	Sportsman's Warehouse	Bahnhof Sports	camp saver.com
Cabela's	West Marine	Boyne Resorts	christysports.com
Chelsea Collective	Zumiez	Buckman's Ski Shops	evo.com
Dick's Sporting Goods		Christy Sports	gearcoop.com
Downtown Locker Room		Cole Sports	highcountryoutfitters.com
Dunham's Sports		Erik's Bikes and Boards	levelninesports.com
Eastern Mountain Sports		Equipe Sport	moosejaw.com
Field & Stream		Evogear	mountaingear.com
Golf Galaxy		Jackson Hole Mt. Resort	rei.com
Hibbett Sports		Neptune Mountaineering	skipro.com
L.L. Bean		Peter Glenn	ski.com
Modell's Sporting Goods*		Ski Haus	skirack.com
Olympia Sports		Summit Sports	sportsbasement.com
REI (B&M only)		Sports Basement	summitsports.com
Road Runner Sports Catalog		Sportsman & Ski Haus	sunandski.com
Scheels		Summit Sports	the-house.com
Schuykill Valley Sports		Sun & Ski Sports	theskibum.com
		Vail Resorts Retail	usoutdoor.com

*Modell's Sporting Goods thru 8/20

**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.

Apparel	Total Sportswear	Total Tops	Total Knit Shirts	Girl's Active Turtlenecks	Winter sports oriented products
Apparel	Total Sportswear	Total Tops	Total Knit Shirts	Male Infant/Toddler Active Turtlenecks	Winter sports oriented products
Apparel	Total Sportswear	Total Tops	Total Knit Shirts	Men's Active Turtlenecks	Winter sports oriented products
Apparel	Total Sportswear	Total Tops	Total Knit Shirts	Women's Active Turtlenecks	Winter sports oriented products
Apparel	Total Sportswear	Total Tops	Total Sweaters	Boy's Sweaters	
Apparel	Total Sportswear	Total Tops	Total Sweaters	Female Infant/Toddler Sweaters	
Apparel	Total Sportswear	Total Tops	Total Sweaters	Girl's Sweaters	
Apparel	Total Sportswear	Total Tops	Total Sweaters	Male Infant/Toddler Sweaters	
Apparel	Total Sportswear	Total Tops	Total Sweaters	Men's Sweaters	
Apparel	Total Sportswear	Total Tops	Total Sweaters	Women's Sweaters	
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Active Bottoms	Boy's Active Pants	Alpine & Snowboard specific products only
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Active Bottoms	Boy's Sweatpants	Alpine & Snowboard specific products only
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Active Bottoms	Boy's Sweatshorts	Alpine & Snowboard specific products only
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Active Bottoms	Female Infant/Toddler Active Pants	Alpine & Snowboard specific products only
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Active Bottoms	Female Infant/Toddler Sweatpants	Alpine & Snowboard specific products only
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Active Bottoms	Female Infant/Toddler Sweatshorts	Alpine & Snowboard specific products only
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Active Bottoms	Girl's Active Pants	Alpine & Snowboard specific products only
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Active Bottoms	Girl's Sweatpants	Alpine & Snowboard specific products only
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Active Bottoms	Girl's Sweatshorts	Alpine & Snowboard specific products only
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Active Bottoms	Male Infant/Toddler Active Pants	Alpine & Snowboard specific products only
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Active Bottoms	Male Infant/Toddler Sweatpants	Alpine & Snowboard specific products only
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Active Bottoms	Male Infant/Toddler Sweatshorts	Alpine & Snowboard specific products only
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Active Bottoms	Men's Active Pants	Alpine & Snowboard specific products only
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Active Bottoms	Men's Sweatpants	Alpine & Snowboard specific products only
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Active Bottoms	Men's Sweatshorts	Alpine & Snowboard specific products only
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Active Bottoms	Women's Active Pants	Alpine & Snowboard specific products only
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Active Bottoms	Women's Sweatpants	Alpine & Snowboard specific products only
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Active Bottoms	Women's Sweatshorts	Alpine & Snowboard specific products only
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Sweatshirts	Boy's Sweatshirts	Winter sports oriented products
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Sweatshirts	Female Infant/Toddler Sweatshirts	Winter sports oriented products
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Sweatshirts	Girl's Sweatshirts	Winter sports oriented products
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Sweatshirts	Male Infant/Toddler Sweatshirts	Winter sports oriented products
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Sweatshirts	Men's Sweatshirts	Winter sports oriented products
Apparel	Total Sweats/Active Bottoms	Total Sweats/Active Bottoms	Total Sweatshirts	Women's Sweatshirts	Winter sports oriented products
Equipment	Accessories	First Aid/Body Care	First Aid/Body Care	Sunscreen	
Equipment	Accessories	Instruments	Digital Imaging	Action Video Camera	
Equipment	Accessories	Instruments	Digital Imaging Accessories	Photo Equipment Accessories	
Equipment	Accessories	Instruments	Portable Digital Player Accessories	MP3/Music Accessories	
Equipment	Accessories	MP3/Music	Portable Digital Players	MP3/Music Systems	
Equipment	Accessories	Sport Racks	Rack Parts	Rack Parts	
Equipment	Accessories	Sport Racks	Sport Racks	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 Parts	
Equipment	Accessories	Sport Racks	Top of Car Components	Snow Sport Racks	
Equipment	Accessories	Sport Racks	Top of Car Components	Towers/Feet	
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	Stamp 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	

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	Duffel Bags	Duffel Bags	Duffel 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 skullie 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 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, gauge, 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 cut motion with traction on the sole. May include the word "rockier" 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 an 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	Backcountry Accessories	Backcountry Accessories	Avalanche Shovels	A portable shovel used in the backcountry.
Equipment	Winter/Snow Sports	Backcountry Accessories	Backcountry Accessories	Beacons	A device that allows your position to be tracked while in the backcountry.
Equipment	Winter/Snow Sports	Backcountry Accessories	Backcountry Accessories	Other Backcountry Accessories	Items used in the backcountry that don't fall into any other category - such as slopeimeters, snow study kits, thermometers, etc.
Equipment	Winter/Snow Sports	Backcountry 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	Backcountry Accessories	Backcountry Accessories	Skins	Strips of material attached to the bottom of skis to provide traction while climbing hills.
Equipment	Winter/Snow Sports	Other Winter/Snow Accessories	Other Winter/Snow Accessories	Binding Covers	A cover put over bindings on a ski for transport.
Equipment	Winter/Snow Sports	Other Winter/Snow Accessories	Other Winter/Snow Accessories	Boot Dryers	Drying systems used to dry the inside of boots.
Equipment	Winter/Snow Sports	Other 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	Other 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	Other 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	Other 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	Other 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	Other Winter/Snow Accessories	Other Winter/Snow Accessories	Tools	Tools used specifically to adjust snowboard bindings.
Equipment	Winter/Snow Sports	Other Winter/Snow Accessories	Other Winter/Snow Accessories	Warmers	Items used to warm hands and feet; they are mostly disposable.
Equipment	Winter/Snow Sports	Other 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 boot 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	March-21				DOLLARS				UNITS				AVERAGE PRICE			
			March-20	March-21	Pct. Change		March-20	March-21	Pct. Change		March-20	March-21	Pct. Change					
Total Sales			\$359,438,827	\$655,276,303	82%	6,234,840	10,962,664	76%	\$58	\$60	4%							
Men's			\$210,274,448	\$374,558,360	78%	3,603,296	6,140,745	70%	\$58	\$61	5%							
Accessories Total			\$16,332,691	\$40,517,590	148%	279,699	657,976	135%	\$58	\$62	5%							
Apparel Total			\$193,941,757	\$334,040,770	73%	3,323,597	5,482,769	64%	\$59	\$61	4%							
Total Apparel Accessories			\$17,974,625	\$33,869,598	88%	762,069	1,274,622	67%	\$24	\$27	13%							
Total Apparel Accessories			\$17,974,625	\$33,869,598	88%	762,069	1,274,622	67%	\$24	\$27	13%							
Total Handwear			\$8,641,082	\$16,930,052	96%	213,687	356,961	67%	\$40	\$47	17%							
Total Headwear			\$9,333,543	\$16,939,546	81%	548,382	917,661	67%	\$17	\$18	8%							
Total Cold Weather Undergarments			\$5,232,880	\$9,513,427	82%	116,637	192,284	65%	\$45	\$49	10%							
Total Cold Weather Undergarments			\$5,232,880	\$9,513,427	82%	116,637	192,284	65%	\$45	\$49	10%							
Total Cold Weather Undergar			\$5,232,880	\$9,513,427	82%	116,637	192,284	65%	\$45	\$49	10%							
Total Outerwear			\$69,603,128	\$97,560,435	40%	729,903	898,209	23%	\$95	\$109	14%							
Total Outerwear Bottoms			\$11,955,843	\$20,708,419	73%	108,722	151,224	39%	\$110	\$137	25%							
Total Outerwear Bottoms			\$11,955,843	\$20,708,419	73%	108,722	151,224	39%	\$110	\$137	25%							
Total Outerwear Suits/Sets			\$290,656	\$366,037	26%	12,523	11,856	-5%	\$23	\$31	33%							
Total Outerwear Suits/Sets			\$290,656	\$366,037	26%	12,523	11,856	-5%	\$23	\$31	33%							
Total Outerwear Tops			\$57,356,629	\$76,485,979	33%	608,658	735,129	21%	\$94	\$104	10%							
Total Outerwear Tops			\$57,356,629	\$76,485,979	33%	608,658	735,129	21%	\$94	\$104	10%							
Total Socks/Hosiery			\$1,976,561	\$3,522,890	78%	104,623	163,284	56%	\$19	\$22	14%							
Total Socks			\$1,976,561	\$3,522,890	78%	104,623	163,284	56%	\$19	\$22	14%							
Total Socks			\$1,976,561	\$3,522,890	78%	104,623	163,284	56%	\$19	\$22	14%							
Total Sportswear			\$22,250,961	\$47,777,524	115%	599,610	1,052,820	76%	\$37	\$45	22%							
Total Tops			\$1,956,929	\$4,749,108	143%	62,081	122,705	98%	\$32	\$39	23%							
Total Knit Shirts			\$959,928	\$1,659,007	73%	13,531	25,267	87%	\$71	\$66	-7%							
Total Sweaters			\$18,317,104	\$41,360,409	114%	323,793	904,419	73%	\$37	\$46	24%							
Total Bottoms			\$6,533	\$29,598	359%	205	429	109%	\$32	\$70	119%							
Total Pants			\$6,533	\$29,598	359%	205	429	109%	\$32	\$70	119%							
Equipment Total			\$76,897,069	\$141,766,938	84%	1,010,845	1,901,550	88%	\$76	\$75	-2%							
Equipment Total			\$76,897,069	\$141,766,938	84%	1,010,845	1,901,550	88%	\$76	\$75	-2%							
Not Specified			\$18,409,113	\$53,758,652	192%	321,862	1,005,012	212%	\$57	\$53	-6%							
Equipment Total			\$18,409,113	\$53,758,652	192%	321,862	1,005,012	212%	\$57	\$53	-6%							
Women's			\$108,609,328	\$182,427,862	68%	1,614,038	2,551,279	58%	\$67	\$72	6%							
Accessories Total			\$1,497,007	\$3,972,946	165%	15,951	38,175	139%	\$94	\$104	11%							
Apparel Total			\$88,992,008	\$145,274,499	63%	1,513,650	2,383,553	57%	\$59	\$61	4%							
Total Apparel Accessories			\$5,546,602	\$11,075,553	100%	243,339	422,899	74%	\$23	\$26	15%							
Total Apparel Accessories			\$5,546,602	\$11,075,553	100%	243,339	422,899	74%	\$23	\$26	15%							
Total Handwear			\$3,208,955	\$6,560,752	104%	75,961	129,574	71%	\$42	\$51	20%							
Total Headwear			\$2,337,647	\$4,514,801	93%	167,378	293,325	75%	\$14	\$15	10%							
Total Cold Weather Undergarments			\$5,044,825	\$7,783,425	54%	100,346	135,377	35%	\$50	\$57	14%							
Total Cold Weather Undergarments			\$5,044,825	\$7,783,425	54%	100,346	135,377	35%	\$50	\$57	14%							
Total Cold Weather Undergar			\$5,044,825	\$7,783,425	54%	100,346	135,377	35%	\$50	\$57	14%							
Total Outerwear			\$56,529,581	\$81,257,533	44%	625,189	784,658	26%	\$90	\$104	15%							
Total Outerwear Bottoms			\$7,298,038	\$12,865,151	76%	71,831	96,475	34%	\$102	\$133	31%							
Total Outerwear Bottoms			\$7,298,038	\$12,865,151	76%	71,831	96,475	34%	\$102	\$133	31%							
Total Outerwear Suits/Sets			\$41,029	\$94,951	131%	1,008	688	-32%	\$41	\$138	239%							
Total Outerwear Suits/Sets			\$41,029	\$94,951	131%	1,008	688	-32%	\$41	\$138	239%							
Total Outerwear Tops			\$48,190,514	\$68,297,431	39%	552,350	687,495	24%	\$89	\$99	12%							
Total Outerwear Tops			\$48,190,514	\$68,297,431	39%	552,350	687,495	24%	\$89	\$99	12%							
Total Socks/Hosiery			\$1,203,368	\$1,731,995	44%	59,878	81,855	37%	\$20	\$21	5%							
Total Socks			\$1,203,368	\$1,731,995	44%	59,878	81,855	37%	\$20	\$21	5%							
Total Socks			\$1,203,368	\$1,731,995	44%	59,878	81,855	37%	\$20	\$21	5%							
Total Sportswear			\$20,667,632	\$43,425,993	110%	484,898	958,764	98%	\$43	\$45	6%							
Total Tops			\$20,526,079	\$43,253,583	111%	482,101	955,893	98%	\$43	\$45	6%							
Total Knit Shirts			\$1,787,598	\$4,074,338	128%	50,019	125,452	151%	\$36	\$32	-9%							
Total Sweaters			\$3,820,298	\$6,446,434	69%	74,558	123,036	65%	\$51	\$52	2%							
Total Sweatshirts			\$19,918,183	\$32,732,811	119%	357,524	707,405	98%	\$42	\$46	12%							
Total Bottoms			\$141,553	\$172,410	22%	2,797	2,871	3%	\$51	\$60	19%							
Total Pants			\$141,553	\$172,410	22%	2,797	2,871	3%	\$51	\$60	19%							
Total Shorts																		
Equipment Total			\$18,130,313	\$33,180,417	83%	84,437	129,551	53%	\$215	\$256	19%							
Equipment Total			\$18,130,313	\$33,180,417	83%	84,437	129,551	53%	\$215	\$256	19%							
Youth			\$22,145,338	\$44,531,429	101%	695,644	1,265,628	82%	\$32	\$35	11%							
Accessories Total			\$485,577	\$1,335,214	175%	17,277	52,935	206%	\$28	\$25	-10%							
Apparel Total			\$18,878,207	\$36,581,253	94%	630,588	1,121,746	78%	\$30	\$33	9%							
Total Apparel Accessories			\$2,556,710	\$6,211,771	143%	125,614	290,344	131%	\$20	\$21	5%							
Total Apparel Accessories			\$2,556,710	\$6,211,771	143%	125,614	290,344	131%	\$20	\$21	5%							
Total Handwear			\$1,624,488	\$3,427,001	111%	65,646	111,363	70%	\$25	\$31	24%							
Total Headwear			\$932,222	\$2,784,270	199%	59,668	178,981	198%	\$16	\$16	0%							
Total Cold Weather Undergarments			\$993,748	\$1,534,888	54%	35,459	54,330	53%	\$28	\$28	1%							
Total Cold Weather Undergarments			\$993,748	\$1,534,888	54%	35,459	54,330	53%	\$28	\$28	1%							
Total Cold Weather Undergar			\$993,748	\$1,534,888	54%	35,459	54,330	53%	\$28	\$28	1%							
Total Outerwear			\$11,032,897	\$18,388,200	67%	266,098	358,292	35%	\$41	\$51	24%							
Total Outerwear Bottoms			\$2,078,048	\$3,983,326	92%	38,620	64,891	68%	\$54	\$61	14%							
Total Outerwear Bottoms			\$2,078,048	\$3,983,326	92%	38,620	64,891	68%	\$54	\$61	14%							
Total Outerwear Suits/Sets			\$226,355	\$308,822	36%	4,669	4,708	1%	\$48	\$66	35%							
Total Outerwear Suits/Sets			\$226,355	\$308,822	36%	4,669	4,708	1%	\$48	\$66	35%							
Total Outerwear Tops			\$8,728,494	\$14,096,052	61%	222,809	288,693	30%	\$39	\$49	25%							
Total Outerwear Tops			\$8,728,494	\$14,096,052	61%	222,809	288,693	30%	\$39	\$49	25%							
Total Socks/Hosiery			\$477,763	\$795,093	66%	36,580	52,711	44%	\$13	\$15	15%							
Total Socks			\$477,763	\$795,093	66%	36,580	52,711	44%	\$13	\$15	15%							
Total Socks			\$477,763	\$795,093	66%	36,580	52,711	44%	\$13	\$15	15%							
Total Sportswear			\$3,812,224	\$9,626,772	153%	166,089	365,319	119%	\$23	\$26	15%							
Total Tops			\$432,642	\$1,041,044	141%	16,688	39,646	138%	\$26	\$26	1%							
Total Knit Shirts			\$25,573	\$81,032	217%	827	2,072	151%	\$31	\$39	26%							
Total Sweaters			\$3,354,009	\$8,504,196	154%	149,174	323,601	117%	\$22	\$26	17%							
Total Sweatshirts			\$4,865	\$25,816	425%	148	750	407%	\$33	\$34	4%							
Total Bottoms			\$4,865	\$25,816	425%	148	750	407%	\$33	\$34	4%							
Total Pants			\$4,865	\$25,816	425%	148	750	407%	\$33	\$34	4%							
Equipment																		

Channel	(All)	Season to date	YTD (Aug'20 - Mar'21)			DOLLARS			UNITS			AVERAGE PRICE		
			YTD (Aug'19 - Mar'20)	YTD (Aug'20 - Mar'21)	Pct. Change	YTD (Aug'19 - Mar'20)	YTD (Aug'20 - Mar'21)	Pct. Change	YTD (Aug'19 - Mar'20)	YTD (Aug'20 - Mar'21)	Pct. Change			
Total Sales			\$7,333,736,331	\$7,835,744,616	4%	134,515,337	133,765,116	-1%	\$56	\$59	5%			
	Men's		\$4,218,757,357	\$4,395,293,304	4%	75,037,106	74,971,911	0%	\$56	\$59	4%			
	Accessories Total													
	Bags		\$54,754,676	\$46,485,562	-15%	581,129	449,435	-23%	\$94	\$103	10%			
	Backpacks		\$8,025,520	\$11,591,733	44%	48,344	58,510	21%	\$166	\$198	19%			
	Technical Packs		\$8,025,520	\$11,591,733	44%	48,344	58,510	21%	\$166	\$198	19%			
	Sports Equipment Bags		\$46,729,156	\$34,893,829	-25%	532,785	390,925	-27%	\$88	\$89	2%			
	Sports Equipment Bags		\$46,729,156	\$34,893,829	-25%	532,785	390,925	-27%	\$88	\$89	2%			
	Sunglasses		\$130,075,391	\$152,289,688	17%	2,680,590	2,786,196	4%	\$49	\$55	13%			
	Sunglasses		\$121,090,131	\$143,200,600	18%	1,764,771	1,877,108	6%	\$69	\$76	11%			
	Sunglasses		\$121,090,131	\$143,200,600	18%	1,764,771	1,877,108	6%	\$69	\$76	11%			
	Sunglasses Accessories		\$8,985,260	\$9,089,088	1%	915,819	909,088	-1%	\$10	\$10	2%			
	Other Eyewear Accessori		\$723,448	\$953,714	23%	108,852	108,852	0%	\$6	\$8	28%			
	Sunglass Cases		\$454,871	\$436,431	-4%	42,425	36,943	-13%	\$11	\$12	10%			
	Sunglass Lenses		\$1,086,725	\$867,749	-20%	21,179	18,346	-13%	\$51	\$47	-8%			
	Sunglass Tethers		\$6,720,216	\$6,881,194	2%	740,764	744,848	1%	\$9	\$9	2%			
	Apparel Total													
	Total Apparel Accessories		\$374,315,666	\$437,839,327	17%	13,519,359	16,303,857	21%	\$28	\$27	-3%			
	Total Apparel Accessories		\$374,315,666	\$437,839,327	17%	13,519,359	16,303,857	21%	\$28	\$27	-3%			
	Total Handwear		\$207,956,433	\$225,845,109	9%	5,139,615	5,472,548	6%	\$40	\$41	2%			
	Total Handwear		\$166,359,233	\$211,994,218	27%	8,379,744	10,831,309	29%	\$20	\$20	1%			
	Total Cold Weather Undergarments		\$123,779,561	\$124,212,022	0%	2,920,640	2,824,644	-3%	\$42	\$44	4%			
	Total Cold Weather Undergarments		\$123,779,561	\$124,212,022	0%	2,920,640	2,824,644	-3%	\$42	\$44	4%			
	Total Cold Weather Undr		\$123,779,561	\$124,212,022	0%	2,920,640	2,824,644	-3%	\$42	\$44	4%			
	Total Outerwear		\$1,225,275,879	\$1,149,994,597	-6%	12,185,589	11,255,442	-8%	\$101	\$102	2%			
	Total Outerwear Bottoms		\$196,821,261	\$217,450,382	10%	1,733,573	1,962,476	13%	\$114	\$111	-2%			
	Total Outerwear Bottom		\$196,821,261	\$217,450,382	10%	1,733,573	1,962,476	13%	\$114	\$111	-2%			
	Total Outerwear Suits/Sets		\$3,216,738	\$3,092,051	-4%	114,657	83,145	-27%	\$28	\$37	33%			
	Total Outerwear Suits/Set		\$3,216,738	\$3,092,051	-4%	114,657	83,145	-27%	\$28	\$37	33%			
	Total Outerwear Tops		\$1,025,537,880	\$929,452,164	-9%	10,337,359	9,189,821	-11%	\$99	\$101	2%			
	Total Outerwear Tops		\$1,025,537,880	\$929,452,164	-9%	10,337,359	9,189,821	-11%	\$99	\$101	2%			
	Total Socks/Hosiery		\$34,141,192	\$31,516,778	-8%	1,712,689	1,538,922	-10%	\$20	\$20	3%			
	Total Socks		\$34,141,192	\$31,516,778	-8%	1,712,689	1,538,922	-10%	\$20	\$20	3%			
	Total Socks		\$34,141,192	\$31,516,778	-8%	1,712,689	1,538,922	-10%	\$20	\$20	3%			
	Total Sportswear		\$654,332,639	\$741,501,616	13%	17,319,054	17,356,038	1%	\$38	\$43	14%			
	Total Tops		\$653,958,713	\$740,960,019	13%	17,313,346	17,149,800	-1%	\$43	\$43	14%			
	Total Knit Shirts		\$49,497,592	\$49,726,672	0%	1,513,486	1,411,633	-7%	\$33	\$35	8%			
	Total Sweaters		\$44,011,049	\$43,924,859	0%	621,361	598,448	-4%	\$71	\$73	4%			
	Total Sweatshirts		\$560,450,072	\$667,308,488	18%	15,178,499	15,119,719	0%	\$37	\$43	16%			
	Total Bottoms		\$373,926	\$541,597	45%	5,708	6,238	9%	\$66	\$87	33%			
	Total Pants		\$373,926	\$541,597	45%	5,708	6,238	9%	\$66	\$87	33%			
	Equipment Total													
	Accessories		\$47,708,187	\$66,216,067	39%	1,081,928	844,738	-22%	\$44	\$78	78%			
	First Aid/Body Care		\$6,185,301	\$4,555,559	-26%	734,042	477,843	-35%	\$8	\$10	13%			
	First Aid/Body Care		\$6,185,301	\$4,555,559	-26%	734,042	477,843	-35%	\$8	\$10	13%			
	Instruments		\$4,491,179	\$2,918,109	-35%	125,738	82,200	-35%	\$36	\$36	-1%			
	Digital Imaging		\$2,277,988	\$40,272	-82%	540,272	211	-64%	\$172	\$172	11%			
	Digital Imaging Accessor		\$4,086,331	\$2,745,082	-33%	116,736	75,222	-36%	\$33	\$36	4%			
	Portable Audio/Phone A		\$176,860	\$132,755	-25%	7,674	6,767	-12%	\$20	\$20	-15%			
	Sport Racks		\$37,031,707	\$58,742,399	59%	222,148	284,695	28%	\$167	\$206	24%			
	Rack Parts		\$7,413,072	\$10,967,484	48%	97,742	123,471	26%	\$76	\$89	17%			
	Top of Car Components		\$20,008,283	\$37,849,483	90%	67,648	106,755	56%	\$296	\$355	20%			
	Towers/feet		\$5,487,597	\$5,721,873	4%	27,364	26,224	-4%	\$201	\$217	8%			
	Load Bars		\$4,122,745	\$4,103,359	0%	29,394	28,145	-4%	\$140	\$146	4%			
	Winter/Snow Sports		\$1,574,074,166	\$1,645,237,647	5%	23,036,128	21,832,639	-5%	\$68	\$75	10%			
	Adjustable Poles		\$3,863,411	\$5,060,420	31%	38,778	48,865	26%	\$100	\$104	4%			
	Adjustable Poles		\$3,863,411	\$5,060,420	31%	38,778	48,865	26%	\$100	\$104	4%			
	Alpine Equipment		\$486,150,223	\$529,824,586	9%	1,772,263	1,936,056	9%	\$274	\$274	0%			
	Alpine Bindings		\$85,494,595	\$91,852,463	7%	456,694	497,847	9%	\$187	\$184	-1%			
	Alpine Boots		\$179,681,227	\$182,655,367	2%	472,927	469,698	-1%	\$389	\$389	2%			
	Alpine Poles		\$20,371,087	\$25,644,115	26%	507,542	480,656	-5%	\$50	\$53	7%			
	Alpine Skis		\$200,603,314	\$229,672,641	14%	435,100	487,855	12%	\$471	\$471	2%			
	Alpine Touring Equipment		\$35,656,053	\$70,693,611	98%	69,294	127,653	84%	\$515	\$549	8%			
	Alpine Touring Bindings		\$18,018,427	\$32,229,476	79%	39,147	65,910	68%	\$460	\$488	6%			
	Alpine Touring Boots		\$10,086,208	\$28,113,616	18%	145,409	145,409	0%	\$619	\$619	0%			
	Alpine Touring Skis		\$6,941,318	\$10,350,745	49%	11,291	16,334	45%	\$615	\$634	3%			
	Nordic Equipment		\$28,867,746	\$80,836,533	180%	224,680	556,588	148%	\$128	\$145	13%			
	Nordic Bindings		\$2,450,487	\$7,276,311	197%	35,216	95,999	173%	\$70	\$76	9%			
	Nordic Boots		\$9,979,091	\$27,848,332	182%	38,778	107,246	167%	\$167	\$167	11%			
	Nordic Poles		\$3,238,234	\$8,541,561	164%	67,431	148,674	120%	\$48	\$57	20%			
	Nordic Skis		\$13,599,034	\$37,169,909	173%	58,159	144,675	149%	\$234	\$257	10%			
	Skiboards		\$107,715	\$115,477	7%	586	542	-7%	\$184	\$226	23%			
	Skiboards		\$107,715	\$115,477	7%	586	542	-7%	\$184	\$226	23%			
	Snowboard Equipment		\$292,834,344	\$313,787,524	7%	1,091,848	1,118,780	2%	\$268	\$280	5%			
	Snowboard Bindings		\$68,326,143	\$66,223,813	-3%	331,583	309,686	-7%	\$206	\$214	4%			
	Snowboard Boots		\$99,953,843	\$104,021,235	4%	436,977	429,754	-2%	\$229	\$242	6%			
	Snowboards		\$124,554,358	\$143,542,476	15%	323,288	379,349	17%	\$385	\$378	-2%			
	Telemark Equipment		\$2,332,850	\$3,449,767	47%	7,432	10,280	37%	\$317	\$336	6%			
	Telemark Bindings		\$1,188,058	\$1,493,512	26%	5,045	6,356	26%	\$235	\$235	0%			
	Telemark Boots		\$1,030,516	\$1,511,617	47%	1,960	2,594	32%	\$526	\$583	11%			
	Telemark Skis		\$134,276	\$444,638	231%	427	1,330	211%	\$314	\$334	6%			
	Winter/Snow Accessories		\$308,807,135	\$344,689,635	11%	13,592,213	13,017,278	-4%	\$25	\$26	6%			
	Backcountry Accessories		\$19,735,569	\$25,903,582	31%	179,540	210,813	17%	\$110	\$123	12%			
	Other Winter/Snow Accs		\$76,401,566	\$82,168,058	8%	11,077,334	10,351,825	-7%	\$7	\$8	15%			
	Snow Goggle Accessories		\$2,123,319	\$2,489,731	17%	51,331	76,146	48%	\$41	\$33	-21%			
	Snow Goggles		\$126,636,105	\$131,417,664	4%	1,484,784	1,534,236	3%	\$85	\$86	0%			
	Snow Protection Pads		\$2,951,392	\$1,984,855	-33%	84,183	53,299	-37%	\$35	\$37	6%			
	Snow Sports Helmet		\$67,305,804	\$70,678,179	5%	633,321	651,944	3%	\$108	\$108	2%			
	Snowshoes		\$13,753,780	\$30,037,694	118%	81,828	158,615	94%	\$167	\$189	13%			
	Winter/Snow Shop Services		\$415,262,304	\$296,774,532	-29%	6,238,706	4,996,601	-20%	\$67	\$59	-11%			
	Winter/Snow Rentals		\$184,004,145	\$192,124,900	4%	2,419,039	2,444,582	1%	\$117	\$117	0%			
	Winter/Snow Repairs		\$131,258,159	\$104,340,042	-21%	3,819,667	2,552,019	-33%	\$34	\$41	19%			
	Snow Decks/Skates		\$71,985	\$5,634	-92%	310	17	-95%	\$232	\$331	43%			
	Snow Decks/Skates		\$71,985	\$5,634	-92%	310	17	-95%	\$232	\$331	43%			
	Women's		\$2,269,980,496	\$2,332,962,656	3%	32,602,898	32,569,661	0%	\$70	\$72</				

	Alpine Touring Skis	\$1,780,462	\$2,055,675	15%	4,108	4,323	5%	\$433	\$476	10%
	Nordic Equipment	\$4,074,076	\$8,864,175	118%	35,882	67,497	88%	\$114	\$131	16%
	Nordic Bindings	\$54,107	\$51,018	-6%	1,184	1,184	0%	\$1	\$57	23%
	Nordic Boots	\$3,452,203	\$7,198,702	109%	28,923	51,654	79%	\$119	\$139	17%
	Nordic Poles	\$104,363	\$234,464	125%	3,201	7,405	131%	\$33	\$32	-3%
	Nordic Skis	\$463,403	\$1,391,391	191%	2,803	7,254	159%	\$165	\$186	13%
	Snowboard Equipment	\$790,500	\$95,597,485	20%	335,946	392,889	17%	\$238	\$244	2%
	Snowboard Bindings	\$18,340,799	\$19,558,607	7%	101,013	107,247	6%	\$182	\$182	0%
	Snowboard Boots	\$31,085,910	\$38,240,070	23%	145,571	178,680	21%	\$214	\$214	0%
	Snowboards	\$30,553,791	\$37,797,808	24%	89,362	106,662	19%	\$342	\$343	4%
	Telemark Equipment	\$193,234	\$283,759	47%	342	575	68%	\$565	\$494	-13%
	Telemark Bindings	\$2,459	\$4,347	77%	8	33	313%	\$132	\$132	0%
	Telemark Boots	\$190,775	\$272,063	43%	334	527	58%	\$571	\$516	-10%
	Telemark Skis	\$0	\$7,349	0%	0	15	0%	\$0	\$490	0%
	Winter/Snow Accessories	\$41,687,015	\$45,591,909	9%	360,824	354,874	-2%	\$116	\$128	11%
	Backcountry Accessories	\$0	\$631	0%	0	17	0%	\$0	\$37	0%
	Snow Goggles	\$19,234,278	\$18,360,866	-5%	192,883	183,839	-5%	\$100	\$100	0%
	Snow Protection Pads	\$112,016	\$49,897	-55%	1,324	708	-47%	\$70	\$70	-1%
	Snow Sports Helmet	\$14,931,707	\$11,553,835	-23%	120,079	86,182	-28%	\$124	\$134	8%
	Snowshoes	\$7,409,014	\$15,626,680	111%	46,538	84,128	81%	\$159	\$186	17%
	YOUTH	\$557,864,748	\$556,234,716	0%	14,558,726	14,841,669	2%	\$38	\$37	-2%
	Accessories Total									
	Bags	\$1,399,346	\$598,691	-57%	25,190	11,516	-54%	\$56	\$52	-6%
	Backpacks	\$14,301	\$7,679	-46%	200	77	-62%	\$72	\$100	39%
	Technical Packs	\$14,301	\$7,679	-46%	200	77	-62%	\$72	\$100	39%
	Sports Equipment Bags	\$1,385,045	\$591,012	-57%	24,990	11,439	-54%	\$55	\$52	-7%
	Sunglasses	\$2,850,040	\$3,756,866	32%	106,846	149,823	40%	\$27	\$25	-6%
	Sunglasses	\$2,834,098	\$3,738,328	32%	104,876	147,481	41%	\$27	\$25	-6%
	Sunglasses Accessories	\$15,942	\$18,538	16%	1,970	2,342	19%	\$8	\$8	-2%
	Sunglasses Tethers	\$15,942	\$18,538	16%	1,970	2,342	19%	\$8	\$8	-2%
	Apparel Total									
	Total Apparel Accessories	\$66,125,836	\$75,240,957	14%	3,212,646	3,920,307	22%	\$21	\$19	-7%
	Total Apparel Accessories	\$66,125,836	\$75,240,957	14%	3,212,646	3,920,307	22%	\$21	\$19	-7%
	Total Handwear	\$43,921,757	\$46,958,878	7%	1,877,678	2,047,216	9%	\$23	\$23	0%
	Total Headwear	\$22,204,079	\$28,282,079	27%	1,334,968	1,873,091	40%	\$17	\$15	-9%
	Total Cold Weather Undergarments	\$22,419,737	\$18,693,801	-17%	812,894	710,390	-13%	\$28	\$26	-8%
	Total Cold Weather Undergarments	\$22,419,737	\$18,693,801	-17%	812,894	710,390	-13%	\$28	\$26	-8%
	Total Cold Weather Undr	\$22,419,737	\$18,693,801	-17%	812,894	710,390	-13%	\$28	\$26	-8%
	Total Outerwear	\$246,883,239	\$229,557,685	-7%	4,311,842	4,021,911	-7%	\$57	\$57	0%
	Total Outerwear Bottoms	\$51,883,570	\$58,876,465	13%	871,150	1,070,662	23%	\$60	\$55	-8%
	Total Outerwear Bottom	\$51,883,570	\$58,876,465	13%	871,150	1,070,662	23%	\$60	\$55	-8%
	Total Outerwear Suits/Sets	\$8,636,487	\$8,654,338	0%	120,500	116,577	-3%	\$72	\$74	4%
	Total Outerwear Suits/Se	\$8,636,487	\$8,654,338	0%	120,500	116,577	-3%	\$72	\$74	4%
	Total Outerwear Tops	\$186,363,182	\$162,026,882	-13%	3,320,192	2,834,672	-15%	\$56	\$57	2%
	Total Outerwear Tops	\$186,363,182	\$162,026,882	-13%	3,320,192	2,834,672	-15%	\$56	\$57	2%
	Total Socks/Hosiery	\$9,949,034	\$7,890,179	-21%	715,755	582,764	-19%	\$14	\$14	-3%
	Total Socks	\$9,949,034	\$7,890,179	-21%	715,755	582,764	-19%	\$14	\$14	-3%
	Total Socks	\$9,949,034	\$7,890,179	-21%	715,755	582,764	-19%	\$14	\$14	-3%
	Total Sportswear	\$103,930,693	\$112,478,958	9%	4,112,544	4,238,324	3%	\$25	\$27	5%
	Total Knit Shirts	\$7,400,165	\$7,352,826	-1%	251,504	288,163	15%	\$29	\$26	-13%
	Total Sweaters	\$713,061	\$799,915	12%	21,185	20,284	-4%	\$34	\$39	17%
	Total Sweatshirts	\$95,396,545	\$104,326,217	9%	3,929,877	3,929,877	0%	\$25	\$27	7%
	Total Bottoms	\$420,922	\$479,159	14%	7,927	8,686	10%	\$53	\$55	4%
	Total Pants	\$420,922	\$479,159	14%	7,927	8,686	10%	\$53	\$55	4%
	Equipment Total									
	Winter/Snow Sports	\$104,306,823	\$107,538,420	3%	1,253,082	1,197,948	-4%	\$83	\$90	8%
	Adjustable Poles	\$903,435	\$669,318	-26%	21,173	14,682	-31%	\$43	\$46	7%
	Adjustable Poles	\$903,435	\$669,318	-26%	21,173	14,682	-31%	\$43	\$46	7%
	Alpine Equipment	\$56,402,694	\$56,500,210	0%	429,031	404,672	-6%	\$131	\$140	6%
	Alpine Bindings	\$3,005,430	\$2,647,424	-12%	33,223	31,096	-6%	\$90	\$85	-6%
	Alpine Boots	\$17,170,865	\$17,025,459	-1%	140,852	134,199	-5%	\$127	\$127	0%
	Alpine Poles	\$2,472,925	\$1,103,585	-26%	78,787	80,961	3%	\$31	\$38	22%
	Alpine Skis	\$33,753,474	\$33,723,742	0%	176,169	158,416	-10%	\$192	\$213	11%
	Alpine Touring Equipment	\$14,962	\$340,167	2144%	104	1,141	997%	\$144	\$298	107%
	Alpine Touring Bindings	\$5,189	\$778	-85%	13	3	-77%	\$399	\$259	-35%
	Alpine Touring Boots	\$9,773	\$126,537	1195%	91	578	535%	\$107	\$219	104%
	Nordic Equipment	\$2,131,767	\$5,466,207	156%	25,023	64,592	158%	\$85	\$85	-1%
	Nordic Bindings	\$272,195	\$735,641	170%	4,960	11,467	131%	\$55	\$64	17%
	Nordic Boots	\$669,703	\$1,998,030	195%	8,318	15,174	81%	\$108	\$185	18%
	Nordic Poles	\$169,576	\$592,375	249%	4,885	14,315	193%	\$35	\$41	19%
	Nordic Skis	\$1,020,293	\$2,540,161	149%	6,860	22,036	221%	\$149	\$115	-22%
	Skiboards	\$0	\$0	0%	0	0	0%	\$0	\$0	0%
	Skiboards	\$0	\$0	0%	0	0	0%	\$0	\$0	0%
	Snowboard Equipment	\$15,045,294	\$15,814,572	5%	123,039	134,358	9%	\$122	\$118	-4%
	Snowboard Bindings	\$2,659,375	\$2,594,387	-2%	26,849	28,163	5%	\$99	\$92	-7%
	Snowboard Boots	\$4,351,683	\$4,586,157	5%	40,837	39,997	-2%	\$107	\$115	8%
	Snowboards	\$8,034,236	\$8,634,028	7%	55,263	66,198	20%	\$145	\$130	-10%
	Winter/Snow Accessories	\$29,807,851	\$28,747,334	-4%	654,703	578,491	-12%	\$46	\$50	9%
	Other Winter/Snow Acc	\$334,572	\$147,350	-56%	14,022	7,385	-47%	\$24	\$20	-16%
	Snow Goggles	\$15,225,000	\$12,767,472	-16%	390,997	325,517	-17%	\$39	\$39	1%
	Snow Protection Pads	\$140,553	\$237,870	69%	2,832	3,676	30%	\$50	\$65	30%
	Snow Sports Helmet	\$174,748	\$12,852,879	738%	202,688	202,688	0%	\$66	\$63	-5%
	Snowshoes	\$1,332,958	\$2,741,763	106%	39,225	39,225	0%	\$67	\$70	5%
	Winter/Snow Shop Services	\$820	\$612	-25%	9	12	33%	\$91	\$51	-44%
	Winter/Snow Rentals	\$820	\$612	-25%	9	12	33%	\$91	\$51	-44%
	Not Specified	\$487,133,730	\$551,253,940	13%	12,316,607	11,381,878	-8%	\$40	\$48	22%
	Equipment Total									
	Accessories	\$46,852,241	\$57,392,532	22%	642,632	558,058	-13%	\$73	\$103	41%
	First Aid/Body Care	\$118,065	\$160,934	36%	17,280	11,381	-34%	\$7	\$14	107%
	First Aid/Body Care	\$118,065	\$160,934	36%	17,280	11,381	-34%	\$7	\$14	107%
	Instruments	\$31,717,767	\$23,070,676	-28%	553,508	435,228	-21%	\$57	\$24	-58%
	Digital Imaging	\$11,815,874	\$7,061,889	-40%	36,851	20,158	-45%	\$321	\$350	9%
	Digital Imaging Accessor	\$623,146	\$1,347,471	116%	11,969	14,088	18%	\$52	\$96	84%
	Portable Audio/Phone A	\$19,132,747	\$23,661,316	24%	504,688	400,982	-21%	\$38	\$59	56%
	Sport Racks	\$15,162,409	\$25,160,922	66%	71,844	111,449	55%	\$111	\$226	76%
	Rack Parts	\$1,341,732	\$2,693,724	101%	23,111	32,075	39%	\$58	\$84	45%
	Top of Car Components	\$10,869,800	\$16,489,733	52%	33,048	49,134	49%	\$196	\$336	71%
	Towels/Feet	\$1,565,504	\$3,089,625	97%	7,979	14,305	79%	\$196	\$216	10%
	Load Bars	\$1,385,373	\$2,387,840	72%	7,066	15,025	113%	\$106	\$181	71%
	Winter/Snow Sports	\$440,281,489	\$493,861,408	12%	11,673,975	10,823,820	-7%	\$38	\$46	21%
	Adjustable Poles	\$359,604	\$801,541	123%	3,883	7,289	88%	\$93	\$110	19%
	Adjustable Poles	\$359,604	\$801,541	123%	3,883	7,289	88%	\$93	\$110	19%
	Alpine Equipment	\$22,247,012	\$22,020,177	-1%	172,444	151,805	-12%	\$135	\$145	8%
	Alpine Bindings	\$7,335,934	\$5,776,339	-21%	39,565	29,275	-26%	\$197	\$190	-4%
	Alpine Boots	\$9,722,559	\$10,836,306	11%	88,061	86,523	-2%	\$110	\$125	13%
	Alpine Poles	\$1,786,930	\$1,321,769	-26%	35,219	27,636	-21%	\$51	\$48	-6%
	Alpine Skis	\$4,401,589	\$4,085,763	-7%	9,599	8,371	-13%	\$459	\$488	6%
	Alpine Touring Equipment	\$1,098,741	\$5,887,438	431%	2,345	12,229	426%	\$469	\$473	1%
	Alpine Touring Bindings	\$751,463	\$5,612,364	647%	1,821	11,853	551%	\$413	\$473	15%
	Alpine Touring Boots	\$80,747	\$111,280	38%	231	317	37%	\$350	\$351	0%

Channel	(All)	Current Period	March-21	DOLLARS			UNITS			AVERAGE PRICE		
				March-20	March-21	Pct. Change	March-20	March-21	Pct. Change	March-20	March-21	Pct. Change
Total Sales				\$359,438,827	\$655,276,303	82%	6,234,840	10,962,664	76%	\$58	\$60	4%
Accessories				\$18,315,275	\$45,825,750	150%	312,837	749,086	139%	\$59	\$61	4%
Bags				\$3,609,656	\$4,795,494	33%	40,442	44,829	11%	\$89	\$107	20%
Backpacks				\$765,289	\$895,087	17%	5,599	4,977	-11%	\$137	\$180	32%
Technical Packs				\$765,289	\$895,087	17%	5,599	4,977	-11%	\$137	\$180	32%
Sports Equipment Bags				\$2,844,367	\$3,900,407	37%	34,843	39,852	14%	\$82	\$98	20%
Sports Equipment Bags				\$2,844,367	\$3,900,407	37%	34,843	39,852	14%	\$82	\$98	20%
Sunglasses				\$14,705,619	\$41,030,256	179%	272,395	704,257	159%	\$54	\$58	8%
Sunglasses				\$13,989,779	\$39,343,546	181%	202,531	542,803	168%	\$69	\$72	5%
Sunglasses				\$13,989,779	\$39,343,546	181%	202,531	542,803	168%	\$69	\$72	5%
Sunglasses Accessories				\$715,840	\$1,686,710	136%	69,864	161,454	131%	\$10	\$10	2%
Other Eyewear Accessories				\$49,625	\$131,645	165%	7,427	15,005	102%	\$7	\$9	31%
Sunglass Cases				\$41,633	\$99,332	139%	3,907	7,678	97%	\$11	\$13	21%
Sunglass Lenses				\$105,882	\$167,124	58%	2,030	3,502	73%	\$52	\$48	-8%
Sunglass Tethers				\$518,700	\$1,288,509	148%	56,500	135,269	139%	\$9	\$10	4%
Apparel				\$224,914,903	\$374,129,584	66%	4,457,080	7,086,518	59%	\$50	\$53	5%
Total Apparel Accessories				\$26,077,937	\$51,156,422	96%	1,131,022	1,987,865	76%	\$23	\$26	12%
Total Apparel Accessories				\$26,077,937	\$51,156,422	96%	1,131,022	1,987,865	76%	\$23	\$26	12%
Total Handwear				\$13,474,525	\$36,900,805	100%	35,294	597,898	68%	\$38	\$45	19%
Total Handwear				\$12,603,412	\$24,238,617	92%	775,728	1,389,967	79%	\$16	\$17	7%
Total Cold Weather Undergarments				\$11,271,453	\$18,831,740	67%	252,442	381,991	51%	\$45	\$49	10%
Total Cold Weather Undergarments				\$11,271,453	\$18,831,740	67%	252,442	381,991	51%	\$45	\$49	10%
Total Cold Weather Undergarments				\$11,271,453	\$18,831,740	67%	252,442	381,991	51%	\$45	\$49	10%
Total Outerwear				\$137,165,606	\$197,206,168	44%	1,621,190	2,041,159	26%	\$85	\$97	14%
Total Outerwear Bottoms				\$21,331,929	\$37,556,896	76%	219,173	312,590	43%	\$97	\$120	23%
Total Outerwear Bottoms				\$21,331,929	\$37,556,896	76%	219,173	312,590	43%	\$97	\$120	23%
Total Outerwear Suits/Sets				\$558,040	\$769,810	38%	18,200	17,252	-5%	\$31	\$45	46%
Total Outerwear Suits/Sets				\$558,040	\$769,810	38%	18,200	17,252	-5%	\$31	\$45	46%
Total Outerwear Tops				\$115,275,637	\$158,879,462	38%	1,383,817	1,711,317	24%	\$83	\$93	11%
Total Outerwear Tops				\$115,275,637	\$158,879,462	38%	1,383,817	1,711,317	24%	\$83	\$93	11%
Total Socks/Hosiery				\$3,657,692	\$6,049,978	65%	201,081	297,850	48%	\$18	\$20	12%
Total Socks				\$3,657,692	\$6,049,978	65%	201,081	297,850	48%	\$18	\$20	12%
Total Socks				\$3,657,692	\$6,049,978	65%	201,081	297,850	48%	\$18	\$20	12%
Total Sportswear				\$46,589,264	\$100,657,379	116%	1,248,195	2,373,603	90%	\$37	\$42	14%
Total Knit Shirts				\$4,177,169	\$9,864,490	136%	128,788	287,803	123%	\$32	\$34	6%
Total Sweaters				\$4,802,799	\$8,186,473	70%	88,916	150,375	69%	\$54	\$54	1%
Total Sweaters				\$4,802,799	\$8,186,473	70%	88,916	150,375	69%	\$54	\$54	1%
Total Sweatshirts				\$37,609,296	\$82,606,416	120%	1,030,491	1,935,425	88%	\$36	\$43	17%
Total Bottoms				\$152,951	\$227,897	49%	3,150	4,050	29%	\$49	\$56	16%
Total Pants				\$152,951	\$227,897	49%	3,150	4,050	29%	\$49	\$56	16%
Total Shorts				\$0	\$0	0%	0	0	0%	\$0	\$0	0%
Total Shorts				\$0	\$0	0%	0	0	0%	\$0	\$0	0%
Equipment				\$116,208,649	\$235,320,969	102%	1,464,923	3,127,060	113%	\$79	\$75	-5%
Accessories				\$9,388,344	\$23,673,271	152%	163,159	296,154	82%	\$58	\$80	39%
First Aid/Body Care				\$638,294	\$1,518,413	138%	75,592	143,434	89%	\$8	\$11	26%
First Aid/Body Care				\$638,294	\$1,518,413	138%	75,592	143,434	89%	\$8	\$11	26%
Instruments				\$2,982,130	\$5,597,582	88%	54,928	73,106	33%	\$54	\$77	41%
Digital Imaging				\$956,660	\$1,306,521	37%	2,818	3,421	21%	\$339	\$382	12%
Digital Imaging Accessories				\$404,089	\$893,939	121%	11,018	16,001	45%	\$37	\$56	52%
Portable Audio/Phone Accessories				\$1,621,381	\$3,397,232	110%	41,902	53,684	31%	\$39	\$63	60%
Sport Racks				\$5,767,920	\$16,557,276	187%	32,239	79,614	147%	\$179	\$208	16%
Rack Parts				\$1,262,800	\$3,293,536	161%	14,781	33,196	125%	\$85	\$99	16%
Top of Car Components				\$3,151,685	\$9,575,985	204%	9,723	26,678	174%	\$324	\$359	11%
Towers/Feet				\$742,200	\$2,009,462	169%	1,362,127	1,712,323	152%	\$208	\$209	7%
Load Bars				\$608,145	\$1,679,293	176%	4,111	10,617	158%	\$148	\$158	7%
Winter/Snow Sports				\$106,820,305	\$211,647,698	98%	1,301,764	2,830,906	117%	\$82	\$75	-9%
Adjustable Poles				\$356,802	\$511,632	43%	4,467	6,040	35%	\$80	\$85	6%
Adjustable Poles				\$356,802	\$511,632	43%	4,467	6,040	35%	\$80	\$85	6%
Alpine Equipment				\$38,202,677	\$73,700,531	93%	154,401	264,120	71%	\$247	\$279	13%
Alpine Bindings				\$5,184,138	\$9,762,462	88%	30,758	53,574	74%	\$168	\$182	8%
Alpine Boots				\$13,188,215	\$27,368,403	108%	45,286	76,677	69%	\$291	\$357	23%
Alpine Poles				\$1,399,025	\$3,206,262	129%	30,027	59,327	98%	\$47	\$54	16%
Alpine Skis				\$18,431,299	\$33,363,404	81%	48,410	74,542	54%	\$381	\$448	18%
Alpine Touring Equipment				\$4,661,595	\$8,723,824	87%	10,300	16,453	60%	\$453	\$530	17%
Alpine Touring Bindings				\$1,988,448	\$3,327,978	67%	4,914	7,060	44%	\$405	\$471	16%
Alpine Touring Boots				\$1,625,472	\$3,918,841	141%	3,385	6,898	104%	\$480	\$568	18%
Alpine Touring Skis				\$1,047,675	\$1,477,005	41%	2,001	2,495	25%	\$524	\$592	13%
Nordic Equipment				\$1,677,083	\$2,287,794	36%	15,633	16,515	6%	\$107	\$139	29%
Nordic Bindings				\$115,502	\$361,167	213%	7,139	4,809	125%	\$54	\$75	39%
Nordic Boots				\$604,044	\$710,270	18%	5,269	3,855	-27%	\$115	\$184	61%
Nordic Poles				\$165,482	\$249,001	50%	4,099	4,000	-2%	\$40	\$62	54%
Nordic Skis				\$792,055	\$967,356	22%	4,126	3,851	-7%	\$192	\$251	31%
Skiboards				\$780	\$3,752	381%	5	16	220%	\$156	\$235	50%
Skiboards				\$780	\$3,752	381%	5	16	220%	\$156	\$235	50%
Snow Decks/Skates				\$390	\$0	-100%	3	0	-100%	\$130	\$0	0%
Snow Decks/Skates				\$390	\$0	-100%	3	0	-100%	\$130	\$0	0%
Snowboard Equipment				\$21,424,920	\$30,741,506	43%	88,266	111,851	27%	\$243	\$275	13%
Snowboard Bindings				\$5,381,619	\$8,097,270	50%	28,309	37,056	31%	\$190	\$219	15%
Snowboard Boots				\$5,550,448	\$9,675,199	74%	28,886	41,055	42%	\$192	\$226	23%
Snowboards				\$10,492,853	\$12,969,037	24%	31,071	33,740	9%	\$338	\$384	14%
Telemark Equipment				\$290,361	\$608,842	110%	955	1,537	61%	\$304	\$396	30%
Telemark Bindings				\$143,144	\$238,205	66%	592	826	40%	\$242	\$288	19%
Telemark Boots				\$122,125	\$343,310	168%	292	654	124%	\$439	\$625	20%
Telemark Skis				\$19,092	\$27,327	43%	71	57	-20%	\$269	\$479	78%
Winter/Snow Accessories				\$28,758,221	\$60,285,776	110%	653,344	1,374,576	110%	\$44	\$44	0%
Backcountry Accessories				\$3,351,312	\$4,355,369	30%	27,645	26,559	-4%	\$121	\$164	35%
Other Winter/Snow Accessories				\$2,966,404	\$7,061,948	138%	354,045	818,076	131%	\$8	\$9	3%
Snow Goggle Accessories				\$484,453	\$872,735	80%	21,170	47,443	105%	\$21	\$18	-12%
Snow Goggles				\$12,162,662	\$26,960,592	122%	115,439	310,387	105%	\$80	\$87	8%
Snow Protection Pads				\$169,966	\$273,789	61%	5,679	8,507	50%	\$30	\$32	8%
Snow Sports Helmet				\$7,583,527	\$18,430,123	143%	76,907	152,307	98%	\$99	\$121	23%
Snowshoes				\$2,039,897	\$2,331,220	14%	14,459	11,297	-22%	\$141	\$206	46%
Winter/Snow Shop Services				\$11,447,476	\$34,084,041	204%	37,300	1,039,798	1178%	\$31	\$33	9%
Winter/Snow Rentals				\$5,596,665	\$21,339,300	279%	187,833	739,969	294%	\$30	\$29	-4%
Winter/Snow Repairs				\$5,850,811	\$13,544,741	132%	186,467	299,829	61%	\$31	\$45	44%
Grand Total				\$359,438,827	\$655,276,303	82%	6,234,840	10,962,664	76%	\$58	\$60	4%

Channel	(AI)	Season to date	DOLLARS			UNITS			AVERAGE PRICE		
			YTD (Aug '20 - Mar '21)	YTD (Aug '19 - Mar '20)	YTD (Aug '20 - Mar '21)	Pct. Change	YTD (Aug '20 - Mar '21)	YTD (Aug '20 - Mar '21)	Pct. Change	YTD (Aug '20 - Mar '21)	YTD (Aug '20 - Mar '21)
Total Sales			\$1,141,149	\$1,141,149	0%	1,141,149	1,141,149	0%	\$558	\$558	0%
	Accessories		\$205,853,764	\$222,031,795	-8%	3,576,253	3,576,646	-0%	\$58	\$62	-8%
	Bags		\$56,959,967	\$48,234,746	-15%	615,028	470,663	-23%	\$93	\$102	-11%
	Backpacks		\$8,845,766	\$12,749,905	-44%	57,253	68,299	-19%	\$155	\$187	-21%
	Technical Packs		\$2,845,765	\$12,749,905	-44%	21,252	18,299	-12%	\$134	\$187	-21%
	Sports Equipment Bags		\$48,114,201	\$35,484,841	-26%	537,775	402,364	-28%	\$86	\$88	-2%
	Sports Equipment Bags		\$48,114,201	\$35,484,841	-26%	537,775	402,364	-28%	\$86	\$88	-2%
	Sunglasses		\$148,933,797	\$143,791,049	1%	2,162,225	2,159,983	1%	\$69	\$66	11%
	Sunglasses		\$139,932,157	\$164,689,086	-18%	2,043,409	2,194,530	-7%	\$68	\$75	-10%
	Sunglasses Accessories		\$9,001,640	\$9,101,963	-1%	90,816	91,453	-1%	\$10	\$10	2%
	Other Eyewear Accessories		\$723,448	\$903,714	-25%	111,451	108,951	-2%	\$6	\$8	-28%
	Sunglasses Cases		\$455,131	\$436,590	4%	42,449	36,963	-13%	\$11	\$12	-10%
	Sunglasses Lenses		\$1,086,903	\$967,927	-20%	21,182	18,249	-23%	\$51	\$47	-8%
	Sunglasses Tethers		\$6,736,158	\$6,899,732	-2%	742,734	747,190	-1%	\$9	\$9	2%
	Apparel		\$4,759,555,524	\$4,839,045,793	-2%	91,766,870	93,325,459	-2%	\$52	\$52	0%
	Total Apparel Accessories		\$584,511,121	\$655,914,846	-12%	22,545,578	25,688,854	-14%	\$26	\$26	-1%
	Total Apparel Accessories		\$584,511,121	\$655,914,846	-12%	22,545,578	25,688,854	-14%	\$26	\$26	-1%
	Total Handwear		\$339,817,872	\$365,838,188	-8%	9,409,329	9,999,158	-6%	\$36	\$37	-1%
	Total Handwear		\$339,817,872	\$365,838,188	-8%	9,409,329	9,999,158	-6%	\$36	\$37	-1%
	Total Cold Weather Undergarments		\$242,064,962	\$241,453,681	0%	5,537,754	5,453,871	2%	\$44	\$44	1%
	Total Cold Weather Undergarments		\$242,064,962	\$241,453,681	0%	5,537,754	5,453,871	2%	\$44	\$44	1%
	Total Outerwear		\$2,624,145,366	\$2,443,532,220	-7%	27,471,697	25,237,167	-8%	\$96	\$97	-1%
	Total Outerwear Bottoms		\$394,102,063	\$433,755,055	-10%	3,895,489	4,445,870	-14%	\$101	\$98	-4%
	Total Outerwear Bottoms		\$394,102,063	\$433,755,055	-10%	3,895,489	4,445,870	-14%	\$101	\$98	-4%
	Total Outerwear Suits/Sets		\$13,487,455	\$13,220,489	2%	246,286	206,598	-16%	\$55	\$64	-17%
	Total Outerwear Suits/Sets		\$13,487,455	\$13,220,489	2%	246,286	206,598	-16%	\$55	\$64	-17%
	Total Outerwear Tops		\$2,162,247,848	\$1,996,556,676	-10%	23,229,922	20,584,699	-12%	\$95	\$97	-2%
	Total Outerwear Tops		\$2,162,247,848	\$1,996,556,676	-10%	23,229,922	20,584,699	-12%	\$95	\$97	-2%
	Total Socks/Hosiery		\$63,990,321	\$57,632,110	-10%	3,429,278	3,033,705	-12%	\$19	\$19	2%
	Total Socks		\$63,990,321	\$57,632,110	-10%	3,429,278	3,033,705	-12%	\$19	\$19	2%
	Total Sportswear		\$1,243,843,754	\$1,431,512,936	-15%	32,782,563	33,931,862	-4%	\$38	\$42	-11%
	Total Sportswear		\$1,243,843,754	\$1,431,512,936	-15%	32,782,563	33,931,862	-4%	\$38	\$42	-11%
	Total Knit Shirts		\$91,010,517	\$94,450,230	-3%	7,749,678	7,196,018	7%	\$12	\$12	0%
	Total Knit Shirts		\$91,010,517	\$94,450,230	-3%	7,749,678	7,196,018	7%	\$12	\$12	0%
	Total Sweaters		\$151,135,878	\$147,567,465	2%	2,627,790	2,595,275	1%	\$58	\$57	1%
	Total Sweaters		\$151,135,878	\$147,567,465	2%	2,627,790	2,595,275	1%	\$58	\$57	1%
	Total Sweatshirts		\$996,751,407	\$1,185,921,300	-19%	27,356,500	28,559,702	-4%	\$36	\$42	-14%
	Total Sweatshirts		\$996,751,407	\$1,185,921,300	-19%	27,356,500	28,559,702	-4%	\$36	\$42	-14%
	Total Bottoms		\$2,839,942	\$3,188,941	-23%	48,645	48,645	0%	\$59	\$61	-4%
	Total Bottoms		\$2,839,942	\$3,188,941	-23%	48,645	48,645	0%	\$59	\$61	-4%
	Total Pants		\$2,839,942	\$3,188,941	-23%	48,645	48,645	0%	\$59	\$61	-4%
	Total Pants		\$2,839,942	\$3,188,941	-23%	48,645	48,645	0%	\$59	\$61	-4%
	Total Shorts		\$458	\$537	-16%	18	15	-17%	\$25	\$12	-12%
	Total Shorts		\$458	\$537	-16%	18	15	-17%	\$25	\$12	-12%
	Equipment		\$2,566,287,043	\$2,783,667,028	-8%	39,127,214	36,863,014	6%	\$66	\$76	-13%
	Accessories		\$94,560,428	\$123,608,599	-31%	1,724,560	1,402,796	-19%	\$55	\$88	-61%
	First Aid/Body Care		\$6,303,366	\$4,716,493	35%	751,322	489,224	-35%	\$8	\$10	-15%
	First Aid/Body Care		\$6,303,366	\$4,716,493	35%	751,322	489,224	-35%	\$8	\$10	-15%
	Instruments		\$36,062,946	\$34,988,785	3%	679,246	517,428	-24%	\$53	\$68	-27%
	Digital Imaging		\$12,043,862	\$7,102,161	-41%	38,179	20,369	-47%	\$315	\$349	-11%
	Digital Imaging Accessories		\$4,709,477	\$4,092,557	16%	11,005	8,910	-23%	\$46	\$56	-25%
	Portable Audio/Phone Accessories		\$19,309,607	\$23,794,071	-21%	512,362	407,749	-20%	\$38	\$58	-55%
	Sport Racks		\$52,194,116	\$89,903,321	-42%	293,992	396,144	-35%	\$178	\$212	-19%
	Rack Parts		\$8,754,804	\$13,664,408	-36%	120,633	155,546	-23%	\$72	\$84	-15%
	Top of Car Components		\$30,878,093	\$54,439,216	-45%	100,696	155,889	-35%	\$307	\$349	-14%
	Towbar/Fit		\$7,053,101	\$8,811,498	-25%	35,343	40,629	-13%	\$200	\$217	-9%
	Load Bars		\$5,508,118	\$6,993,199	-27%	37,100	44,600	-19%	\$148	\$159	-7%
	Winter/Snow Sports		\$2,474,726,615	\$2,660,558,429	-7%	37,447,654	35,460,218	5%	\$66	\$75	-14%
	Adjustable Poles		\$5,174,605	\$6,624,381	-28%	64,444	71,895	-12%	\$80	\$92	-15%
	Adjustable Poles		\$5,174,605	\$6,624,381	-28%	64,444	71,895	-12%	\$80	\$92	-15%
	Alpine Equipment		\$790,352,348	\$857,074,587	-8%	3,113,213	3,255,982	-5%	\$254	\$263	-4%
	Alpine Bindings		\$96,244,761	\$100,661,495	-5%	531,623	560,385	-5%	\$181	\$180	-1%
	Alpine Boots		\$320,322,590	\$380,541,191	-16%	1,050,853	1,046,379	0%	\$305	\$316	-4%
	Alpine Poles		\$31,263,040	\$36,493,130	-17%	668,888	718,815	-9%	\$47	\$51	-7%
	Alpine Skis		\$342,520,957	\$389,377,771	-14%	871,849	930,403	-7%	\$393	\$419	-7%
	Alpine Touring Equipment		\$42,296,494	\$91,132,126	-53%	83,133	166,891	-50%	\$509	\$546	-7%
	Alpine Touring Bindings		\$19,775,079	\$37,864,592	-48%	40,981	77,766	-47%	\$488	\$487	0%
	Alpine Touring Boots		\$14,525,331	\$40,642,783	-65%	26,369	67,731	-61%	\$551	\$600	-9%
	Alpine Touring Skis		\$8,998,084	\$11,846,751	-24%	15,783	21,394	-26%	\$570	\$591	-4%
	Nordic Equipment		\$38,661,324	\$99,931,397	-61%	307,938	700,642	-56%	\$126	\$139	-10%
	Nordic Bindings		\$10,777,645	\$9,184,069	18%	45,167	122,093	-63%	\$68	\$75	-10%
	Nordic Boots		\$13,954,511	\$36,748,001	-62%	102,086	236,038	-57%	\$137	\$156	-14%
	Nordic Poles		\$3,750,326	\$9,566,585	-61%	80,400	174,997	-54%	\$47	\$55	-17%
	Nordic Skis		\$17,871,842	\$44,448,742	-59%	80,285	187,514	-57%	\$223	\$237	-6%
	Skiboards		\$107,715	\$115,477	-7%	586	512	-13%	\$184	\$226	-23%
	Skiboards		\$107,715	\$115,477	-7%	586	512	-13%	\$184	\$226	-23%
	Snowboard Equipment		\$405,837,646	\$461,539,022	-14%	1,619,720	1,787,848	-10%	\$251	\$258	-3%
	Snowboard Bindings		\$100,363,849	\$117,479,064	-17%	511,129	569,438	-11%	\$196	\$206	-5%
	Snowboard Boots		\$135,657,806	\$146,900,297	-8%	624,825	648,636	-4%	\$217	\$226	-4%
	Snowboards		\$169,815,991	\$197,159,661	-16%	483,766	569,774	-18%	\$351	\$346	1%
	Telemark Equipment		\$2,736,240	\$4,112,750	-33%	8,251	13,815	-43%	\$332	\$348	-5%
	Telemark Bindings		\$1,338,165	\$1,800,646	-35%	5,417	7,153	-23%	\$247	\$252	-2%
	Telemark Boots		\$1,229,064	\$1,783,680	-31%	2,834	3,121	-9%	\$530	\$572	-8%
	Telemark Skis		\$169,011	\$526,424	-70%	517	1,541	-66%	\$327	\$342	-4%
	Winter/Snow Accessories		\$499,192,358	\$597,672,186	-20%	16,102,642	15,829,927	2%	\$31	\$38	-22%
	Backcountry Accessories		\$24,288,920	\$45,347,865	-47%	203,251	309,472	-35%	\$120	\$120	0%
	Other Winter/Snow Accessories		\$78,883,587	\$85,020,683	-8%	11,285,235	10,560,677	6%	\$7	\$8	-15%
	Snow Goggles/Accessories		\$6,721,069	\$6,242,962	8%	340,874	337,339	1%	\$20	\$19	-6%
	Snow Goggles		\$204,641,454	\$223,959,025	-9%	2,519,684	2,641,077	-6%	\$81	\$84	-4%
	Snow Protection Pads		\$1,245,521	\$2,453,399	-49%	88,966	60,312	-32%	\$14	\$14	0%
	Snow Sports Helmet		\$153,731,736	\$172,932,304	-12%	1,459,693	1,577,610	-8%	\$105	\$113	-8%
	Snowshoes		\$27,880,071	\$61,712,948	-55%	204,939	373,640	-45%	\$134	\$165	-19%
	Winter/Snow Shop Services		\$690,290,845	\$541,844,869	-22%	16,147,404	13,614,689	-16%	\$43	\$40	-7%
	Winter/Snow Rentals		\$550,033,686	\$437,066,259	-21%	12,277,717	11,054,424	-10%	\$45	\$40	-13%
	Winter/Snow Repairs		\$139,256,159	\$104,778,610	33%	3,869,687	2,560,265	51%	\$36	\$41	-13%
	Snow Decks/Skates		\$75,040	\$5,634	-92%	323	17	-95%	\$232	\$331	-43%
	Snow Decks/Skates		\$75,040	\$5,634	-92%	323</					

Specialty Only	Current Period	DOLLARS			UNITS			AVERAGE PRICE		
		March-20	March-21	Pct. Change	March-20	March-21	Pct. Change	March-20	March-21	Pct. Change
Midwest		\$1,197,923	\$1,197,923	0.0%	26,747	26,747	0.0%	\$44.80	\$44.80	0.0%
Accessories		\$520,711	\$674,113	29.46%	9,868	10,989	11.26%	\$53	\$61	16.25%
Bags		\$207,275	\$239,329	15.46%	3,217	2,682	-16.63%	\$64	\$89	38.50%
Backpacks		\$15,980	\$21,961	37.43%	178	171	-3.93%	\$90	\$128	43.05%
Sports Equipment Bag		\$191,295	\$217,368	13.63%	3,039	2,511	-17.37%	\$63	\$87	37.52%
Sunglasses		\$313,436	\$454,784	38.72%	6,651	8,307	24.90%	\$47	\$52	11.06%
Sunglasses		\$303,068	\$416,613	37.47%	4,531	5,313	30.50%	\$67	\$70	5.34%
Sunglasses Accessories		\$10,368	\$18,171	75.26%	2,120	2,994	42.92%	\$5	\$8	55.20%
Apparel		\$6,748,430	\$6,941,026	2.82%	180,027	184,888	2.70%	\$37.49	\$37.57	0.21%
Total Apparel Accessories		\$1,290,025	\$2,779,589	115.47%	47,668	93,657	96.48%	\$27	\$30	9.67%
Total Apparel Accessory		\$1,290,025	\$2,779,589	115.47%	47,668	93,657	96.48%	\$27	\$30	9.67%
Total Cold Weather Undergarments		\$272,219	\$460,237	69.07%	7,888	13,183	67.13%	\$35	\$35	1.16%
Total Cold Weather Lin		\$272,219	\$460,237	69.07%	7,888	13,183	67.13%	\$35	\$35	1.16%
Total Outerwear		\$3,760,033	\$4,209,909	11.96%	42,426	47,671	12.36%	\$89	\$88	-0.35%
Total Outerwear Botto		\$684,082	\$1,032,310	50.90%	11,479	13,628	18.72%	\$60	\$76	27.11%
Total Outerwear Suits/		\$14,904	\$9,707	-34.87%	225	104	-53.78%	\$66	\$93	40.91%
Total Outerwear Tops		\$3,061,047	\$3,167,892	3.49%	30,722	33,939	10.47%	\$100	\$93	-6.32%
Total Socks/Hosiery		\$148,233	\$252,601	70.41%	9,174	12,650	37.89%	\$16	\$20	23.58%
Total Socks		\$148,233	\$252,601	70.41%	9,174	12,650	37.89%	\$16	\$20	23.58%
Total Sportswear		\$1,272,000	\$1,231,791	-3.16%	28,726	27,589	-3.96%	\$44	\$45	0.83%
Total Tops		\$1,920	\$6,899	259.32%	145	148	2.07%	\$13	\$47	252.04%
Total Bottoms		\$8,189,585	\$1,349,225	111.84%	117,580	177,060	50.99%	\$70	\$98	40.68%
Equipment		\$277,978	\$942,203	239.87%	5,075	7,056	20.03%	\$55	\$134	144.31%
Accessories		\$12,146	\$10,485	-13.68%	2,193	1,422	-35.16%	\$6	\$7	33.13%
First Aid/Body Care		\$115,782	\$107,165	-7.44%	2,026	1,206	-40.47%	\$57	\$89	55.49%
Instruments		\$120,045	\$826,633	450.87%	856	4,428	417.25%	\$175	\$187	6.49%
Sport Racks		\$7,911,612	\$165,052	-97.35%	112,565	170,004	51.13%	\$70	\$86	27.22%
Winter/Snow Sports		\$32,183,683	\$80,529,013	150.22%	436,726	1,105,881	153.22%	\$74	\$73	-1.35%
Accessories		\$658,817	\$1,105,634	67.82%	9,222	20,759	125.10%	\$71	\$53	-25.45%
Bags		\$427,009	\$462,203	20.87%	6,574	7,571	15.17%	\$65	\$63	-4.95%
Backpacks		\$7,720	\$17,058	120.96%	102	173	69.61%	\$76	\$99	30.28%
Sports Equipment Bag		\$539,379	\$644,210	19.44%	6,472	7,398	14.31%	\$83	\$87	4.49%
Sunglasses		\$111,718	\$444,366	297.76%	2,648	13,188	398.04%	\$42	\$34	-20.13%
Sunglasses		\$107,641	\$432,461	301.76%	2,220	11,445	415.55%	\$48	\$31	-34.79%
Sunglasses Accessories		\$4,077	\$11,905	192.00%	428	1,543	260.51%	\$10	\$8	-19.00%
Apparel		\$18,276,433	\$46,745,591	155.77%	251,691	724,202	187.73%	\$73	\$65	-11.11%
Total Apparel Accessories		\$3,463,275	\$11,999,617	246.48%	93,811	336,001	258.17%	\$37	\$36	-2.66%
Total Apparel Accessory		\$3,463,275	\$11,999,617	246.48%	93,811	336,001	258.17%	\$37	\$36	-2.66%
Total Cold Weather Undergarments		\$779,772	\$1,500,667	92.45%	14,698	32,144	118.70%	\$53	\$47	-12.00%
Total Cold Weather Lin		\$779,772	\$1,500,667	92.45%	14,698	32,144	118.70%	\$53	\$47	-12.00%
Total Outerwear		\$12,020,942	\$16,637,030	121.17%	82,669	121,668	46.68%	\$146	\$142	-2.43%
Total Outerwear Botto		\$3,934,517	\$9,162,249	132.87%	30,990	69,566	131.15%	\$131	\$132	0.72%
Total Outerwear Suits/		\$17,837	\$116,329	552.18%	290	924	218.62%	\$62	\$126	104.69%
Total Outerwear Tops		\$8,991,588	\$17,358,442	114.52%	52,229	136,766	123.57%	\$155	\$149	-4.04%
Total Socks/Hosiery		\$767,469	\$1,732,528	125.75%	39,978	83,191	108.09%	\$19	\$21	8.48%
Total Socks		\$1,221,975	\$4,875,759	299.01%	20,595	85,610	315.68%	\$59	\$57	-4.01%
Total Sportswear		\$1,204,702	\$4,841,657	301.90%	20,278	84,870	315.33%	\$59	\$57	-3.97%
Total Tops		\$17,273	\$34,102	97.43%	317	740	133.44%	\$54	\$46	-15.43%
Total Bottoms		\$13,248,433	\$32,677,788	146.65%	175,813	360,920	105.29%	\$75	\$91	20.15%
Equipment		\$760,759	\$1,342,836	419.97%	2,627	10,121	283.27%	\$99	\$133	33.67%
Accessories		\$6,868	\$19,285	280.26%	1,071	3,866	271.18%	\$63	\$117	71.70%
First Aid/Body Care		\$38,508	\$72,347	87.88%	485	1,102	127.22%	\$79	\$66	-17.13%
Sport Racks		\$233,283	\$1,231,204	477.26%	1,071	5,033	369.93%	\$199	\$245	22.84%
Winter/Snow Sports		\$12,987,674	\$31,334,952	141.27%	173,186	350,799	102.56%	\$75	\$89	19.11%
South		\$1,197,923	\$1,197,923	0.0%	26,747	26,747	0.0%	\$44.80	\$44.80	0.0%
Accessories		\$640,471	\$1,271,616	98.54%	11,282	21,599	91.45%	\$57	\$59	3.71%
Bags		\$426,533	\$719,157	68.61%	4,469	7,400	65.59%	\$95	\$97	1.82%
Backpacks		\$100,045	\$21,145	-78.46%	16	16	0.00%	\$117	\$15	-87.00%
Sports Equipment Bag		\$416,484	\$716,992	72.15%	4,383	7,384	68.47%	\$95	\$97	2.19%
Sunglasses		\$213,938	\$552,459	158.23%	6,813	14,199	108.41%	\$31	\$39	23.91%
Sunglasses		\$193,515	\$522,735	170.13%	3,554	9,461	166.21%	\$54	\$55	1.47%
Sunglasses Accessories		\$20,423	\$129,724	45.54%	3,259	4,738	45.38%	\$6	\$6	0.00%
Apparel		\$16,564,125	\$28,034,535	69.25%	286,791	382,663	33.43%	\$58	\$73	26.85%
Total Apparel Accessories		\$3,033,179	\$4,922,121	62.28%	92,417	134,090	45.09%	\$33	\$37	11.84%
Total Apparel Accessory		\$3,033,179	\$4,922,121	62.28%	92,417	134,090	45.09%	\$33	\$37	11.84%
Total Cold Weather Undergarments		\$1,716,063	\$2,324,752	35.47%	16,546	15,227	-7.92%	\$47	\$51	9.47%
Total Cold Weather Lin		\$1,716,063	\$2,324,752	35.47%	16,546	15,227	-7.92%	\$47	\$51	9.47%
Total Outerwear		\$9,883,010	\$11,979,449	81.89%	83,333	111,607	33.93%	\$119	\$161	35.81%
Total Outerwear Botto		\$4,151,044	\$7,372,786	78.28%	40,883	52,027	27.25%	\$102	\$146	44.56%
Total Outerwear Suits/		\$50,053	\$10,750	-78.52%	541	161	-70.24%	\$93	\$67	-27.83%
Total Outerwear Tops		\$5,641,913	\$10,032,913	77.83%	41,809	58,519	39.97%	\$135	\$171	27.05%
Total Socks/Hosiery		\$1,175,914	\$1,374,073	16.85%	60,353	68,996	13.33%	\$19	\$20	3.11%
Total Socks		\$1,175,914	\$1,374,073	16.85%	60,353	68,996	13.33%	\$19	\$20	3.11%
Total Sportswear		\$755,959	\$1,437,140	90.11%	14,142	23,343	65.06%	\$53	\$62	15.71%
Total Tops		\$749,593	\$1,436,807	91.68%	14,015	23,336	66.51%	\$53	\$62	15.12%
Total Bottoms		\$6,366	\$383	-94.77%	127	7	-94.49%	\$50	\$48	-5.00%
Equipment		\$777,140	\$14,285,884	83.79%	99,988	155,545	55.55%	\$78	\$92	18.15%
Accessories		\$419,880	\$1,334,210	217.76%	4,815	10,342	114.79%	\$87	\$129	47.94%
First Aid/Body Care		\$28,679	\$63,914	122.86%	2,697	5,379	99.44%	\$11	\$12	11.74%
Instruments		\$165,199	\$2,127,113	65.71%	1,288	7,266	461.31%	\$125	\$102	-18.10%
Sport Racks		\$230,002	\$1,003,173	336.16%	830	2,157	183.98%	\$277	\$426	53.59%
Winter/Snow Sports		\$7,353,260	\$12,951,674	76.14%	95,183	145,203	52.55%	\$77	\$89	15.46%
West		\$1,197,923	\$1,197,923	0.0%	26,747	26,747	0.0%	\$44.80	\$44.80	0.0%
Accessories		\$2,187,591	\$5,014,140	129.21%	37,559	77,272	105.73%	\$58	\$65	11.41%
Bags		\$978,245	\$1,546,788	58.12%	11,574	15,101	30.47%	\$85	\$102	21.19%
Backpacks		\$178,266	\$263,525	47.83%	1,484	1,792	20.75%	\$120	\$147	22.42%
Sports Equipment Bag		\$799,979	\$1,283,263	60.41%	10,090	13,309	31.90%	\$79	\$71	-10.61%
Sunglasses		\$1,209,346	\$3,467,352	186.71%	25,985	62,171	139.24%	\$47	\$56	19.82%
Sunglasses		\$1,158,072	\$3,353,689	189.59%	20,198	49,868	146.90%	\$57	\$67	17.29%
Sunglasses Accessories		\$51,274	\$113,663	121.68%	5,787	12,303	112.60%	\$9	\$9	4.27%
Apparel		\$25,540,868	\$50,575,921	98.02%	283,125	758,215	165.48%	\$66	\$63	-4.35%
Total Apparel Accessories		\$4,451,000	\$11,558,450	159.68%	129,660	330,557	154.94%	\$34	\$35	1.86%
Total Apparel Accessory		\$4,451,000	\$11,558,450	159.68%	129,660	330,557	154.94%	\$34	\$35	1.86%
Total Cold Weather Undergarments		\$1,260,467	\$2,322,398	84.25%	24,872	37,445	50.55%	\$51	\$62	22.38%
Total Cold Weather Lin		\$1,260,467	\$2,322,398	84.25%	24,872	37,445	50.55%	\$51	\$62	22.38%
Total Outerwear		\$16,224,081	\$29,789,450	83.61%	138,936	232,093	67.05%	\$117	\$128	9.91%
Total Outerwear Botto		\$4,230,560	\$9,064,987	114.27%	33,424	67,967	103.35%	\$127	\$133	5.37%
Total Outerwear Suits/		\$43,062	\$10,533							

Specialty Only	Season to date	YTD (Aug'20 - Mar'21)	DOLLARS			UNITS			AVERAGE PRICE		
			YTD (Aug'19 - Mar'20)	YTD (Aug'20 - Mar'21)	Pct. Change	YTD (Aug'19 - Mar'20)	YTD (Aug'20 - Mar'21)	Pct. Change	YTD (Aug'19 - Mar'20)	YTD (Aug'20 - Mar'21)	Pct. Change
Midwest	Accessories	Bags	\$8,200,190	\$5,859,168	-29%	129,001	94,710	-27%	\$64	\$62	-4%
		Backpacks	\$4,842,105	\$2,973,254	-39%	57,836	34,314	-41%	\$84	\$87	3%
		Sports Equipment	\$322,822	\$202,649	-37%	3,278	1,417	-57%	\$99	\$143	45%
			\$4,519,283	\$2,770,605	-39%	54,558	32,897	-40%	\$82	\$84	2%
		Sunglasses	\$4,458,085	\$2,885,914	-17%	71,165	60,396	-15%	\$69	\$48	-24%
			\$9,272,807	\$2,705,495	-17%	45,762	37,234	-19%	\$72	\$73	2%
		Sunglasses Accessory	\$18,110,478	\$1,810,419	-3%	25,403	21,161	-7%	\$69	\$78	9%
			\$166,746,321	\$124,136,304	-26%	2,442,232	2,259,746	-7%	\$68	\$55	-20%
		Total Apparel Accessories	\$11,617,247	\$7,240,023	-10%	911,848	955,885	2%	\$34	\$30	-12%
			\$13,127,247	\$7,240,023	-10%	911,848	955,885	2%	\$34	\$30	-12%
		Total Cold Weather Undergarment:	\$8,216,645	\$7,769,745	-13%	155,936	173,979	12%	\$57	\$45	-22%
			\$8,216,645	\$7,769,745	-13%	155,936	173,979	12%	\$57	\$45	-22%
		Total Cold Weather:	\$8,216,645	\$7,769,745	-13%	155,936	173,979	12%	\$57	\$45	-22%
			\$8,216,645	\$7,769,745	-13%	155,936	173,979	12%	\$57	\$45	-22%
		Total Outerwear	\$99,045,670	\$67,592,334	-31%	737,639	642,954	-13%	\$134	\$205	22%
			\$17,040,564	\$13,966,094	-18%	163,457	168,742	3%	\$104	\$83	-21%
		Total Outerwear S:	\$2,292,273	\$1,539,256	-33%	2,490	1,587	-36%	\$117	\$100	-15%
			\$15,748,291	\$12,426,838	-21%	160,967	167,155	4%	\$104	\$83	-21%
		Total Socks/Hosiery	\$3,763,531	\$2,730,700	-27%	184,570	136,566	-26%	\$20	\$20	0%
			\$3,763,531	\$2,730,700	-27%	184,570	136,566	-26%	\$20	\$20	0%
Total Sportswear	\$23,398,228	\$17,703,502	-24%	432,239	354,042	-18%	\$54	\$50	-8%		
	\$23,398,228	\$17,703,502	-24%	432,239	354,042	-18%	\$54	\$50	-8%		
Total Toppings	\$51,276	\$1,279,278	114%	1,162	2,050	31%	\$40	\$70	78%		
	\$241,492,717	\$249,786,366	3%	2,792,848	2,347,505	-16%	\$86	\$106	23%		
Northeast	Accessories	Bags	\$4,074,846	\$4,980,235	22%	55,989	38,203	-32%	\$73	\$130	79%
		Backpacks	\$1,717,018	\$1,566,638	-8%	17,900	7,755	-57%	\$7	\$9	22%
		Sports Equipment	\$1,503,282	\$724,597	-52%	23,987	9,153	-62%	\$73	\$79	26%
			\$2,444,546	\$4,189,000	71%	16,022	21,295	52%	\$164	\$197	13%
		Winter/Snow Sports	\$237,118,871	\$144,809,131	-39%	2,736,859	2,309,322	-16%	\$86	\$99	-12%
			\$280,308	\$395,632	28%	3,674	5,919	61%	\$76	\$61	-20%
		Adjustable Poles	\$106,483,729	\$98,812,611	-7%	524,828	444,181	-15%	\$203	\$222	10%
			\$106,483,729	\$98,812,611	-7%	524,828	444,181	-15%	\$203	\$222	10%
		Alpine Equipment	\$4,022,413	\$32,568,839	710%	45,285	225,801	399%	\$89	\$144	62%
			\$23,261	\$59,447	156%	100	270	170%	\$233	\$220	-5%
		Snow Deck/Skate	\$58,641	\$5,634	-90%	1,662	198	-88%	\$36	\$13	-63%
			\$46,954,093	\$45,660,563	-3%	216,403	216,747	0%	\$217	\$211	-3%
		Snowboard Equipment	\$25,198	\$31,273	24%	188	211	12%	\$134	\$148	11%
			\$56,412,872	\$45,645,850	-19%	1,247,234	938,862	-24%	\$43	\$51	20%
		Winter/Snow Acc	\$27,310,343	\$17,833,386	-35%	694,587	509,416	-27%	\$39	\$35	-11%
			\$16,249,422	\$13,458,498	-17%	229,044	200,387	-13%	\$72	\$67	-5%
		Bags	\$14,184,487	\$11,061,333	-22%	183,141	134,288	-27%	\$77	\$82	6%
			\$13,583,381	\$10,516,391	-22%	178,141	134,288	-24%	\$77	\$82	6%
		Sports Equipment	\$14,048,906	\$10,804,942	-23%	181,793	133,633	-27%	\$77	\$82	6%
			\$2,064,935	\$2,397,165	16%	45,903	66,099	44%	\$45	\$36	-19%
Sunglasses	\$1,233,695	\$6,818	-99%	36,818	4,217	-89%	\$34	\$48	22%		
	\$69,580	\$164,469	160%	9,085	19,446	114%	\$8	\$8	10%		
Sunglasses Accessory	\$347,423,232	\$411,069,421	18%	4,820,149	5,813,515	21%	\$72	\$71	-2%		
	\$70,650,655	\$98,233,419	39%	1,859,055	2,549,348	37%	\$38	\$38	1%		
Total Apparel Accessories	\$70,650,655	\$98,233,419	39%	1,859,055	2,549,348	37%	\$38	\$38	1%		
	\$19,477,582	\$17,240,843	-11%	366,088	337,945	-8%	\$53	\$51	-4%		
Total Cold Weather Undergarment:	\$19,477,582	\$17,240,843	-11%	366,088	337,945	-8%	\$53	\$51	-4%		
	\$19,477,582	\$17,240,843	-11%	366,088	337,945	-8%	\$53	\$51	-4%		
Total Cold Weather:	\$219,082,528	\$248,368,420	13%	1,446,306	1,626,307	12%	\$151	\$153	1%		
	\$67,396,304	\$92,458,694	37%	502,310	661,117	32%	\$134	\$140	4%		
Total Outerwear S:	\$1,948,813	\$1,050,817	-46%	11,366	11,236	-1%	\$170	\$123	-28%		
	\$149,737,391	\$154,858,639	3%	926,670	956,627	3%	\$162	\$162	0%		
Total Socks/Hosiery	\$15,146,873	\$16,795,153	11%	777,073	814,132	5%	\$19	\$21	6%		
	\$15,146,873	\$16,795,153	11%	777,073	814,132	5%	\$19	\$21	6%		
Total Sportswear	\$23,007,194	\$30,362,386	31%	371,627	485,783	31%	\$62	\$63	1%		
	\$23,007,194	\$30,362,386	31%	371,627	485,783	31%	\$62	\$63	1%		
Total Toppings	\$22,609,806	\$30,040,336	33%	365,218	480,388	32%	\$62	\$63	1%		
	\$22,609,806	\$30,040,336	33%	365,218	480,388	32%	\$62	\$63	1%		
Total Bottoms	\$197,388	\$211,850	10%	6,309	6,409	2%	\$30	\$30	0%		
	\$462,208,372	\$613,880,016	33%	5,554,405	5,742,708	3%	\$83	\$107	28%		
South	Accessories	Bags	\$5,755,524	\$13,543,154	135%	64,388	74,726	16%	\$89	\$181	103%
		Backpacks	\$2,052,564	\$1,936,076	-6%	28,417	18,347	-36%	\$71	\$83	13%
		Sports Equipment	\$1,038,489	\$1,278,488	23%	14,613	15,810	8%	\$71	\$81	14%
			\$4,543,481	\$12,128,590	169%	21,558	43,974	97%	\$211	\$289	37%
		Winter/Snow Sports	\$456,412,488	\$600,456,862	33%	5,489,657	5,669,462	2%	\$87	\$97	11%
			\$475,154	\$535,400	11%	8,100	8,128	0%	\$59	\$78	33%
		Adjustable Poles	\$201,770,080	\$302,802,410	51%	204,042	245,000	20%	\$254	\$242	-4%
			\$146,959,919	\$12,152,573	-25%	7,256	24,123	232%	\$478	\$504	5%
		Alpine Equipment	\$15,800,418	\$30,348,189	91%	123,802	224,579	81%	\$128	\$135	6%
			\$16,128	\$8,001	-49%	108	35	-68%	\$24	\$27	6%
		Snow Deck/Skate	\$0	\$0	0%	0	0	0%	\$0	\$0	0%
			\$62,826,178	\$70,914,137	64%	226,063	276,140	22%	\$242	\$259	10%
		Snowboard Equipment	\$214,511	\$1,232,626	483%	993	4,261	527%	\$217	\$274	27%
			\$76,183,246	\$132,880,908	74%	1,635,895	2,726,789	67%	\$47	\$49	5%
		Winter/Snow Acc	\$106,622,244	\$50,442,618	-52%	2,683,400	1,251,357	-53%	\$39	\$40	2%
			\$9,132,488	\$3,748,023	-59%	152,242	64,682	-58%	\$60	\$58	-3%
		Bags	\$5,920,844	\$2,507,225	-58%	65,754	25,768	-61%	\$90	\$97	8%
			\$1,191,988	\$1,511,840	13%	11,193	11,010	-1%	\$107	\$110	3%
		Sports Equipment	\$5,798,656	\$2,455,385	-58%	64,561	25,298	-61%	\$90	\$97	8%
			\$3,213,844	\$1,240,798	-61%	36,488	13,814	-62%	\$87	\$92	6%
Sunglasses	\$2,819,812	\$1,150,661	-59%	47,474	26,176	-45%	\$59	\$53	-10%		
	\$262,532	\$90,137	-66%	39,014	17,003	-56%	\$7	\$5	-21%		
Sunglasses Accessory	\$236,792,892	\$104,557,832	-56%	3,315,784	1,444,080	-57%	\$71	\$73	2%		
	\$14,111,196	\$18,926,198	35%	151,861	218,246	44%	\$94	\$76	-19%		
Total Apparel Accessories	\$14,111,196	\$18,926,198	35%	151,861	218,246	44%	\$94	\$76	-19%		
	\$14,111,196	\$18,926,198	35%	151,861	218,246	44%	\$94	\$76	-19%		
Total Cold Weather Undergarment:	\$13,646,362	\$8,209,368	-40%	367,713	153,648	-58%	\$33	\$33	0%		
	\$13,646,362	\$8,209,368	-40%	367,713	153,648	-58%	\$33	\$33	0%		
Total Cold Weather:	\$155,840,401	\$67,331,456	-57%	1,137,534	422,643	-61%	\$137	\$136	-1%		
	\$155,840,401	\$67,331,456	-57%	1,137,534	422,643	-61%	\$137	\$136	-1%		
Total Outerwear	\$47,332,844	\$28,291,498	-40%	384,523	208,237	-46%	\$123	\$130	10%		
	\$461,383	\$217,098	-53%	5,868	2,813	-51%	\$113	\$117	4%		
Total Outerwear S:	\$107,846,174	\$38,822,860	-64%	747,143	233,093	-69%	\$144	\$167	16%		
	\$107,846,174	\$38,822,860	-64%	747,143	233,093	-69%	\$144	\$167	16%		
Total Socks/Hosiery	\$10,477,210	\$4,744,311	-55%	534,798	237,014	-56%	\$20	\$20	0%		
	\$10,477,210	\$4,744,311	-55%	534,798	237,014	-56%	\$20	\$20	0%		
Total Sportswear	\$16,619,723	\$5,346,499	-68%	261,878	83,429	-68%	\$63	\$64	1%		
	\$16,619,723	\$5,346,499	-68%	261,878	83,429	-68%	\$63	\$64	1%		
Total Toppings	\$68,961	\$6,531	-91%	1,272	92	-93%	\$54	\$71	31%		
	\$142,485,163	\$61,791,597	-57%	1,520,679	643,984	-58%	\$94	\$96	2%		
Total Bottoms	\$4,635,901	\$1,536,290	-67%	58,283	23,421	-60%	\$78	\$61	-21%		
	\$260,327	\$117,615	-55%	24,513	10,212	-58%	\$11	\$12	8%		
First Aid/Body/Can	\$2,190,262	\$914,558	-58%	19,320	7,932	-59%	\$113	\$103	-9%		
	\$2,190,262	\$914,558	-58%	19,320	7,932	-59%	\$113	\$103	-9%		
Sports Backs	\$2,185,465,402	\$1,707,131	-24%	6,549	6,817	4%	\$253	\$431	68%		
	\$137,849,172	\$58,152,293									

Total Socks	\$159,042	\$112,457	-29%	8,193	5,454	-33%	\$19	\$21	6%
Total Sportswear	\$2,750,295	\$3,259,785	19%	44,808	51,155	14%	\$61	\$64	4%
Total Tops	\$2,749,749	\$3,259,785	19%	44,804	51,155	14%	\$61	\$64	4%
Total Bottoms	\$546	\$0	-100%	4	0	-100%	\$137		
Equipment	\$3,812,449	\$3,887,354	2%	173,423	170,404	-2%	\$23	\$32	1%
Accessories	\$1,245,979	\$1,110,942	-11%	18,542	13,900	-25%	\$67	\$80	19%
First Aid/Body Care	\$36,050	\$22,694	-37%	5,626	4,033	-28%	\$6	\$6	-12%
Instruments	\$473,819	\$175,544	-63%	3,920	3,988	+4%	\$120	\$88	-26%
Sport Racks	\$738,100	\$912,704	24%	8,986	7,879	-12%	\$82	\$116	41%
Winter/Snow Sports	\$2,666,470	\$2,776,392	4%	154,881	156,504	1%	\$17	\$18	3%
Adjustable Poles	\$15,711	\$43,163	173%	172	425	147%	\$91	\$102	11%
Alpine Equipment	\$6,332	\$966	-85%	133	24	-82%	\$48	\$40	-15%
Alpine Touring Eq.	\$67,551	\$17,014	-75%	185	34	-82%	\$365	\$500	37%
Nordic Equipment	\$900,344	\$585,812	-35%	2,799	4,244	52%	\$107	\$138	28%
Snowboard Equipm	\$3,403	\$2,648	-22%	102	100	-2%	\$33	\$26	-21%
Telemark Equipme	\$5,484	\$1,829	-67%	47	15	-68%	\$117	\$122	5%
Winter/Snow Acc	\$1,370,127	\$1,490,987	9%	87,071	101,513	17%	\$16	\$15	-7%
Winter/Snow Sho	\$897,708	\$633,973	-29%	64,372	50,149	-22%	\$14	\$13	-9%
Grand Total	\$9,355,315,345	\$9,178,042,889	-5%	47,799,194	43,226,442	-10%	\$70	\$74	5%