

US Snow Industry Retail Market Report

Updated December 2019

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

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

In this report you can review sales by:

Current month & season-to-date

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

Dollars sold

Units sold

Average selling price

Total sales and by channel

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



Snowsports
Industries
America



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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



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: September 2018

| 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 | Bass Pro Shops | Action Sports | Altrec.com |
| Big 5 Sporting Goods | BSN Sports | Alpine Ski Center | Appalachian Ski & Outdoors.com |
| Dick's Sporting Goods | Cabelas | Any Mountain | Backcountry.com |
| DSG-Chelsea Collective | LL Bean | Backwoods | CampSaver.com |
| DSG-Field & Stream | Sierra Trading Post | Bahnhof Sports | Evo.com |
| DSG-Golf Galaxy | Sportsman's Warehouse | Boyne Country Sports | Level9.com |
| Downtown Locker Room | West Marine | Buckman's Ski & Snowboard Shop | Moosejaw.com |
| Dunham's Sports | Zumiez | Christy Sports | Mountain Gear.com |
| Eastern Mountain Sports | | Cole Sports | REI.com |
| Gander Mountain* | | Darkside | Retail Concepts.com |
| Hibbett Sports | | Erik's Bike & Board Shop | Ski Pro.com |
| MC Sports* | | Greenwood Ski House | Ski.com |
| Modell's Sporting Goods | | Masseys Professional Outfitters | Skirack Vermont.com |
| Olympia Sports | | Neptune Mountaineering | Summit Sports Inc.com |
| REI (B&M only) | | Outdoor Sports Center | The House.com |
| Scheels | | Outpost Sports | The Ski Bum.com |
| Schuylkill Valley Sports | | Pelican Shops | US Outdoors.com |
| Sport Chalet* | | Peter Glenn's | |
| The Sports Authority* | | Retail Concepts | |
| | | Sportsman & Ski Haus | |
| | | Sturtevents | |
| | | Summit Sports | |
| | | Sun & Ski | |
| | | Vail Resorts | |

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

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



Channel Definitions

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

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

Category Hierarchy

| Super Category | Category | Class | Subclass | Subclass Segment | Categories noted below include products that are specific to Alpine & Snowboard as well as other Cold Weather related products: |
|----------------|---------------------------|---------------------------|---------------------------|---|---|
| Accessories | Bags | Backpacks | Technical Packs | Technical Packs | Alpine & Snowboard specific products only |
| Accessories | Bags | Duffle Bags | Duffle Bags | Duffle Bags | Alpine & Snowboard specific products only |
| Accessories | Bags | Sports Equipment Bags | Sports Equipment Bags | Sports Equipment Bags | Alpine & Snowboard specific products only |
| Accessories | Sunglasses | Sunglasses | Sunglasses | Sunglasses | |
| Accessories | Sunglasses | Sunglasses Accessories | Cases | Cases | |
| Accessories | Sunglasses | Sunglasses Accessories | Lenses | Lenses | |
| Accessories | Sunglasses | Sunglasses Accessories | Other Eyewear Accessories | Other Eyewear Accessories | |
| Accessories | Sunglasses | Sunglasses Accessories | Tethers | Tethers | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Handwear | Boy's Glove/Mitten Liners | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Handwear | Boy's Gloves | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Handwear | Boy's Mittens | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Handwear | Female Infant/Toddler Glove/Mitten Liners | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Handwear | Female Infant/Toddler Gloves | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Handwear | Female Infant/Toddler Mittens | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Handwear | Girl's Glove/Mitten Liners | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Handwear | Girl's Gloves | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Handwear | Girl's Mittens | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Handwear | Male Infant/Toddler Glove/Mitten Liners | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Handwear | Male Infant/Toddler Gloves | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Handwear | Male Infant/Toddler Mittens | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Handwear | Men's Glove/Mitten Liners | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Handwear | Men's Gloves | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Handwear | Men's Mittens | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Handwear | Women's Glove/Mitten Liners | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Handwear | Women's Gloves | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Handwear | Women's Mittens | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Headwear | Boy's Beanies | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Headwear | Boy's Face Masks | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Headwear | Boy's Headbands | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Headwear | Boy's Headwear Sets | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Headwear | Boy's Neck Gaitors | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Headwear | Boy's Scarves | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Headwear | Female Infant/Toddler Beanies | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Headwear | Female Infant/Toddler Face Masks | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Headwear | Female Infant/Toddler Headbands | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Headwear | Female Infant/Toddler Headwear Sets | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Headwear | Female Infant/Toddler Neck Gaitors | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Headwear | Female Infant/Toddler Scarves | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Headwear | Girl's Beanies | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Headwear | Girl's Face Masks | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Headwear | Girl's Headbands | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Headwear | Girl's Headwear Sets | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Headwear | Girl's Neck Gaitors | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Headwear | Girl's Scarves | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Headwear | Male Infant/Toddler Beanies | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Headwear | Male Infant/Toddler Face Masks | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Headwear | Male Infant/Toddler Headbands | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Headwear | Male Infant/Toddler Headwear Sets | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Headwear | Male Infant/Toddler Neck Gaitors | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Headwear | Male Infant/Toddler Scarves | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Headwear | Men's Beanies | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Headwear | Men's Face Masks | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Headwear | Men's Headbands | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Headwear | Men's Headwear Sets | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Headwear | Men's Neck Gaitors | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Headwear | Men's Scarves | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Headwear | Women's Beanies | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Headwear | Women's Face Masks | |
| Apparel | Total Apparel Accessories | Total Apparel Accessories | Total Headwear | Women's Headbands | |

| | | | | | |
|-----------|-----------------------------|-----------------------------|-------------------------------------|-----------------------------------|---|
| Apparel | Total 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 | Instruments | Portable Digital Players | MP3/Music Systems | |
| Equipment | Accessories | Sport Racks | Rack Parts | Rack Parts | |
| Equipment | Accessories | Sport Racks | Top of Car Components | Cargo Basket | |
| Equipment | Accessories | Sport Racks | Top of Car Components | Cargo Box | |
| Equipment | Accessories | Sport Racks | Top of Car Components | Cargo Bag | |
| Equipment | Accessories | Sport Racks | Top of Car Components | Cargo Rack Parts | |
| Equipment | Accessories | Sport Racks | Top of Car Components | Snow Sport Racks | |
| Equipment | Accessories | Sport Racks | Towers/Feet | 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 | Stomp Pads | |
| Equipment | Winter/Snow Sports | Winter/Snow Accessories | Other Winter/Snow Accessories | Tools | |
| Equipment | Winter/Snow Sports | Winter/Snow Accessories | Other Winter/Snow Accessories | Warmers | |
| Equipment | Winter/Snow Sports | Winter/Snow Accessories | Other Winter/Snow Accessories | Wax | |
| Equipment | Winter/Snow Sports | Winter/Snow Accessories | Snow Goggle Accessories | Snow Goggle Accessories | |
| Equipment | Winter/Snow Sports | Winter/Snow Accessories | Snow Goggles | Snow Goggles | |
| Equipment | Winter/Snow Sports | Winter/Snow Accessories | Snow Protection Pads | Snow Protection Pads | |
| Equipment | Winter/Snow Sports | Winter/Snow Accessories | Snow Sports Helmet | Snow Sports Helmet | |
| Equipment | Winter/Snow Sports | Winter/Snow Accessories | Snowshoes | Snowshoes | |
| Equipment | Winter/Snow Sports | Winter/Snow Shop Services | Winter/Snow Rentals | Alpine Rentals | |
| Equipment | Winter/Snow Sports | Winter/Snow Shop Services | Winter/Snow Rentals | Nordic Rentals | |
| Equipment | Winter/Snow Sports | Winter/Snow Shop Services | Winter/Snow Rentals | Snowboard Rentals | |
| Equipment | Winter/Snow Sports | Winter/Snow Shop Services | Winter/Snow Repairs | Winter/Snow Repairs | |

Category Definitions

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

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|-----------|-----------------------------|-----------------------------|-------------------------------------|-----------------------------|---|
| 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 in1 or system |
| 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 | Outwear 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 |
| 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 sytems 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. |

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|-----------|--------------------|---------------------------|-------------------------------|--------------------------------|--|
| Equipment | Winter/Snow Sports | Alpine Equipment | Alpine Boots | High Performance Alpine Boots | An advanced level boot with a rigid sole that is sold at a higher price point, this includes all race specific boots. |
| Equipment | Winter/Snow Sports | Alpine Equipment | Alpine Boots | Recreation Alpine Boots | An entry level boot with a rigid sole that is sold at a low price point. |
| Equipment | Winter/Snow Sports | Alpine Equipment | Alpine Boots | Sport Performance Alpine Boots | An intermediate level boot with a rigid sole that is sold at a mid level price point. |
| Equipment | Winter/Snow Sports | Alpine Equipment | Alpine Poles | Alpine Poles | A pole used for balance and propulsion while skiing down the hill. |
| Equipment | Winter/Snow Sports | Alpine Touring Equipment | Alpine Touring Skis | Alpine Touring Skis | A ski designed to cover long distances across unmaintained trails with out the use of mechanical lifts to travel uphill. |
| Equipment | Winter/Snow Sports | Alpine Touring Equipment | Alpine Touring Bindings | Alpine Touring Bindings | Attaches the boot to the ski with a releasable locked down heel. Binding provides touring functionality by unlatching at the heel to provide a walking gait, and latch down at the heel to provide a fixed heel for alpine skiing. |
| Equipment | Winter/Snow Sports | Alpine Touring Equipment | Alpine Touring Boots | Alpine Touring Boots | A cross between a downhill boot and a plastic climbing boot that is light, flexible, and provides a wide range of cuff motion with traction on the sole. May include the word "rocker" to describe the sole of the boot. |
| Equipment | Winter/Snow Sports | Nordic Equipment | Nordic Skis | Nordic Backcountry Skis | A shorter cross country ski that is more robust used on ungroomed terrain, they often come with a metal edge and a minimal side cut for improved turn ability. |
| Equipment | Winter/Snow Sports | Nordic Equipment | Nordic Skis | Nordic Race Skis | A cross country ski with no side cut built for straight line speed on groomed tracks. |
| Equipment | Winter/Snow Sports | Nordic Equipment | Nordic Skis | Nordic Sport skis | An intermediate level cross country ski designed for recreational use. |
| Equipment | Winter/Snow Sports | Nordic Equipment | Nordic Skis | Nordic Touring Skis | A shorter cross country ski designed to be easily maneuverable for all around use. |
| Equipment | Winter/Snow Sports | Nordic Equipment | Nordic Bindings | Nordic Backcountry Bindings | Attaches the boot to the ski only at the toe. |
| Equipment | Winter/Snow Sports | Nordic Equipment | Nordic Bindings | Nordic Cross Country Bindings | An entry level binding that attaches the boot to the ski only at the toe for recreational use. |
| Equipment | Winter/Snow Sports | Nordic Equipment | Nordic Bindings | Nordic Race Bindings | Attaches the boot to the ski only at the toe specifically designed for racing. |
| Equipment | Winter/Snow Sports | Nordic Equipment | Nordic Bindings | Nordic Sport Bindings | An intermediate level binding that attaches the boot to the ski only at the toe. |
| Equipment | Winter/Snow Sports | Nordic Equipment | Nordic Bindings | Nordic Touring Bindings | Attaches the boot to the ski only at the toe specifically marketed for touring. |
| Equipment | Winter/Snow Sports | Nordic Equipment | Nordic Boots | Nordic Backcountry Boots | A soft boot that attaches to the binding only at the toe allowing freedom of heel movement. |
| Equipment | Winter/Snow Sports | Nordic Equipment | Nordic Boots | Nordic Race Boots | A soft boot that attaches to the binding only at the toe allowing freedom of heel movement specifically designed for racing. |
| Equipment | Winter/Snow Sports | Nordic Equipment | Nordic Boots | Nordic Sport Boots | An intermediate level soft boot that attaches to the binding only at the toe allowing freedom of heel movement. |
| Equipment | Winter/Snow Sports | Nordic Equipment | Nordic Boots | Nordic Touring Boots | A soft boot with heavier insulation that attaches to the binding only at the toe allowing freedom of heel movement - specifically marketed as touring. |
| Equipment | Winter/Snow Sports | Nordic Equipment | Nordic Poles | Nordic Poles | A pole used for balance and propulsion while cross country skiing. |
| Equipment | Winter/Snow Sports | Skiboards | Skiboards | Skiboards | Typically less than 110cm with twin-tip construction and non-releasable bindings. |
| Equipment | Winter/Snow Sports | Snow Decks/Skates | Snow Decks/Skates | Snow Decks/Skates | A device similar to a skateboard deck used on snow. |
| Equipment | Winter/Snow Sports | Snowboard Equipment | Snowboards | All Mountain Snowboards | A snowboard designed for use all over the mountain; includes big mountain, race, carve, and powder boards. |
| Equipment | Winter/Snow Sports | Snowboard Equipment | Snowboards | Freeride Snowboards | A snowboard designed for on mountain use outside of the park/pipe. |
| Equipment | Winter/Snow Sports | Snowboard Equipment | Snowboards | Freestyle Snowboards | A snowboard designed primarily for park/pipe use. |
| Equipment | Winter/Snow Sports | Snowboard Equipment | Snowboards | Splitboard Snowboards | A snowboard that can be separated into skis for touring use. |
| Equipment | Winter/Snow Sports | Snowboard Equipment | Snowboard Bindings | Step In Snowboard Bindings | Attaches the boot to the snowboard by using a metal plate to lock the boot to the board. |
| Equipment | Winter/Snow Sports | Snowboard Equipment | Snowboard Bindings | Traditional Snowboard Bindings | Attaches the boot to the snowboard by using a strapping system. |
| Equipment | Winter/Snow Sports | Snowboard Equipment | Snowboard Boots | Step In Snowboard Boots | A snowboard boot with a metal clasp on the bottom to attach to a step in binding. |
| Equipment | Winter/Snow Sports | Snowboard Equipment | Snowboard Boots | Traditional Snowboard Boots | A standard snowboard boot that is attached to the binding by strap. |
| Equipment | Winter/Snow Sports | Telemark Equipment | Telemark Skis | Telemark Skis | Heavier and wider than other Nordic skis with metal edges for turning. |
| Equipment | Winter/Snow Sports | Telemark Equipment | Telemark Bindings | Telemark Bindings | Attaches a telemark boot to the ski at the toe or toe and mid-foot. The heel is not attached to the ski. |
| Equipment | Winter/Snow Sports | Telemark Equipment | Telemark Boots | Telemark Boots | A cross between a downhill boot and a plastic climbing boot. Features bellows above the toes for articulation during a telemark turn. Light and flexible with traction on the sole. |
| Equipment | Winter/Snow Sports | Winter/Snow Accessories | Backcountry Accessories | Avalanche Shovels | A portable shovel used in the backcountry. |
| Equipment | Winter/Snow Sports | Winter/Snow Accessories | Backcountry Accessories | Beacons | A device that allows your position to be tracked while in the backcountry. |
| Equipment | Winter/Snow Sports | Winter/Snow Accessories | Backcountry Accessories | Other Backcountry Accessories | Items used in the backcountry that don't fall into any other category - such as slopemeters, snow study kits, thermometers, etc. |
| Equipment | Winter/Snow Sports | Winter/Snow Accessories | Backcountry Accessories | Probes | A collapsible pole up to 12 feet long used to find people in an avalanche or measure snow depth. |
| Equipment | Winter/Snow Sports | Winter/Snow Accessories | Backcountry Accessories | Skins | Strips of material attached to the bottom of skis to provided traction while climbing hills. |
| Equipment | Winter/Snow Sports | Winter/Snow Accessories | Other Winter/Snow Accessories | Binding Covers | A cover put over bindings on a ski for transport. |
| Equipment | Winter/Snow Sports | Winter/Snow Accessories | Other Winter/Snow Accessories | Boot Dryers | Drying systems used to dry the inside of boots. |
| Equipment | Winter/Snow Sports | Winter/Snow Accessories | Other Winter/Snow Accessories | Leashes | A strap that attaches to the ski or snowboard to keep it from sliding down the hill. |
| Equipment | Winter/Snow Sports | Winter/Snow Accessories | Other Winter/Snow Accessories | Other Winter/Snow Accessories | Random snow accessories that don't fall into any other category - such as boot liners, pole baskets, pole tips, binding parts, etc. |
| Equipment | Winter/Snow Sports | Winter/Snow Accessories | Other Winter/Snow Accessories | Plate/Rises | Attaches to the ski under the binding allowing the rider to catch more edge before the boot/binding hits the snow. |
| Equipment | Winter/Snow Sports | Winter/Snow Accessories | Other Winter/Snow Accessories | Repair Kits | Items used to maintain equipment such as waxing irons, files, brushes, scrapers, edgers, base cleaners, etc. |
| Equipment | Winter/Snow Sports | Winter/Snow Accessories | Other Winter/Snow Accessories | Stomp Pads | A pad attached to the snowboard that provides traction and place to clean off excess snow on your boots. |
| Equipment | Winter/Snow Sports | Winter/Snow Accessories | Other Winter/Snow Accessories | Tools | Tools used specifically to adjust snowboard bindings. |
| Equipment | Winter/Snow Sports | Winter/Snow Accessories | Other Winter/Snow Accessories | Warmers | Items used to warm hands and feet; they are mostly disposable. |
| Equipment | Winter/Snow Sports | Winter/Snow Accessories | Other Winter/Snow Accessories | Wax | Wax applied to skis or snowboards to improve performance. |
| Equipment | Winter/Snow Sports | Winter/Snow Accessories | Snow Goggle Accessories | Snow Goggle Accessories | Accessories intended for use with snow goggles; includes goggle straps, replacement lenses, lens cleaners, anti-fog kits, leashes, etc. |
| Equipment | Winter/Snow Sports | Winter/Snow Accessories | Snow Goggles | Snow Goggles | Tight fitting eyewear worn to protect the eyes during winter sports. |
| Equipment | Winter/Snow Sports | Winter/Snow Accessories | Snow Protection Pads | Snow Protection Pads | Protective pads used in winter sports. |
| Equipment | Winter/Snow Sports | Winter/Snow Accessories | Snow Sports Helmet | Snow Sports Helmet | Protective head covering used in winter sports. |
| Equipment | Winter/Snow Sports | Winter/Snow Accessories | Snowshoes | Snowshoes | Attaches to the foot allowing the wearer to walk on snow. |
| Equipment | Winter/Snow Sports | Winter/Snow Shop Services | Winter/Snow Rentals | Alpine Rentals | Resort rentals/leases of alpine equipment. |
| Equipment | Winter/Snow Sports | Winter/Snow Shop Services | Winter/Snow Rentals | Nordic Rentals | Resort rentals/leases of Nordic equipment. |

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|-----------|--------------------|---------------------------|---------------------|---------------------|---|
| 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 | October-19 | DOLLARS | | | UNITS | | | AVERAGE PRICE | | |
|-------------|-------------------|----------------------------------|------------|---------------|---------------|-------------|------------|------------|-------------|---------------|------------|-------------|
| | | | | October-18 | October-19 | Pct. Change | October-18 | October-19 | Pct. Change | October-18 | October-19 | Pct. Change |
| Total Sales | | | | \$575,733,226 | \$596,833,445 | 4% | 9,513,723 | 9,795,627 | 3% | \$61 | \$61 | 1% |
| | Accessories Total | | | \$12,464,455 | \$12,115,745 | -3% | 253,222 | 241,917 | -4% | \$49 | \$50 | 2% |
| | | Bags | | \$2,120,122 | \$2,225,247 | 5% | 24,846 | 26,033 | 5% | \$85 | \$85 | 0% |
| | | Backpacks | | \$402,611 | \$411,729 | 2% | 2,602 | 3,090 | 19% | \$155 | \$133 | -14% |
| | | Technical Packs | | \$402,611 | \$411,729 | 2% | 2,602 | 3,090 | 19% | \$155 | \$133 | -14% |
| | | Men's | | \$357,379 | \$377,763 | 6% | 2,030 | 2,733 | 35% | \$176 | \$138 | -21% |
| | | Women's | | \$45,232 | \$33,005 | -27% | 572 | 347 | -39% | \$79 | \$95 | 20% |
| | | Youth | | | \$961 | | | 10 | | | \$96 | |
| | | Sports Equipment Bags | | \$1,717,511 | \$1,813,518 | 6% | 22,244 | 22,943 | 3% | \$77 | \$79 | 2% |
| | | Sports Equipment Bags | | \$1,717,511 | \$1,813,518 | 6% | 22,244 | 22,943 | 3% | \$77 | \$79 | 2% |
| | | Men's | | \$1,623,335 | \$1,721,766 | 6% | 20,260 | 21,162 | 4% | \$80 | \$81 | 2% |
| | | Youth | | \$94,176 | \$91,752 | -3% | 1,984 | 1,781 | -10% | \$47 | \$52 | 9% |
| | | Sunglasses | | \$10,344,333 | \$9,890,498 | -4% | 228,376 | 215,884 | -5% | \$45 | \$46 | 1% |
| | | Sunglasses | | \$9,721,039 | \$9,272,271 | -5% | 160,852 | 151,243 | -6% | \$60 | \$61 | 1% |
| | | Sunglasses | | \$9,721,039 | \$9,272,271 | -5% | 160,852 | 151,243 | -6% | \$60 | \$61 | 1% |
| | | Men's | | \$8,349,399 | \$8,123,256 | -3% | 138,798 | 132,872 | -4% | \$60 | \$61 | 2% |
| | | Women's | | \$1,188,450 | \$981,799 | -17% | 15,357 | 12,472 | -19% | \$77 | \$79 | 2% |
| | | Youth | | \$183,190 | \$167,216 | -9% | 6,697 | 5,899 | -12% | \$27 | \$28 | 4% |
| | | Sunglasses Accessories | | \$623,294 | \$618,227 | -1% | 67,524 | 64,641 | -4% | \$9 | \$10 | 4% |
| | | Other Eyewear Accessories | | \$22,139 | \$18,765 | -15% | 3,358 | 2,839 | -15% | \$7 | \$7 | 0% |
| | | Men's | | \$22,139 | \$18,765 | -15% | 3,358 | 2,839 | -15% | \$7 | \$7 | 0% |
| | | Sunglass Cases | | \$40,837 | \$36,364 | -11% | 4,322 | 3,580 | -17% | \$9 | \$10 | 8% |
| | | Men's | | \$40,803 | \$36,335 | -11% | 4,309 | 3,579 | -17% | \$9 | \$10 | 7% |
| | | Women's | | \$34 | \$29 | -15% | 13 | 1 | -92% | \$3 | \$29 | 1009% |
| | | Sunglass Lenses | | \$57,094 | \$42,845 | -25% | 798 | 569 | -29% | \$72 | \$75 | 5% |
| | | Men's | | \$57,094 | \$42,845 | -25% | 798 | 569 | -29% | \$72 | \$75 | 5% |
| | | Youth | | | | | | | | | | |
| | | Sunglass Tethers | | \$503,224 | \$520,253 | 3% | 59,046 | 57,653 | -2% | \$9 | \$9 | 6% |
| | | Men's | | \$503,123 | \$520,253 | 3% | 59,014 | 57,653 | -2% | \$9 | \$9 | 6% |
| | | Youth | | \$101 | | -100% | 32 | | -100% | \$3 | | |
| | Apparel Total | | | \$447,144,359 | \$445,766,975 | 0% | 7,746,871 | 7,905,629 | 2% | \$58 | \$56 | -2% |
| | | Total Apparel Accessories | | \$44,817,545 | \$45,982,858 | 3% | 2,002,047 | 2,065,094 | 3% | \$22 | \$22 | -1% |
| | | Total Apparel Accessories | | \$44,817,545 | \$45,982,858 | 3% | 2,002,047 | 2,065,094 | 3% | \$22 | \$22 | -1% |
| | | Total Handwear | | \$22,960,891 | \$23,648,577 | 3% | 763,174 | 798,881 | 5% | \$30 | \$30 | -2% |
| | | Men's | | \$14,139,590 | \$14,645,738 | 4% | 422,758 | 432,217 | 2% | \$33 | \$34 | 1% |
| | | Women's | | \$5,550,104 | \$5,582,237 | 1% | 180,201 | 193,629 | 7% | \$31 | \$29 | -6% |
| | | Youth | | \$3,271,197 | \$3,420,602 | 5% | 160,215 | 173,035 | 8% | \$20 | \$20 | -3% |
| | | Total Headwear | | \$21,856,654 | \$22,334,281 | 2% | 1,238,873 | 1,266,213 | 2% | \$18 | \$18 | 0% |
| | | Men's | | \$13,794,388 | \$14,402,223 | 4% | 748,290 | 767,630 | 3% | \$18 | \$19 | 2% |
| | | Women's | | \$5,729,159 | \$5,748,391 | 0% | 344,536 | 357,524 | 4% | \$17 | \$16 | -3% |
| | | Youth | | \$2,333,107 | \$2,183,667 | -6% | 146,047 | 141,059 | -3% | \$16 | \$15 | -3% |
| | | Total Cold Weather Undergarments | | \$19,852,817 | \$22,136,208 | 12% | 524,493 | 562,154 | 7% | \$38 | \$39 | 4% |
| | | Total Cold Weather Undergarments | | \$19,852,817 | \$22,136,208 | 12% | 524,493 | 562,154 | 7% | \$38 | \$39 | 4% |
| | | Total Cold Weather Undergarments | | \$19,852,817 | \$22,136,208 | 12% | 524,493 | 562,154 | 7% | \$38 | \$39 | 4% |
| | | Men's | | \$10,887,761 | \$11,642,445 | 7% | 301,070 | 301,437 | 0% | \$36 | \$39 | 7% |
| | | Women's | | \$7,086,481 | \$8,067,123 | 14% | 134,472 | 159,236 | 18% | \$53 | \$51 | -4% |
| | | Youth | | \$1,878,575 | \$2,426,640 | 29% | 88,951 | 101,481 | 14% | \$21 | \$24 | 13% |
| | | Total Outerwear | | \$288,415,542 | \$275,587,869 | -4% | 2,929,527 | 2,769,276 | -5% | \$98 | \$100 | 1% |
| | | Total Outerwear Bottoms | | \$21,724,725 | \$23,460,824 | 8% | 232,535 | 242,370 | 4% | \$93 | \$97 | 4% |
| | | Total Outerwear Bottoms | | \$21,724,725 | \$23,460,824 | 8% | 232,535 | 242,370 | 4% | \$93 | \$97 | 4% |
| | | Men's | | \$10,435,547 | \$11,257,413 | 8% | 100,085 | 100,957 | 1% | \$104 | \$112 | 7% |
| | | Women's | | \$6,453,077 | \$7,471,473 | 16% | 58,357 | 65,966 | 13% | \$111 | \$113 | 2% |
| | | Youth | | \$4,836,101 | \$4,731,938 | -2% | 74,093 | 75,447 | 2% | \$65 | \$63 | -4% |
| | | Total Outerwear Suits/Sets | | \$1,888,868 | \$1,658,409 | -12% | 45,739 | 38,312 | -16% | \$41 | \$43 | 5% |
| | | Total Outerwear Suits/Sets | | \$1,888,868 | \$1,658,409 | -12% | 45,739 | 38,312 | -16% | \$41 | \$43 | 5% |
| | | Men's | | \$711,703 | \$525,954 | -26% | 29,016 | 22,100 | -24% | \$25 | \$24 | -3% |
| | | Women's | | \$73,077 | \$87,751 | 20% | 1,049 | 1,292 | 23% | \$70 | \$68 | -3% |
| | | Youth | | \$1,104,088 | \$1,044,704 | -5% | 15,674 | 14,920 | -5% | \$70 | \$70 | -1% |
| | | Total Outerwear Tops | | \$264,801,949 | \$250,468,636 | -5% | 2,651,253 | 2,488,594 | -6% | \$100 | \$101 | 1% |
| | | Total Outerwear Tops | | \$264,801,949 | \$250,468,636 | -5% | 2,651,253 | 2,488,594 | -6% | \$100 | \$101 | 1% |
| | | Men's | | \$112,961,145 | \$108,901,703 | -4% | 1,099,922 | 1,041,065 | -5% | \$103 | \$105 | 2% |
| | | Women's | | \$118,927,289 | \$111,454,704 | -6% | 1,041,699 | 985,504 | -5% | \$114 | \$113 | -1% |
| | | Youth | | \$32,913,515 | \$30,112,229 | -9% | 509,632 | 462,025 | -9% | \$65 | \$65 | 1% |
| | | Total Socks/Hosiery | | \$2,760,285 | \$3,008,264 | 9% | 173,401 | 183,930 | 6% | \$16 | \$16 | 3% |
| | | Total Socks | | \$2,760,285 | \$3,008,264 | 9% | 173,401 | 183,930 | 6% | \$16 | \$16 | 3% |
| | | Total Socks | | \$2,760,285 | \$3,008,264 | 9% | 173,401 | 183,930 | 6% | \$16 | \$16 | 3% |
| | | Men's | | \$1,358,060 | \$1,469,475 | 8% | 81,581 | 83,855 | 3% | \$17 | \$18 | 5% |
| | | Women's | | \$885,366 | \$977,124 | 10% | 52,028 | 57,301 | 10% | \$17 | \$17 | 0% |
| | | Youth | | \$516,859 | \$561,665 | 9% | 39,792 | 42,774 | 7% | \$13 | \$13 | 1% |
| | | Total Sportswear | | \$91,298,170 | \$99,051,776 | 8% | 2,117,403 | 2,325,175 | 10% | \$43 | \$43 | -1% |
| | | Total Tops | | \$91,019,749 | \$98,826,470 | 9% | 2,112,717 | 2,321,330 | 10% | \$43 | \$43 | -1% |
| | | Total Knit Shirts | | \$4,036,166 | \$3,216,161 | -20% | 123,043 | 92,917 | -24% | \$33 | \$35 | 6% |
| | | Men's | | \$2,034,688 | \$2,085,459 | 2% | 68,945 | 61,086 | -11% | \$30 | \$34 | 16% |
| | | Women's | | \$1,687,276 | \$978,142 | -42% | 43,344 | 27,046 | -38% | \$39 | \$36 | -7% |
| | | Youth | | \$314,202 | \$152,560 | -51% | 10,754 | 4,785 | -56% | \$29 | \$32 | 9% |
| | | Total Sweaters | | \$17,002,058 | \$13,475,989 | -21% | 265,222 | 233,086 | -12% | \$64 | \$58 | -10% |
| | | Men's | | \$5,128,986 | \$3,426,263 | -33% | 73,300 | 51,834 | -29% | \$70 | \$66 | -6% |
| | | Women's | | \$11,772,290 | \$9,957,323 | -15% | 189,492 | 178,592 | -6% | \$62 | \$56 | -10% |
| | | Youth | | \$100,782 | \$92,403 | -8% | 2,430 | 2,660 | 9% | \$41 | \$35 | -16% |

| | | | | | | | | | | | | | |
|-------------|-----------------|--------------------------|----------------------------------|-------------------|---------------|---------------|-------|-----------|-----------|-------|-------|-------|------|
| Total Sales | Apparel Total | Total Spor | Total Tops | Total Sweatshirts | \$69,981,525 | \$82,134,320 | 17% | 1,724,452 | 1,995,327 | 16% | \$41 | \$41 | 1% |
| | | | | Men's | \$39,907,737 | \$46,202,558 | 16% | 999,187 | 1,126,173 | 13% | \$40 | \$41 | 3% |
| | | | | Women's | \$25,242,499 | \$28,377,479 | 12% | 555,555 | 612,778 | 10% | \$45 | \$46 | 2% |
| | | | | Youth | \$4,831,289 | \$7,554,283 | 56% | 169,710 | 256,376 | 51% | \$28 | \$29 | 4% |
| | | | Total Bottoms | | \$278,421 | \$225,306 | -19% | 4,686 | 3,845 | -18% | \$59 | \$59 | -1% |
| | | | Total Pants | | \$278,229 | \$225,306 | -19% | 4,678 | 3,845 | -18% | \$59 | \$59 | -1% |
| | | | | Men's | \$49,253 | \$24,149 | -51% | 600 | 457 | -24% | \$82 | \$53 | -36% |
| | | | | Women's | \$159,326 | \$163,487 | 3% | 2,574 | 2,646 | 3% | \$62 | \$62 | 0% |
| | | | | Youth | \$69,650 | \$37,670 | -46% | 1,504 | 742 | -51% | \$46 | \$51 | 10% |
| | | | Total Shorts | | \$192 | | -100% | 8 | | -100% | \$24 | | |
| | | | | Women's | \$192 | | -100% | 8 | | -100% | \$24 | | |
| | Equipment Total | | | | \$116,124,412 | \$138,950,725 | 20% | 1,513,630 | 1,648,081 | 9% | \$77 | \$84 | 10% |
| | | Accessories | | | \$5,703,307 | \$4,783,710 | -16% | 96,903 | 86,691 | -11% | \$59 | \$55 | -6% |
| | | First Aid/Body Care | | | \$234,230 | \$250,330 | 7% | 27,864 | 36,559 | 31% | \$8 | \$7 | -19% |
| | | | First Aid/Body Care | | \$234,230 | \$250,330 | 7% | 27,864 | 36,559 | 31% | \$8 | \$7 | -19% |
| | | | Men's | | \$231,766 | \$247,610 | 7% | 27,575 | 35,724 | 30% | \$8 | \$7 | -18% |
| | | | Not Specified | | \$2,464 | \$2,720 | 10% | 289 | 835 | 189% | \$9 | \$3 | -62% |
| | | Instruments | | | \$2,581,672 | \$1,756,755 | -32% | 46,492 | 32,258 | -31% | \$56 | \$54 | -2% |
| | | | Digital Imaging | | \$1,254,085 | \$604,388 | -52% | 3,915 | 2,151 | -45% | \$320 | \$281 | -12% |
| | | | Men's | | \$86,867 | \$15,348 | -82% | 453 | 111 | -75% | \$192 | \$138 | -28% |
| | | | Not Specified | | \$1,167,218 | \$589,040 | -50% | 3,462 | 2,040 | -41% | \$337 | \$289 | -14% |
| | | | Digital Imaging Accessories | | \$282,377 | \$182,239 | -35% | 7,332 | 5,358 | -27% | \$39 | \$34 | -12% |
| | | | Men's | | \$251,554 | \$118,438 | -53% | 6,742 | 4,179 | -38% | \$37 | \$28 | -24% |
| | | | Not Specified | | \$30,823 | \$63,801 | 107% | 590 | 1,179 | 100% | \$52 | \$54 | 4% |
| | | | Portable Audio/Phone Accessories | | \$1,045,210 | \$970,128 | -7% | 35,245 | 24,749 | -30% | \$30 | \$39 | 32% |
| | | | Men's | | \$17,498 | \$11,933 | -32% | 825 | 588 | -29% | \$21 | \$20 | -4% |
| | | | Not Specified | | \$1,027,712 | \$958,195 | -7% | 34,420 | 24,161 | -30% | \$30 | \$40 | 33% |
| | | Sport Racks | | | \$2,887,405 | \$2,776,625 | -4% | 22,547 | 17,874 | -21% | \$128 | \$155 | 21% |
| | | | Rack Parts | | \$570,677 | \$537,723 | -6% | 8,667 | 6,527 | -25% | \$66 | \$82 | 25% |
| | | | Men's | | \$474,797 | \$474,080 | 0% | 7,321 | 5,643 | -23% | \$65 | \$84 | 30% |
| | | | Not Specified | | \$95,880 | \$63,643 | -34% | 1,346 | 884 | -34% | \$71 | \$72 | 1% |
| | | | Top of Car Components | | \$1,428,449 | \$1,549,585 | 8% | 8,312 | 7,574 | -9% | \$172 | \$205 | 19% |
| | | | Men's | | \$1,028,076 | \$1,052,186 | 2% | 4,424 | 4,166 | -6% | \$232 | \$253 | 9% |
| | | | Not Specified | | \$400,373 | \$497,399 | 24% | 3,888 | 3,408 | -12% | \$103 | \$146 | 42% |
| | | | Towers/Feet | | \$553,484 | \$400,760 | -28% | 2,882 | 1,886 | -35% | \$192 | \$212 | 11% |
| | | | Men's | | \$508,109 | \$358,361 | -29% | 2,636 | 1,684 | -36% | \$193 | \$213 | 10% |
| | | | Not Specified | | \$45,375 | \$42,399 | -7% | 246 | 202 | -18% | \$184 | \$210 | 14% |
| | | | Load Bars | | \$334,795 | \$288,557 | -14% | 2,686 | 1,887 | -30% | \$125 | \$153 | 23% |
| | | | Men's | | \$252,808 | \$216,113 | -15% | 2,186 | 1,511 | -31% | \$116 | \$143 | 24% |
| | | | Not Specified | | \$81,987 | \$72,444 | -12% | 500 | 376 | -25% | \$164 | \$193 | 18% |
| | | Winter/Snow Sports | | | \$110,421,105 | \$134,167,015 | 22% | 1,416,727 | 1,561,390 | 10% | \$78 | \$86 | 10% |
| | | Adjustable Poles | | | \$196,626 | \$336,355 | 71% | 2,659 | 5,329 | 100% | \$74 | \$63 | -15% |
| | | | Adjustable Poles | | \$196,626 | \$336,355 | 71% | 2,659 | 5,329 | 100% | \$74 | \$63 | -15% |
| | | | Men's | | \$143,099 | \$183,212 | 28% | 1,579 | 1,992 | 26% | \$91 | \$92 | 1% |
| | | | Not Specified | | \$16,286 | \$18,397 | 13% | 193 | 193 | | \$84 | \$95 | 13% |
| | | | Women's | | \$2,835 | \$4,175 | 47% | 44 | 59 | 34% | \$64 | \$71 | 10% |
| | | | Youth | | \$34,406 | \$130,571 | 280% | 843 | 3,085 | 266% | \$41 | \$42 | 4% |
| | | Alpine Equipment | | | \$51,373,785 | \$66,558,325 | 30% | 216,736 | 266,722 | 23% | \$237 | \$250 | 5% |
| | | | Alpine Bindings | | \$5,312,822 | \$8,064,887 | 52% | 30,992 | 44,096 | 42% | \$171 | \$183 | 7% |
| | | | Men's | | \$4,383,786 | \$7,151,176 | 63% | 23,867 | 36,516 | 53% | \$184 | \$196 | 7% |
| | | | Not Specified | | \$529,498 | \$389,135 | -27% | 2,935 | 2,087 | -29% | \$180 | \$186 | 3% |
| | | | Women's | | \$65,344 | \$30,325 | -54% | 453 | 168 | -63% | \$144 | \$181 | 25% |
| | | | Youth | | \$334,194 | \$494,251 | 48% | 3,737 | 5,325 | 42% | \$89 | \$93 | 4% |
| | | | Alpine Boots | | \$20,365,755 | \$26,185,261 | 29% | 81,175 | 97,744 | 20% | \$251 | \$268 | 7% |
| | | | Men's | | \$11,655,365 | \$14,469,350 | 24% | 32,708 | 40,284 | 23% | \$356 | \$359 | 1% |
| | | | Not Specified | | \$1,341,617 | \$1,036,165 | -23% | 15,964 | 10,739 | -33% | \$84 | \$96 | 15% |
| | | | Women's | | \$5,857,678 | \$8,304,557 | 42% | 20,395 | 27,677 | 36% | \$287 | \$300 | 4% |
| | | | Youth | | \$1,511,095 | \$2,375,189 | 57% | 12,108 | 19,044 | 57% | \$125 | \$125 | 0% |
| | | | Alpine Poles | | \$1,230,336 | \$1,539,982 | 25% | 33,108 | 38,195 | 15% | \$37 | \$40 | 8% |
| | | | Men's | | \$721,846 | \$882,787 | 22% | 18,118 | 20,250 | 12% | \$40 | \$44 | 9% |
| | | | Not Specified | | \$139,661 | \$187,961 | 35% | 3,835 | 5,576 | 45% | \$36 | \$34 | -7% |
| | | | Women's | | \$201,751 | \$264,799 | 31% | 5,993 | 6,082 | 1% | \$34 | \$44 | 29% |
| | | | Youth | | \$167,078 | \$204,435 | 22% | 5,162 | 6,287 | 22% | \$32 | \$33 | 0% |
| | | | Alpine Skis | | \$24,464,872 | \$30,768,195 | 26% | 71,461 | 86,687 | 21% | \$342 | \$355 | 4% |
| | | | Men's | | \$13,802,281 | \$17,224,122 | 25% | 32,039 | 38,903 | 21% | \$431 | \$443 | 3% |
| | | | Not Specified | | \$408,539 | \$380,797 | -7% | 1,103 | 843 | -24% | \$370 | \$452 | 22% |
| | | | Women's | | \$6,604,314 | \$7,894,956 | 20% | 17,764 | 20,322 | 14% | \$372 | \$388 | 4% |
| | | | Youth | | \$3,649,738 | \$5,268,320 | 44% | 20,555 | 26,619 | 30% | \$178 | \$198 | 11% |
| | | Alpine Touring Equipment | | | \$2,954,956 | \$3,492,052 | 18% | 6,615 | 6,771 | 2% | \$447 | \$516 | 15% |
| | | | Alpine Touring Bindings | | \$1,583,174 | \$1,438,272 | -9% | 3,982 | 3,119 | -22% | \$398 | \$461 | 16% |
| | | | Men's | | \$1,535,488 | \$1,385,292 | -10% | 3,877 | 3,007 | -22% | \$396 | \$461 | 16% |
| | | | Not Specified | | \$47,686 | \$52,980 | 11% | 105 | 112 | 7% | \$454 | \$473 | 4% |
| | | | Women's | | | | | | | | | | |
| | | | Alpine Touring Boots | | \$741,089 | \$1,321,792 | 78% | 1,344 | 2,438 | 81% | \$551 | \$542 | -2% |
| | | | Men's | | \$568,405 | \$1,019,139 | 79% | 1,037 | 1,810 | 75% | \$548 | \$563 | 3% |
| | | | Not Specified | | \$2,431 | \$1,273 | -48% | 5 | 10 | 100% | \$486 | \$127 | -74% |
| | | | Women's | | \$170,253 | \$293,902 | 73% | 302 | 595 | 97% | \$564 | \$494 | -12% |
| | | | Youth | | \$7,478 | | | 23 | | | | \$325 | |
| | | | Alpine Touring Skis | | \$630,693 | \$731,988 | 16% | 1,289 | 1,214 | -6% | \$489 | \$603 | 23% |
| | | | Men's | | \$449,699 | \$605,409 | 35% | 863 | 964 | 12% | \$521 | \$628 | 21% |
| | | | Not Specified | | \$39,329 | \$27,654 | -30% | 42 | 29 | -31% | \$936 | \$954 | 2% |
| | | | Women's | | \$127,477 | \$98,300 | -23% | 314 | 215 | -32% | \$406 | \$457 | 13% |
| | | | Youth | | \$14,188 | \$625 | -96% | 70 | 6 | -91% | \$203 | \$104 | -49% |
| | | Nordic Equipment | | | \$2,071,568 | \$3,268,525 | 58% | 16,517 | 24,130 | 46% | \$125 | \$135 | 8% |

| | | | | | | | | | | | | | |
|-------------|-----------------|-----------|-----------|-------------------------------|--------------|--------------|-------|---------|---------|-------|-------|-------|-------|
| Total Sales | Equipment Total | Winter/Sn | Nordic Eq | Nordic Bindings | \$110,142 | \$247,810 | 125% | 2,339 | 4,794 | 105% | \$47 | \$52 | 10% |
| | | | | Men's | \$103,214 | \$217,828 | 111% | 2,164 | 3,407 | 57% | \$48 | \$64 | 34% |
| | | | | Not Specified | \$4,388 | \$17,744 | 304% | 105 | 170 | 62% | \$42 | \$104 | 150% |
| | | | | Women's | \$1,119 | \$1,272 | 14% | 29 | 20 | -31% | \$39 | \$64 | 65% |
| | | | | Youth | \$1,421 | \$10,966 | 672% | 41 | 1,197 | 2820% | \$35 | \$9 | -74% |
| | | | | Nordic Boots | \$708,061 | \$1,242,889 | 76% | 5,548 | 7,682 | 38% | \$128 | \$162 | 27% |
| | | | | Men's | \$518,459 | \$922,777 | 78% | 3,382 | 5,064 | 50% | \$153 | \$182 | 19% |
| | | | | Not Specified | \$445 | \$41,033 | 9121% | 22 | 69 | 214% | \$20 | \$595 | 2840% |
| | | | | Women's | \$127,221 | \$185,253 | 46% | 1,100 | 1,560 | 42% | \$116 | \$119 | 3% |
| | | | | Youth | \$61,936 | \$93,826 | 51% | 1,044 | 989 | -5% | \$59 | \$95 | 60% |
| | | | | Nordic Poles | \$166,134 | \$223,940 | 35% | 3,321 | 4,656 | 40% | \$50 | \$48 | -4% |
| | | | | Men's | \$117,215 | \$192,068 | 64% | 2,489 | 3,764 | 51% | \$47 | \$51 | 8% |
| | | | | Not Specified | \$8,045 | \$13,477 | 68% | 195 | 330 | 69% | \$41 | \$41 | -1% |
| | | | | Women's | \$31,888 | \$12,205 | -62% | 304 | 287 | -6% | \$105 | \$43 | -59% |
| | | | | Youth | \$8,986 | \$6,190 | -31% | 333 | 275 | -17% | \$27 | \$23 | -17% |
| | | | | Nordic Skis | \$1,087,231 | \$1,553,886 | 43% | 5,309 | 6,998 | 32% | \$205 | \$222 | 8% |
| | | | | Men's | \$850,581 | \$1,242,951 | 46% | 3,864 | 5,400 | 40% | \$220 | \$230 | 5% |
| | | | | Not Specified | \$113,954 | \$141,063 | 24% | 545 | 618 | 13% | \$209 | \$228 | 9% |
| | | | | Women's | \$33,511 | \$43,119 | 29% | 269 | 245 | -9% | \$125 | \$176 | 41% |
| | | | | Youth | \$89,185 | \$126,753 | 42% | 631 | 735 | 16% | \$141 | \$172 | 22% |
| | | | | Skiboards | \$456 | \$2,760 | 505% | 2 | 14 | 600% | \$228 | \$197 | -14% |
| | | | | Skiboards | \$456 | \$2,760 | 505% | 2 | 14 | 600% | \$228 | \$197 | -14% |
| | | | | Men's | \$456 | \$2,760 | 505% | 2 | 14 | 600% | \$228 | \$197 | -14% |
| | | | | Not Specified | | | | | | | | | |
| | | | | Youth | | | | | | | | | |
| | | | | Snow Decks/Skates | | \$2,573 | | | 21 | | | \$123 | |
| | | | | Snow Decks/Skates | | \$2,573 | | | 21 | | | \$123 | |
| | | | | Men's | | \$2,573 | | | 21 | | | \$123 | |
| | | | | Not Specified | | | | | | | | | |
| | | | | Snowboard Equipment | \$25,470,413 | \$31,040,549 | | 108,978 | 122,849 | 13% | \$234 | \$253 | 8% |
| | | | | Snowboard Bindings | \$6,342,272 | \$7,628,022 | 20% | 34,996 | 39,447 | 13% | \$181 | \$193 | 7% |
| | | | | Men's | \$4,456,167 | \$5,162,350 | 16% | 23,222 | 25,480 | 10% | \$192 | \$203 | 6% |
| | | | | Not Specified | \$525,654 | \$796,641 | 52% | 2,252 | 3,237 | 44% | \$233 | \$246 | 5% |
| | | | | Women's | \$1,123,394 | \$1,422,271 | 27% | 6,640 | 8,152 | 23% | \$169 | \$174 | 3% |
| | | | | Youth | \$237,057 | \$246,760 | 4% | 2,882 | 2,578 | -11% | \$82 | \$96 | 16% |
| | | | | Snowboard Boots | \$7,541,889 | \$9,622,645 | 28% | 39,714 | 45,119 | 14% | \$190 | \$213 | 12% |
| | | | | Men's | \$5,416,866 | \$6,872,657 | 27% | 26,227 | 30,206 | 15% | \$207 | \$228 | 10% |
| | | | | Not Specified | \$81,634 | \$12,913 | -84% | 350 | 88 | -75% | \$233 | \$147 | -37% |
| | | | | Women's | \$1,657,542 | \$2,380,929 | 44% | 8,982 | 11,284 | 26% | \$185 | \$211 | 14% |
| | | | | Youth | \$385,847 | \$356,146 | -8% | 4,155 | 3,541 | -15% | \$93 | \$101 | 8% |
| | | | | Snowboards | \$11,586,252 | \$13,789,882 | 19% | 34,268 | 38,283 | 12% | \$338 | \$360 | 7% |
| | | | | Men's | \$8,494,647 | \$10,158,977 | 20% | 23,579 | 26,150 | 11% | \$360 | \$388 | 8% |
| | | | | Not Specified | \$544,115 | \$510,693 | -6% | 1,310 | 1,199 | -8% | \$415 | \$426 | 3% |
| | | | | Women's | \$1,860,879 | \$2,275,128 | 22% | 5,565 | 6,890 | 24% | \$334 | \$330 | -1% |
| | | | | Youth | \$686,611 | \$845,084 | 23% | 3,814 | 4,044 | 6% | \$180 | \$209 | 16% |
| | | | | Telemark Equipment | \$186,690 | \$155,540 | -17% | 570 | 513 | -10% | \$328 | \$303 | -7% |
| | | | | Telemark Bindings | \$99,259 | \$59,099 | -40% | 390 | 273 | -30% | \$255 | \$216 | -15% |
| | | | | Men's | \$99,259 | \$58,894 | -41% | 390 | 270 | -31% | \$255 | \$218 | -14% |
| | | | | Not Specified | | \$205 | | | 3 | | | \$68 | |
| | | | | Women's | | | | | | | | | |
| | | | | Telemark Boots | \$85,502 | \$77,415 | -9% | 175 | 190 | 9% | \$489 | \$407 | -17% |
| | | | | Men's | \$77,173 | \$70,567 | -9% | 157 | 177 | 13% | \$492 | \$399 | -19% |
| | | | | Not Specified | | \$1,794 | | | 5 | | | \$359 | |
| | | | | Women's | \$8,329 | \$5,054 | -39% | 18 | 8 | -56% | \$463 | \$632 | 37% |
| | | | | Telemark Skis | \$1,929 | \$19,026 | 886% | 5 | 50 | 900% | \$386 | \$381 | -1% |
| | | | | Men's | \$1,929 | \$19,026 | 886% | 5 | 50 | 900% | \$386 | \$381 | -1% |
| | | | | Not Specified | | | | | | | | | |
| | | | | Women's | | | | | | | | | |
| | | | | Winter/Snow Accessories | \$15,080,699 | \$17,653,759 | 17% | 836,471 | 947,945 | 13% | \$18 | \$19 | 3% |
| | | | | Backcountry Accessories | \$939,633 | \$1,040,164 | 11% | 6,834 | 8,183 | 20% | \$137 | \$127 | -8% |
| | | | | Men's | \$742,877 | \$835,364 | 12% | 5,697 | 6,906 | 21% | \$130 | \$121 | -7% |
| | | | | Not Specified | \$151,571 | \$193,253 | 27% | 1,007 | 1,247 | 24% | \$151 | \$155 | 3% |
| | | | | Women's | | | | | | | | | |
| | | | | Youth | \$45,185 | \$11,547 | -74% | 130 | 30 | -77% | \$348 | \$385 | 11% |
| | | | | Other Winter/Snow Accessories | \$2,897,616 | \$3,976,900 | 37% | 688,306 | 790,740 | 15% | \$4 | \$5 | 19% |
| | | | | Men's | \$2,630,599 | \$3,764,876 | 43% | 664,039 | 764,437 | 15% | \$4 | \$5 | 24% |
| | | | | Not Specified | \$264,170 | \$200,746 | -24% | 23,903 | 25,866 | 8% | \$11 | \$8 | -30% |
| | | | | Women's | \$2,722 | \$1,923 | -29% | 359 | 266 | -26% | \$8 | \$7 | -5% |
| | | | | Youth | \$125 | \$9,355 | 7384% | 5 | 171 | 3320% | \$25 | \$55 | 119% |
| | | | | Snow Goggle Accessories | \$93,331 | \$72,775 | -22% | 3,058 | 1,861 | -39% | \$31 | \$39 | 28% |
| | | | | Men's | \$84,462 | \$66,363 | -21% | 2,145 | 1,420 | -34% | \$39 | \$47 | 19% |
| | | | | Not Specified | \$8,869 | \$6,412 | -28% | 913 | 441 | -52% | \$10 | \$15 | 50% |
| | | | | Snow Goggles | \$4,555,753 | \$5,114,992 | 12% | 60,922 | 67,071 | 10% | \$75 | \$76 | 2% |
| | | | | Men's | \$3,335,514 | \$2,962,986 | -11% | 38,736 | 35,563 | -8% | \$86 | \$83 | -3% |
| | | | | Not Specified | \$390,052 | \$1,059,575 | 172% | 5,388 | 9,948 | 85% | \$72 | \$107 | 47% |
| | | | | Women's | \$450,318 | \$559,243 | 24% | 5,451 | 6,522 | 20% | \$83 | \$86 | 4% |
| | | | | Youth | \$379,869 | \$533,188 | 40% | 11,347 | 15,038 | 33% | \$33 | \$35 | 6% |
| | | | | Snow Protection Pads | \$116,370 | \$135,757 | 17% | 3,129 | 2,896 | -7% | \$37 | \$47 | 26% |
| | | | | Men's | \$104,541 | \$119,359 | 14% | 2,909 | 2,651 | -9% | \$36 | \$45 | 25% |
| | | | | Not Specified | | \$6,915 | | | 61 | | | \$113 | |
| | | | | Women's | \$7,349 | \$2,613 | -64% | 89 | 31 | -65% | \$83 | \$84 | 2% |
| | | | | Youth | \$4,480 | \$6,870 | 53% | 131 | 153 | 17% | \$34 | \$45 | 31% |
| | | | | Snow Sports Helmet | \$5,689,653 | \$6,479,346 | 14% | 68,595 | 71,824 | 5% | \$83 | \$90 | 9% |
| | | | | Men's | \$3,075,730 | \$2,706,501 | -12% | 33,261 | 27,858 | -16% | \$92 | \$97 | 5% |

| | | | | | | | | | | | | | | |
|-------------|-----------------|-----------|-----------|---------------|---------------------------|---------------|---------------|------|-----------|-----------|------|-------|-------|------|
| Total Sales | Equipment Total | Winter/Sn | Winter/Sn | Snow Sports H | Not Specified | \$985,104 | \$2,253,315 | 129% | 10,886 | 21,028 | 93% | \$90 | \$107 | 18% |
| | | | | | Women's | \$817,023 | \$635,851 | -22% | 8,180 | 6,203 | -24% | \$100 | \$103 | 3% |
| | | | | | Youth | \$811,796 | \$883,679 | 9% | 16,268 | 16,735 | 3% | \$50 | \$53 | 6% |
| | | | | | Snowshoes | \$788,343 | \$833,825 | 6% | 5,627 | 5,370 | -5% | \$140 | \$155 | 11% |
| | | | | | Men's | \$413,989 | \$437,511 | 6% | 2,433 | 2,321 | -5% | \$170 | \$189 | 11% |
| | | | | | Not Specified | \$142,564 | \$107,186 | -25% | 1,185 | 909 | -23% | \$120 | \$118 | -2% |
| | | | | | Women's | \$179,459 | \$232,832 | 30% | 1,120 | 1,321 | 18% | \$160 | \$176 | 10% |
| | | | | | Youth | \$52,331 | \$56,296 | 8% | 889 | 819 | -8% | \$59 | \$69 | 17% |
| | | | | | Winter/Snow Shop Services | \$13,085,912 | \$11,656,577 | -11% | 228,179 | 187,096 | -18% | \$57 | \$62 | 9% |
| | | | | | Winter/Snow Rentals | \$8,350,511 | \$9,393,048 | 12% | 97,426 | 118,415 | 22% | \$86 | \$79 | -7% |
| | | | | | Men's | \$7,641,389 | \$9,146,946 | 20% | 80,848 | 111,609 | 38% | \$95 | \$82 | -13% |
| | | | | | Not Specified | \$709,122 | \$246,102 | -65% | 16,578 | 6,806 | -59% | \$43 | \$36 | -15% |
| | | | | | Winter/Snow Repairs | \$4,735,401 | \$2,263,529 | -52% | 130,753 | 68,681 | -47% | \$36 | \$33 | -9% |
| | | | | | Men's | \$4,735,401 | \$2,263,529 | -52% | 130,753 | 68,681 | -47% | \$36 | \$33 | -9% |
| Grand Total | | | | | | \$575,733,226 | \$596,833,445 | 4% | 9,513,723 | 9,795,627 | 3% | \$61 | \$61 | 1% |

| Channel | (All) | Season to date | STD (Aug'19 - Oct'19) | DOLLARS | | | UNITS | | | AVERAGE PRICE | | |
|-------------|-------------------|----------------------------------|-----------------------|-----------------------|-----------------------|-------------|-----------------------|-----------------------|-------------|-----------------------|-----------------------|-------------|
| | | | | STD (Aug'18 - Oct'18) | STD (Aug'19 - Oct'19) | Pct. Change | STD (Aug'18 - Oct'18) | STD (Aug'19 - Oct'19) | Pct. Change | STD (Aug'18 - Oct'18) | STD (Aug'19 - Oct'19) | Pct. Change |
| Total Sales | | | | \$1,224,681,793 | \$1,223,081,793 | 0% | 20,228,258 | 20,575,281 | 2% | \$61 | \$59 | -2% |
| | Accessories Total | | | | | | | | | | | |
| | | Bags | | \$4,317,006 | \$4,002,762 | -7% | 53,680 | 44,713 | -17% | \$80 | \$90 | 11% |
| | | Backpacks | | \$1,031,983 | \$1,080,588 | 5% | 7,803 | 8,072 | 3% | \$132 | \$134 | 1% |
| | | Technical Packs | | \$1,031,983 | \$1,080,588 | 5% | 7,803 | 8,072 | 3% | \$132 | \$134 | 1% |
| | | Men's | | \$917,053 | \$986,622 | 8% | 6,282 | 7,018 | 12% | \$146 | \$141 | -4% |
| | | Women's | | \$114,930 | \$93,005 | -19% | 1,521 | 1,044 | -31% | \$76 | \$89 | 18% |
| | | Youth | | \$0 | \$961 | | 0 | 10 | | | \$96 | |
| | | Sports Equipment Bags | | \$3,285,023 | \$2,922,174 | -11% | 45,877 | 36,641 | -20% | \$72 | \$80 | 11% |
| | | Sports Equipment Bags | | \$3,285,023 | \$2,922,174 | -11% | 45,877 | 36,641 | -20% | \$72 | \$80 | 11% |
| | | Men's | | \$3,129,455 | \$2,778,515 | -11% | 42,241 | 33,772 | -20% | \$74 | \$82 | 11% |
| | | Youth | | \$155,568 | \$143,659 | -8% | 3,636 | 2,869 | -21% | \$43 | \$50 | 17% |
| | Sunglasses | | | \$47,577,694 | \$47,480,820 | 0% | 1,088,718 | 1,070,086 | -2% | \$44 | \$44 | 2% |
| | | Sunglasses | | \$44,487,222 | \$44,280,801 | 0% | 748,888 | 736,661 | -2% | \$59 | \$60 | 1% |
| | | Sunglasses | | \$44,487,222 | \$44,280,801 | 0% | 748,888 | 736,661 | -2% | \$59 | \$60 | 1% |
| | | Men's | | \$38,741,321 | \$38,902,342 | 0% | 650,378 | 646,108 | -1% | \$60 | \$60 | 1% |
| | | Women's | | \$4,792,477 | \$4,451,320 | -7% | 62,417 | 57,242 | -8% | \$77 | \$78 | 1% |
| | | Youth | | \$953,424 | \$927,139 | -3% | 36,093 | 33,311 | -8% | \$26 | \$28 | 5% |
| | | Sunglasses Accessories | | \$3,090,472 | \$3,200,019 | 4% | 339,830 | 333,425 | -2% | \$9 | \$10 | 6% |
| | | Other Eyewear Accessories | | \$86,479 | \$76,914 | -11% | 11,418 | 9,743 | -15% | \$8 | \$8 | 4% |
| | | Men's | | \$86,479 | \$76,914 | -11% | 11,418 | 9,743 | -15% | \$8 | \$8 | 4% |
| | | Sunglass Cases | | \$186,990 | \$172,753 | -8% | 19,528 | 16,822 | -14% | \$10 | \$10 | 7% |
| | | Men's | | \$186,927 | \$172,695 | -8% | 19,514 | 16,820 | -14% | \$10 | \$10 | 7% |
| | | Women's | | \$63 | \$58 | -8% | 14 | 2 | -86% | \$5 | \$29 | 544% |
| | | Sunglass Lenses | | \$217,808 | \$208,183 | -4% | 2,907 | 2,684 | -8% | \$75 | \$78 | 4% |
| | | Men's | | \$217,808 | \$208,183 | -4% | 2,907 | 2,684 | -8% | \$75 | \$78 | 4% |
| | | Youth | | \$0 | \$0 | | 0 | 0 | | | | |
| | | Sunglass Tethers | | \$2,599,195 | \$2,742,169 | 6% | 305,977 | 304,176 | -1% | \$8 | \$9 | 6% |
| | | Men's | | \$2,597,959 | \$2,739,745 | 5% | 305,768 | 303,829 | -1% | \$8 | \$9 | 6% |
| | | Youth | | \$1,236 | \$2,424 | 96% | 209 | 347 | 66% | \$6 | \$7 | 18% |
| | Apparel Total | | | | | | | | | | | |
| | | Total Apparel Accessories | | \$74,178,261 | \$75,137,311 | 1% | 3,741,113 | 3,807,235 | 2% | \$20 | \$20 | 0% |
| | | Total Apparel Accessories | | \$74,178,261 | \$75,137,311 | 1% | 3,741,113 | 3,807,235 | 2% | \$20 | \$20 | 0% |
| | | Total Handwear | | \$34,710,126 | \$34,877,687 | 0% | 1,159,855 | 1,176,225 | 1% | \$30 | \$30 | -1% |
| | | Men's | | \$21,529,405 | \$21,902,583 | 2% | 648,908 | 649,718 | 0% | \$33 | \$34 | 2% |
| | | Women's | | \$8,213,907 | \$7,904,701 | -4% | 264,651 | 271,062 | 2% | \$31 | \$29 | -6% |
| | | Youth | | \$4,966,814 | \$5,070,403 | 2% | 246,296 | 255,445 | 4% | \$20 | \$20 | -2% |
| | | Total Headwear | | \$39,468,135 | \$40,259,624 | 2% | 2,581,258 | 2,631,010 | 2% | \$15 | \$15 | 0% |
| | | Men's | | \$23,545,416 | \$23,974,648 | 2% | 1,465,213 | 1,453,393 | -1% | \$16 | \$16 | 3% |
| | | Women's | | \$11,902,668 | \$12,701,373 | 7% | 850,923 | 936,236 | 10% | \$14 | \$14 | -3% |
| | | Youth | | \$4,020,051 | \$3,583,603 | -11% | 265,122 | 241,381 | -9% | \$15 | \$15 | -2% |
| | | Total Cold Weather Undergarments | | \$38,814,924 | \$41,542,541 | 7% | 944,303 | 982,128 | 4% | \$41 | \$42 | 3% |
| | | Total Cold Weather Undergarments | | \$38,814,924 | \$41,542,541 | 7% | 944,303 | 982,128 | 4% | \$41 | \$42 | 3% |
| | | Total Cold Weather Undergarmen | | \$38,814,924 | \$41,542,541 | 7% | 944,303 | 982,128 | 4% | \$41 | \$42 | 3% |
| | | Men's | | \$20,144,373 | \$20,236,409 | 0% | 515,006 | 481,836 | -6% | \$39 | \$42 | 7% |
| | | Women's | | \$15,313,584 | \$16,945,956 | 11% | 282,325 | 323,538 | 15% | \$54 | \$52 | -3% |
| | | Youth | | \$3,356,967 | \$4,360,176 | 30% | 146,972 | 176,754 | 20% | \$23 | \$25 | 8% |
| | | Total Outerwear | | \$592,795,347 | \$553,737,877 | -7% | 6,558,052 | 6,038,001 | -8% | \$90 | \$92 | 1% |
| | | Total Outerwear Bottoms | | \$45,044,509 | \$45,149,035 | 0% | 500,422 | 485,932 | -3% | \$90 | \$93 | 3% |
| | | Total Outerwear Bottoms | | \$45,044,509 | \$45,149,035 | 0% | 500,422 | 485,932 | -3% | \$90 | \$93 | 3% |
| | | Men's | | \$22,364,262 | \$21,427,314 | -4% | 226,182 | 195,770 | -13% | \$99 | \$109 | 11% |
| | | Women's | | \$13,386,954 | \$14,430,723 | 8% | 124,076 | 135,550 | 9% | \$108 | \$106 | -1% |
| | | Youth | | \$9,293,293 | \$9,290,998 | 0% | 150,164 | 154,612 | 3% | \$62 | \$60 | -3% |
| | | Total Outerwear Suits/Sets | | \$4,452,758 | \$4,046,383 | -9% | 124,019 | 82,763 | -33% | \$36 | \$49 | 36% |
| | | Total Outerwear Suits/Sets | | \$4,452,758 | \$4,046,383 | -9% | 124,019 | 82,763 | -33% | \$36 | \$49 | 36% |
| | | Men's | | \$2,169,971 | \$982,583 | -55% | 91,122 | 40,720 | -55% | \$24 | \$24 | 1% |
| | | Women's | | \$178,519 | \$503,608 | 182% | 2,795 | 4,213 | 51% | \$64 | \$120 | 87% |
| | | Youth | | \$2,104,268 | \$2,560,192 | 22% | 30,102 | 37,830 | 26% | \$70 | \$68 | -3% |
| | | Total Outerwear Tops | | \$543,298,080 | \$504,542,459 | -7% | 5,933,611 | 5,469,306 | -8% | \$92 | \$92 | 1% |
| | | Total Outerwear Tops | | \$543,298,080 | \$504,542,459 | -7% | 5,933,611 | 5,469,306 | -8% | \$92 | \$92 | 1% |
| | | Men's | | \$233,624,401 | \$220,241,060 | -6% | 2,449,990 | 2,254,761 | -8% | \$95 | \$98 | 2% |
| | | Women's | | \$246,657,993 | \$226,072,160 | -8% | 2,390,309 | 2,212,137 | -7% | \$103 | \$102 | -1% |
| | | Youth | | \$63,015,686 | \$58,229,239 | -8% | 1,093,312 | 1,002,408 | -8% | \$58 | \$58 | 1% |
| | | Total Socks/Hosiery | | \$5,100,426 | \$5,247,436 | 3% | 350,675 | 343,582 | -2% | \$15 | \$15 | 5% |
| | | Total Socks | | \$5,100,426 | \$5,247,436 | 3% | 350,675 | 343,582 | -2% | \$15 | \$15 | 5% |
| | | Total Socks | | \$5,100,426 | \$5,247,436 | 3% | 350,675 | 343,582 | -2% | \$15 | \$15 | 5% |
| | | Men's | | \$2,624,697 | \$2,469,393 | -6% | 179,533 | 153,045 | -15% | \$15 | \$16 | 10% |
| | | Women's | | \$1,563,377 | \$1,812,680 | 16% | 97,784 | 112,498 | 15% | \$16 | \$16 | 1% |
| | | Youth | | \$912,352 | \$965,363 | 6% | 73,358 | 78,039 | 6% | \$12 | \$12 | -1% |
| | | Total Sportswear | | \$201,788,873 | \$220,292,789 | 9% | 4,611,435 | 5,250,434 | 14% | \$44 | \$42 | -4% |
| | | Total Tops | | \$201,151,542 | \$219,798,250 | 9% | 4,599,910 | 5,241,607 | 14% | \$44 | \$42 | -4% |
| | | Total Knit Shirts | | \$8,388,959 | \$7,228,314 | -14% | 240,810 | 216,089 | -10% | \$35 | \$33 | -4% |
| | | Men's | | \$4,014,246 | \$4,817,392 | 20% | 126,629 | 146,469 | 16% | \$32 | \$33 | 4% |
| | | Women's | | \$3,788,915 | \$2,041,836 | -46% | 93,771 | 57,607 | -39% | \$40 | \$35 | -12% |
| | | Youth | | \$585,798 | \$369,086 | -37% | 20,410 | 12,013 | -41% | \$29 | \$31 | 7% |
| | | Total Sweaters | | \$37,865,016 | \$30,646,243 | -19% | 622,818 | 556,905 | -11% | \$61 | \$55 | -9% |
| | | Men's | | \$8,933,262 | \$6,263,420 | -30% | 132,020 | 96,600 | -27% | \$68 | \$65 | -4% |
| | | Women's | | \$28,592,743 | \$24,145,186 | -16% | 482,483 | 453,699 | -6% | \$59 | \$53 | -10% |
| | | Youth | | \$339,011 | \$237,637 | -30% | 8,315 | 6,606 | -21% | \$41 | \$36 | -12% |

| | | | | | | | | | | | | | | |
|---|-----------------|---------------------|----------------------------------|-------------------|---------------|---------------|------|-----------|-----------|------|-------|-------|------|--|
| Total Sales | Apparel Total | Total Sports | Total Tops | Total Sweatshirts | \$154,897,567 | \$181,923,693 | 17% | 3,736,282 | 4,468,613 | 20% | \$41 | \$41 | -2% | |
| | | | | Men's | \$79,489,234 | \$95,876,759 | 21% | 1,959,773 | 2,356,085 | 20% | \$41 | \$41 | 0% | |
| | | | | Women's | \$64,522,127 | \$69,510,727 | 8% | 1,382,161 | 1,539,018 | 11% | \$47 | \$45 | -3% | |
| | | | | Youth | \$10,886,206 | \$16,536,207 | 52% | 394,348 | 573,510 | 45% | \$28 | \$29 | 4% | |
| | | | Total Bottoms | | \$637,331 | \$494,539 | -22% | 11,525 | 8,827 | -23% | \$55 | \$56 | 1% | |
| | | | Total Pants | | \$634,426 | \$494,079 | -22% | 11,425 | 8,809 | -23% | \$56 | \$56 | 1% | |
| | | | | Men's | \$144,766 | \$88,371 | -39% | 2,142 | 1,699 | -21% | \$68 | \$52 | -23% | |
| | | | | Women's | \$374,560 | \$346,874 | -7% | 6,539 | 5,794 | -11% | \$57 | \$60 | 5% | |
| | | | | Youth | \$115,100 | \$58,834 | -49% | 2,744 | 1,316 | -52% | \$42 | \$45 | 7% | |
| | | | Total Shorts | | \$2,905 | \$460 | -84% | 100 | 18 | -82% | \$29 | \$26 | -12% | |
| | | | | Women's | \$2,905 | \$460 | -84% | 100 | 18 | -82% | \$29 | \$26 | -12% | |
| | Equipment Total | | | | | | | | | | | | | |
| | | Accessories | | | \$26,728,377 | \$25,015,437 | -6% | 511,073 | 510,017 | 0% | \$52 | \$49 | -6% | |
| | | First Aid/Body Care | | | \$1,802,480 | \$2,208,507 | 23% | 193,013 | 262,461 | 36% | \$9 | \$8 | -10% | |
| | | | First Aid/Body Care | | \$1,802,480 | \$2,208,507 | 23% | 193,013 | 262,461 | 36% | \$9 | \$8 | -10% | |
| | | | Men's | | \$1,783,989 | \$2,169,307 | 22% | 191,145 | 254,956 | 33% | \$9 | \$9 | -9% | |
| | | | Not Specified | | \$18,491 | \$39,200 | 112% | 1,868 | 7,505 | 302% | \$10 | \$5 | -47% | |
| | | | Instruments | | \$8,296,948 | \$6,838,192 | -18% | 174,118 | 127,628 | -27% | \$48 | \$54 | 12% | |
| | | | Digital Imaging | | \$3,236,269 | \$2,191,407 | -32% | 10,921 | 7,581 | -31% | \$296 | \$289 | -2% | |
| | | | Men's | | \$1,430,958 | \$67,645 | -95% | 4,884 | 401 | -92% | \$293 | \$169 | -42% | |
| | | | Not Specified | | \$1,805,311 | \$2,123,762 | 18% | 6,037 | 7,180 | 19% | \$299 | \$296 | -1% | |
| | | | Digital Imaging Accessories | | \$1,079,716 | \$847,292 | -22% | 28,076 | 25,151 | -10% | \$38 | \$34 | -12% | |
| | | | Men's | | \$950,305 | \$627,268 | -34% | 25,600 | 21,017 | -18% | \$37 | \$30 | -20% | |
| | | | Not Specified | | \$129,411 | \$220,024 | 70% | 2,476 | 4,134 | 67% | \$52 | \$53 | 2% | |
| | | | Portable Audio/Phone Accessories | | \$3,980,963 | \$3,799,493 | -5% | 135,121 | 94,896 | -30% | \$29 | \$40 | 36% | |
| | | | Men's | | \$85,212 | \$52,573 | -38% | 3,813 | 2,773 | -27% | \$22 | \$19 | -15% | |
| | | | Not Specified | | \$3,895,751 | \$3,746,920 | -4% | 131,308 | 92,123 | -30% | \$30 | \$41 | 37% | |
| | | | Sport Racks | | \$16,628,949 | \$15,968,738 | -4% | 143,942 | 119,928 | -17% | \$116 | \$133 | 15% | |
| | | | Rack Parts | | \$3,518,971 | \$3,339,791 | -5% | 57,397 | 47,527 | -17% | \$61 | \$70 | 15% | |
| | | | Men's | | \$2,960,532 | \$2,836,883 | -4% | 48,498 | 39,875 | -18% | \$61 | \$71 | 17% | |
| | | | Not Specified | | \$558,439 | \$502,908 | -10% | 8,899 | 7,652 | -14% | \$63 | \$66 | 5% | |
| | | | Top of Car Components | | \$7,398,168 | \$7,873,459 | 6% | 48,685 | 43,491 | -11% | \$152 | \$181 | 19% | |
| | | | Men's | | \$5,301,692 | \$5,637,060 | 6% | 26,771 | 24,593 | -8% | \$198 | \$229 | 16% | |
| | | | Not Specified | | \$2,096,476 | \$2,236,399 | 7% | 21,914 | 18,898 | -14% | \$96 | \$118 | 24% | |
| | | | Towers/Feet | | \$3,511,916 | \$2,565,220 | -27% | 19,742 | 13,006 | -34% | \$178 | \$197 | 11% | |
| | | | Men's | | \$3,168,739 | \$2,286,650 | -28% | 17,756 | 11,575 | -35% | \$178 | \$198 | 11% | |
| | | | Not Specified | | \$343,177 | \$278,570 | -19% | 1,986 | 1,431 | -28% | \$173 | \$195 | 13% | |
| | | | Load Bars | | \$2,199,894 | \$2,190,268 | 0% | 18,118 | 15,904 | -12% | \$121 | \$138 | 13% | |
| | | | Men's | | \$1,620,088 | \$1,649,442 | 2% | 14,365 | 12,722 | -11% | \$113 | \$130 | 15% | |
| | | | Not Specified | | \$579,806 | \$540,826 | -7% | 3,753 | 3,182 | -15% | \$154 | \$170 | 10% | |
| | | | Winter/Snow Sports | | \$233,380,885 | \$250,624,820 | 7% | 2,369,209 | 2,529,085 | 7% | \$99 | \$99 | 1% | |
| | | | Adjustable Poles | | \$381,236 | \$549,812 | 44% | 5,433 | 8,911 | 64% | \$70 | \$62 | -12% | |
| | | | Adjustable Poles | | \$381,236 | \$549,812 | 44% | 5,433 | 8,911 | 64% | \$70 | \$62 | -12% | |
| | | | Men's | | \$259,047 | \$310,466 | 20% | 2,983 | 3,466 | 16% | \$87 | \$90 | 3% | |
| | | | Women's | | \$3,113 | \$6,292 | 102% | 49 | 89 | 82% | \$64 | \$71 | 11% | |
| | | | Youth | | \$78,866 | \$204,764 | 160% | 1,939 | 5,043 | 160% | \$41 | \$41 | 0% | |
| | | | Not Specified | | \$40,210 | \$28,290 | -30% | 462 | 313 | -32% | \$87 | \$90 | 4% | |
| | | | Alpine Equipment | | \$117,568,547 | \$125,748,062 | 7% | 490,662 | 503,976 | 3% | \$240 | \$250 | 4% | |
| | | | Alpine Bindings | | \$13,558,003 | \$15,865,755 | 17% | 79,834 | 87,975 | 10% | \$170 | \$180 | 6% | |
| | | | Men's | | \$11,109,047 | \$13,753,193 | 24% | 61,882 | 71,886 | 16% | \$180 | \$191 | 7% | |
| | | | Women's | | \$226,447 | \$111,592 | -51% | 1,588 | 685 | -57% | \$143 | \$163 | 14% | |
| | | | Youth | | \$662,955 | \$812,367 | 23% | 7,489 | 8,749 | 17% | \$89 | \$93 | 5% | |
| | | | Not Specified | | \$1,559,554 | \$1,188,603 | -24% | 8,875 | 6,655 | -25% | \$176 | \$179 | 2% | |
| | | | Alpine Boots | | \$45,080,517 | \$48,303,102 | 7% | 174,988 | 180,093 | 3% | \$258 | \$268 | 4% | |
| | | | Men's | | \$25,531,092 | \$26,867,601 | 5% | 72,877 | 76,739 | 5% | \$350 | \$350 | 0% | |
| | | | Women's | | \$14,135,389 | \$15,923,376 | 13% | 50,214 | 54,604 | 9% | \$282 | \$292 | 4% | |
| | | | Youth | | \$2,901,037 | \$3,759,729 | 30% | 23,006 | 30,275 | 32% | \$126 | \$124 | -2% | |
| | | | Not Specified | | \$2,512,999 | \$1,752,396 | -30% | 28,891 | 18,475 | -36% | \$87 | \$95 | 9% | |
| | | | Alpine Poles | | \$2,713,376 | \$2,753,874 | 1% | 74,600 | 70,033 | -6% | \$36 | \$39 | 8% | |
| | | | Men's | | \$1,592,486 | \$1,616,099 | 1% | 40,056 | 37,733 | -6% | \$40 | \$43 | 8% | |
| | | | Women's | | \$551,248 | \$512,312 | -7% | 16,730 | 12,846 | -23% | \$33 | \$40 | 21% | |
| | | | Youth | | \$308,641 | \$330,729 | 7% | 10,586 | 10,857 | 3% | \$29 | \$30 | 4% | |
| | | | Not Specified | | \$261,001 | \$294,734 | 13% | 7,228 | 8,597 | 19% | \$36 | \$34 | -5% | |
| | | | Alpine Skis | | \$56,216,651 | \$58,825,331 | 5% | 161,240 | 165,875 | 3% | \$349 | \$355 | 2% | |
| | | | Men's | | \$32,529,403 | \$33,408,142 | 3% | 75,972 | 76,562 | 1% | \$428 | \$436 | 2% | |
| | | | Women's | | \$15,636,610 | \$16,077,513 | 3% | 42,427 | 43,732 | 3% | \$369 | \$368 | 0% | |
| | | | Youth | | \$7,027,691 | \$8,493,802 | 21% | 40,073 | 43,737 | 9% | \$175 | \$194 | 11% | |
| | | | Not Specified | | \$1,022,947 | \$845,874 | -17% | 2,768 | 1,844 | -33% | \$370 | \$459 | 24% | |
| | | | Alpine Touring Equipment | | \$6,714,734 | \$6,854,533 | 2% | 15,983 | 14,654 | -8% | \$420 | \$468 | 11% | |
| | | | Alpine Touring Bindings | | \$3,133,172 | \$2,624,749 | -16% | 8,281 | 5,983 | -28% | \$378 | \$439 | 16% | |
| | | | Men's | | \$3,074,388 | \$2,548,737 | -17% | 8,149 | 5,818 | -29% | \$377 | \$438 | 16% | |
| | | | Women's | | \$0 | \$0 | | 0 | 0 | | | | | |
| | | | Not Specified | | \$58,784 | \$76,012 | 29% | 132 | 165 | 25% | \$445 | \$461 | 3% | |
| | | | Alpine Touring Boots | | \$1,680,798 | \$2,423,482 | 44% | 3,487 | 5,140 | 47% | \$482 | \$471 | -2% | |
| | | | Men's | | \$1,336,980 | \$1,858,443 | 39% | 2,830 | 3,843 | 36% | \$472 | \$484 | 2% | |
| | | | Women's | | \$335,863 | \$549,800 | 64% | 636 | 1,237 | 94% | \$528 | \$444 | -16% | |
| | | | Youth | | | \$10,982 | | | 37 | | | \$297 | | |
| | | | Not Specified | | \$7,955 | \$4,257 | -46% | 21 | 23 | 10% | \$379 | \$185 | -51% | |
| | | | Alpine Touring Skis | | \$1,900,764 | \$1,806,302 | -5% | 4,215 | 3,531 | -16% | \$451 | \$512 | 13% | |
| | | | Men's | | \$1,370,718 | \$1,380,373 | 1% | 2,886 | 2,452 | -15% | \$475 | \$563 | 19% | |
| | | | Women's | | \$407,477 | \$355,061 | -13% | 1,037 | 969 | -7% | \$393 | \$366 | -7% | |
| | | | Youth | | \$35,167 | \$2,944 | -92% | 182 | 31 | -83% | \$193 | \$95 | -51% | |
| | | | Not Specified | | \$87,402 | \$67,924 | -22% | 110 | 79 | -28% | \$795 | \$860 | 8% | |
| | | | Nordic Equipment | | \$2,863,507 | \$4,091,968 | 43% | 22,735 | 31,015 | 36% | \$126 | \$132 | 5% | |
| Product classification: NPD Internal Only | | | | | | | | | | | | | | |

| | | | | | | | | | | | | | |
|-------------|-----------------|-----------|------------|-------------------------------|--------------|--------------|-------|-----------|-----------|-------|-------|-------|-------|
| Total Sales | Equipment Total | Winter/Sn | Nordic Equ | Nordic Bindings | \$167,184 | \$301,768 | 81% | 3,194 | 5,590 | 75% | \$52 | \$54 | 3% |
| | | | | Men's | \$155,835 | \$255,221 | 64% | 2,936 | 3,922 | 34% | \$53 | \$65 | 23% |
| | | | | Women's | \$1,156 | \$1,589 | 37% | 34 | 31 | -9% | \$34 | \$51 | 51% |
| | | | | Youth | \$4,295 | \$25,818 | 501% | 74 | 1,444 | 1851% | \$58 | \$18 | -69% |
| | | | | Not Specified | \$5,898 | \$19,140 | 225% | 150 | 193 | 29% | \$39 | \$99 | 152% |
| | | | | Nordic Boots | \$1,005,370 | \$1,609,929 | 60% | 7,625 | 10,254 | 34% | \$132 | \$157 | 19% |
| | | | | Men's | \$732,947 | \$1,192,833 | 63% | 4,794 | 6,825 | 42% | \$153 | \$175 | 14% |
| | | | | Women's | \$191,048 | \$243,857 | 28% | 1,531 | 2,141 | 40% | \$125 | \$114 | -9% |
| | | | | Youth | \$80,352 | \$109,977 | 37% | 1,272 | 1,184 | -7% | \$63 | \$93 | 47% |
| | | | | Not Specified | \$1,023 | \$63,262 | 6084% | 28 | 104 | 271% | \$37 | \$608 | 1565% |
| | | | | Nordic Poles | \$250,537 | \$324,080 | 29% | 4,883 | 6,610 | 35% | \$51 | \$49 | -4% |
| | | | | Men's | \$185,286 | \$269,812 | 46% | 3,629 | 5,305 | 46% | \$51 | \$51 | 0% |
| | | | | Women's | \$40,115 | \$20,922 | -48% | 474 | 415 | -12% | \$85 | \$50 | -40% |
| | | | | Youth | \$16,285 | \$11,331 | -30% | 576 | 450 | -22% | \$28 | \$25 | -11% |
| | | | | Not Specified | \$8,851 | \$22,015 | 149% | 204 | 440 | 116% | \$43 | \$50 | 15% |
| | | | | Nordic Skis | \$1,440,416 | \$1,856,191 | 29% | 7,033 | 8,561 | 22% | \$205 | \$217 | 6% |
| | | | | Men's | \$1,091,131 | \$1,440,492 | 32% | 5,022 | 6,403 | 27% | \$217 | \$225 | 4% |
| | | | | Women's | \$56,551 | \$48,943 | -13% | 423 | 276 | -35% | \$134 | \$177 | 33% |
| | | | | Youth | \$130,426 | \$146,266 | 12% | 830 | 881 | 6% | \$157 | \$166 | 6% |
| | | | | Not Specified | \$162,308 | \$220,490 | 36% | 758 | 1,001 | 32% | \$214 | \$220 | 3% |
| | | | | Skiboards | \$456 | \$4,086 | 796% | 2 | 22 | 1000% | \$228 | \$186 | -19% |
| | | | | Skiboards | \$456 | \$4,086 | 796% | 2 | 22 | 1000% | \$228 | \$186 | -19% |
| | | | | Men's | \$456 | \$4,086 | 796% | 2 | 22 | 1000% | \$228 | \$186 | -19% |
| | | | | Youth | \$0 | \$0 | | 0 | 0 | | | | |
| | | | | Not Specified | \$0 | \$0 | | 0 | 0 | | | | |
| | | | | Snowboard Equipment | \$56,536,236 | \$59,628,785 | 5% | 251,447 | 247,033 | -2% | \$225 | \$241 | 7% |
| | | | | Snowboard Bindings | \$13,703,953 | \$13,848,273 | 1% | 80,171 | 75,505 | -6% | \$171 | \$183 | 7% |
| | | | | Men's | \$9,693,744 | \$9,349,645 | -4% | 53,262 | 48,360 | -9% | \$182 | \$193 | 6% |
| | | | | Women's | \$2,604,107 | \$2,651,124 | 2% | 16,511 | 16,282 | -1% | \$158 | \$163 | 3% |
| | | | | Youth | \$472,673 | \$439,178 | -7% | 5,978 | 4,721 | -21% | \$79 | \$93 | 18% |
| | | | | Not Specified | \$933,429 | \$1,408,326 | 51% | 4,420 | 6,142 | 39% | \$211 | \$229 | 9% |
| | | | | Snowboard Boots | \$15,889,185 | \$16,880,569 | 6% | 87,525 | 85,740 | -2% | \$182 | \$197 | 8% |
| | | | | Men's | \$11,136,078 | \$11,955,505 | 7% | 56,715 | 55,180 | -3% | \$196 | \$217 | 10% |
| | | | | Women's | \$3,811,241 | \$4,132,960 | 8% | 21,265 | 21,774 | 2% | \$179 | \$190 | 6% |
| | | | | Youth | \$793,839 | \$761,405 | -4% | 8,830 | 8,582 | -3% | \$90 | \$89 | -1% |
| | | | | Not Specified | \$148,027 | \$30,699 | -79% | 715 | 204 | -71% | \$207 | \$150 | -27% |
| | | | | Snowboards | \$26,943,098 | \$28,899,943 | 7% | 83,751 | 85,788 | 2% | \$322 | \$337 | 5% |
| | | | | Men's | \$19,478,338 | \$21,305,933 | 9% | 56,850 | 57,332 | 1% | \$343 | \$372 | 8% |
| | | | | Women's | \$4,861,481 | \$4,851,057 | 0% | 15,614 | 15,467 | -1% | \$311 | \$314 | 1% |
| | | | | Youth | \$1,444,147 | \$1,723,791 | 19% | 8,387 | 10,519 | 25% | \$172 | \$164 | -5% |
| | | | | Not Specified | \$1,159,132 | \$1,019,162 | -12% | 2,900 | 2,470 | -15% | \$400 | \$413 | 3% |
| | | | | Telemark Equipment | \$311,611 | \$236,890 | -24% | 990 | 797 | -19% | \$315 | \$297 | -6% |
| | | | | Telemark Bindings | \$150,297 | \$97,171 | -35% | 623 | 445 | -29% | \$241 | \$218 | -9% |
| | | | | Men's | \$141,137 | \$94,608 | -33% | 600 | 435 | -28% | \$235 | \$217 | -8% |
| | | | | Women's | \$0 | \$0 | | 0 | 0 | | | | |
| | | | | Not Specified | \$9,160 | \$2,563 | -72% | 23 | 10 | -57% | \$398 | \$256 | -36% |
| | | | | Telemark Boots | \$157,564 | \$118,960 | -25% | 357 | 297 | -17% | \$441 | \$401 | -9% |
| | | | | Men's | \$136,165 | \$109,700 | -19% | 302 | 279 | -8% | \$451 | \$393 | -13% |
| | | | | Women's | \$21,399 | \$7,466 | -65% | 55 | 13 | -76% | \$389 | \$574 | 48% |
| | | | | Not Specified | \$0 | \$1,794 | | 0 | 5 | | | \$359 | |
| | | | | Telemark Skis | \$3,750 | \$20,759 | 454% | 10 | 55 | 450% | \$375 | \$377 | 1% |
| | | | | Men's | \$3,750 | \$19,026 | 407% | 10 | 50 | 400% | \$375 | \$381 | 1% |
| | | | | Women's | \$0 | \$0 | | 0 | 0 | | | | |
| | | | | Not Specified | \$0 | \$1,733 | | 0 | 5 | | | \$347 | |
| | | | | Winter/Snow Accessories | \$30,585,958 | \$31,790,243 | 4% | 1,243,075 | 1,301,287 | 5% | \$25 | \$24 | -1% |
| | | | | Backcountry Accessories | \$1,952,564 | \$2,165,512 | 11% | 15,553 | 16,727 | 8% | \$126 | \$129 | 3% |
| | | | | Men's | \$1,569,851 | \$1,659,050 | 6% | 12,916 | 13,908 | 8% | \$122 | \$119 | -2% |
| | | | | Women's | \$372 | \$0 | -100% | 5 | 0 | -100% | \$74 | | |
| | | | | Youth | \$45,315 | \$18,701 | -59% | 135 | 55 | -59% | \$336 | \$340 | 1% |
| | | | | Not Specified | \$337,026 | \$487,761 | 45% | 2,497 | 2,764 | 11% | \$135 | \$176 | 31% |
| | | | | Other Winter/Snow Accessories | \$4,565,038 | \$5,565,643 | 22% | 904,080 | 990,101 | 10% | \$5 | \$6 | 11% |
| | | | | Men's | \$3,956,775 | \$5,221,772 | 32% | 853,133 | 948,346 | 11% | \$5 | \$6 | 19% |
| | | | | Women's | \$3,124 | \$5,443 | 74% | 412 | 407 | -1% | \$8 | \$13 | 76% |
| | | | | Youth | \$187 | \$9,692 | 5083% | 8 | 181 | 2163% | \$23 | \$54 | 129% |
| | | | | Not Specified | \$604,952 | \$328,736 | -46% | 50,527 | 41,167 | -19% | \$12 | \$8 | -33% |
| | | | | Snow Goggle Accessories | \$226,274 | \$118,984 | -47% | 7,943 | 4,272 | -46% | \$28 | \$28 | -2% |
| | | | | Men's | \$203,424 | \$105,392 | -48% | 5,271 | 3,366 | -36% | \$39 | \$31 | -19% |
| | | | | Not Specified | \$22,850 | \$13,592 | -41% | 2,672 | 906 | -66% | \$9 | \$15 | 75% |
| | | | | Snow Goggles | \$10,272,261 | \$10,094,560 | -2% | 143,575 | 136,539 | -5% | \$72 | \$74 | 3% |
| | | | | Men's | \$7,559,574 | \$5,996,263 | -21% | 91,178 | 71,369 | -22% | \$83 | \$84 | 1% |
| | | | | Women's | \$1,087,784 | \$1,106,480 | 2% | 13,377 | 13,204 | -1% | \$81 | \$84 | 3% |
| | | | | Youth | \$834,860 | \$1,016,664 | 22% | 28,415 | 30,267 | 7% | \$29 | \$34 | 14% |
| | | | | Not Specified | \$790,043 | \$1,975,153 | 150% | 10,605 | 21,699 | 105% | \$74 | \$91 | 22% |
| | | | | Snow Protection Pads | \$225,236 | \$309,017 | 37% | 6,396 | 6,895 | 8% | \$35 | \$45 | 27% |
| | | | | Men's | \$201,177 | \$283,848 | 41% | 5,881 | 6,516 | 11% | \$34 | \$44 | 27% |
| | | | | Women's | \$13,642 | \$9,251 | -32% | 200 | 120 | -40% | \$68 | \$77 | 13% |
| | | | | Youth | \$9,788 | \$7,469 | -24% | 310 | 177 | -43% | \$32 | \$42 | 34% |
| | | | | Not Specified | \$629 | \$8,449 | 1243% | 5 | 82 | 1540% | \$126 | \$103 | -18% |
| | | | | Snow Sports Helmet | \$11,970,603 | \$12,161,476 | 2% | 154,814 | 137,395 | -11% | \$77 | \$89 | 14% |
| | | | | Men's | \$6,801,619 | \$5,502,502 | -19% | 79,405 | 56,443 | -29% | \$86 | \$97 | 14% |
| | | | | Women's | \$2,002,848 | \$1,562,893 | -22% | 20,600 | 15,392 | -25% | \$97 | \$102 | 4% |
| | | | | Youth | \$1,679,636 | \$1,604,406 | -4% | 36,628 | 31,657 | -14% | \$46 | \$51 | 11% |
| | | | | Not Specified | \$1,486,500 | \$3,491,675 | 135% | 18,181 | 33,903 | 86% | \$82 | \$103 | 26% |
| | | | | Snowshoes | \$1,373,982 | \$1,375,051 | 0% | 10,714 | 9,358 | -13% | \$128 | \$147 | 15% |

| | | | | | | | | | | | | | |
|-------------|-----------------|-----------|-----------|---------------------------|-----------------|-----------------|------|------------|------------|------|-------|-------|------|
| Total Sales | Equipment Total | Winter/Sn | Winter/Sn | Snowshoe Men's | \$724,668 | \$725,436 | 0% | 4,599 | 4,031 | -12% | \$158 | \$180 | 14% |
| | | | | Women's | \$315,162 | \$366,276 | 16% | 2,201 | 2,247 | 2% | \$143 | \$163 | 14% |
| | | | | Youth | \$105,178 | \$97,805 | -7% | 1,770 | 1,476 | -17% | \$59 | \$66 | 12% |
| | | | | Not Specified | \$228,974 | \$185,534 | -19% | 2,144 | 1,604 | -25% | \$107 | \$116 | 8% |
| | | | | Winter/Snow Shop Services | \$18,417,907 | \$21,716,620 | 18% | 338,869 | 421,359 | 24% | \$54 | \$52 | -5% |
| | | | | Winter/Snow Rentals | \$11,514,042 | \$15,897,196 | 38% | 144,847 | 216,256 | 49% | \$79 | \$74 | -8% |
| | | | | Men's | \$10,223,870 | \$14,885,240 | 46% | 118,661 | 189,784 | 60% | \$86 | \$78 | -9% |
| | | | | Not Specified | \$1,290,172 | \$1,011,956 | -22% | 26,186 | 26,472 | 1% | \$49 | \$38 | -22% |
| | | | | Winter/Snow Repairs | \$6,903,865 | \$5,819,424 | -16% | 194,022 | 205,103 | 6% | \$36 | \$28 | -20% |
| | | | | Men's | \$6,903,865 | \$5,819,424 | -16% | 194,022 | 205,103 | 6% | \$36 | \$28 | -20% |
| | | | | Snow Decks/Skates | \$693 | \$3,821 | 451% | 13 | 31 | 138% | \$53 | \$123 | 131% |
| | | | | Snow Decks/Skates | \$693 | \$3,821 | 451% | 13 | 31 | 138% | \$53 | \$123 | 131% |
| | | | | Men's | \$693 | \$3,821 | 451% | 13 | 31 | 138% | \$53 | \$123 | 131% |
| | | | | Not Specified | \$0 | \$0 | | 0 | 0 | | | | |
| Grand Total | | | | | \$1,224,681,793 | \$1,223,081,793 | 0% | 20,228,258 | 20,575,281 | 2% | \$61 | \$59 | -2% |

| Channel | (All) | Current Period | October-19 | DOLLARS | | | UNITS | | | AVERAGE PRICE | | |
|-------------|-------------|----------------------------------|------------|---------------|---------------|-------------|------------|------------|-------------|---------------|------------|-------------|
| | | | | October-18 | October-19 | Pct. Change | October-18 | October-19 | Pct. Change | October-18 | October-19 | Pct. Change |
| Total Sales | | | | \$575,733,226 | \$596,833,445 | -4% | 9,513,723 | 9,795,627 | 3% | \$61 | \$61 | 1% |
| | Accessories | | | \$12,464,455 | \$12,115,745 | -3% | 253,222 | 241,917 | -4% | \$49 | \$50 | 2% |
| | | Bags | | \$2,120,122 | \$2,225,247 | 5% | 24,846 | 26,033 | 5% | \$85 | \$85 | 0% |
| | | Backpacks | | \$402,611 | \$411,729 | 2% | 2,602 | 3,090 | 19% | \$155 | \$133 | -14% |
| | | Technical Packs | | \$402,611 | \$411,729 | 2% | 2,602 | 3,090 | 19% | \$155 | \$133 | -14% |
| | | Sports Equipment Bags | | \$1,717,511 | \$1,813,518 | 6% | 22,244 | 22,943 | 3% | \$77 | \$79 | 2% |
| | | Sports Equipment Bags | | \$1,717,511 | \$1,813,518 | 6% | 22,244 | 22,943 | 3% | \$77 | \$79 | 2% |
| | | Sunglasses | | \$10,344,333 | \$9,890,498 | -4% | 228,376 | 215,884 | -5% | \$45 | \$46 | 1% |
| | | Sunglasses | | \$9,721,039 | \$9,272,271 | -5% | 160,852 | 151,243 | -6% | \$60 | \$61 | 1% |
| | | Sunglasses | | \$9,721,039 | \$9,272,271 | -5% | 160,852 | 151,243 | -6% | \$60 | \$61 | 1% |
| | | Sunglasses Accessories | | \$623,294 | \$618,227 | -1% | 67,524 | 64,641 | -4% | \$9 | \$10 | 4% |
| | | Other Eyewear Accessories | | \$22,139 | \$18,765 | -15% | 3,358 | 2,839 | -15% | \$7 | \$7 | 0% |
| | | Sunglass Cases | | \$40,837 | \$36,364 | -11% | 4,322 | 3,580 | -17% | \$9 | \$10 | 8% |
| | | Sunglass Lenses | | \$57,094 | \$42,845 | -25% | 798 | 569 | -29% | \$72 | \$75 | 5% |
| | | Sunglass Tethers | | \$503,224 | \$520,253 | 3% | 59,046 | 57,653 | -2% | \$9 | \$9 | 6% |
| | Apparel | | | \$447,144,359 | \$445,766,975 | 0% | 7,746,871 | 7,905,629 | 2% | \$58 | \$56 | -2% |
| | | Total Apparel Accessories | | \$44,817,545 | \$45,982,858 | 3% | 2,002,047 | 2,065,094 | 3% | \$22 | \$22 | -1% |
| | | Total Apparel Accessories | | \$44,817,545 | \$45,982,858 | 3% | 2,002,047 | 2,065,094 | 3% | \$22 | \$22 | -1% |
| | | Total Handwear | | \$22,960,891 | \$23,648,577 | 3% | 763,174 | 798,881 | 5% | \$30 | \$30 | -2% |
| | | Total Headwear | | \$21,856,654 | \$22,334,281 | 2% | 1,238,873 | 1,266,213 | 2% | \$18 | \$18 | 0% |
| | | Total Cold Weather Undergarments | | \$19,852,817 | \$22,136,208 | 12% | 524,493 | 562,154 | 7% | \$38 | \$39 | 4% |
| | | Total Cold Weather Undergarments | | \$19,852,817 | \$22,136,208 | 12% | 524,493 | 562,154 | 7% | \$38 | \$39 | 4% |
| | | Total Cold Weather Undergarments | | \$19,852,817 | \$22,136,208 | 12% | 524,493 | 562,154 | 7% | \$38 | \$39 | 4% |
| | | Total Outerwear | | \$288,415,542 | \$275,587,869 | -4% | 2,929,527 | 2,769,276 | -5% | \$98 | \$100 | 1% |
| | | Total Outerwear Bottoms | | \$21,724,725 | \$23,460,824 | 8% | 232,535 | 242,370 | 4% | \$93 | \$97 | 4% |
| | | Total Outerwear Bottoms | | \$21,724,725 | \$23,460,824 | 8% | 232,535 | 242,370 | 4% | \$93 | \$97 | 4% |
| | | Total Outerwear Suits/Sets | | \$1,888,868 | \$1,658,409 | -12% | 45,739 | 38,312 | -16% | \$41 | \$43 | 5% |
| | | Total Outerwear Suits/Sets | | \$1,888,868 | \$1,658,409 | -12% | 45,739 | 38,312 | -16% | \$41 | \$43 | 5% |
| | | Total Outerwear Tops | | \$264,801,949 | \$250,468,636 | -5% | 2,651,253 | 2,488,594 | -6% | \$100 | \$101 | 1% |
| | | Total Outerwear Tops | | \$264,801,949 | \$250,468,636 | -5% | 2,651,253 | 2,488,594 | -6% | \$100 | \$101 | 1% |
| | | Total Socks/Hosiery | | \$2,760,285 | \$3,008,264 | 9% | 173,401 | 183,930 | 6% | \$16 | \$16 | 3% |
| | | Total Socks | | \$2,760,285 | \$3,008,264 | 9% | 173,401 | 183,930 | 6% | \$16 | \$16 | 3% |
| | | Total Socks | | \$2,760,285 | \$3,008,264 | 9% | 173,401 | 183,930 | 6% | \$16 | \$16 | 3% |
| | | Total Sportswear | | \$91,298,170 | \$99,051,776 | 8% | 2,117,403 | 2,325,175 | 10% | \$43 | \$43 | -1% |
| | | Total Tops | | \$91,019,749 | \$98,826,470 | 9% | 2,112,717 | 2,321,330 | 10% | \$43 | \$43 | -1% |
| | | Total Knit Shirts | | \$4,036,166 | \$3,216,161 | -20% | 123,043 | 92,917 | -24% | \$33 | \$35 | 6% |
| | | Total Sweaters | | \$17,002,058 | \$13,475,989 | -21% | 265,222 | 233,086 | -12% | \$64 | \$58 | -10% |
| | | Total Sweatshirts | | \$69,981,525 | \$82,134,320 | 17% | 1,724,452 | 1,995,327 | 16% | \$41 | \$41 | 1% |
| | | Total Bottoms | | \$278,421 | \$225,306 | -19% | 4,686 | 3,845 | -18% | \$59 | \$59 | -1% |
| | | Total Pants | | \$278,229 | \$225,306 | -19% | 4,678 | 3,845 | -18% | \$59 | \$59 | -1% |
| | | Total Shorts | | \$192 | \$0 | -100% | 8 | 0 | -100% | \$24 | | |
| | Equipment | | | \$116,124,412 | \$138,950,725 | 20% | 1,513,630 | 1,648,081 | 9% | \$77 | \$84 | 10% |
| | | Accessories | | \$5,703,307 | \$4,783,710 | -16% | 96,903 | 86,691 | -11% | \$59 | \$55 | -6% |
| | | First Aid/Body Care | | \$234,230 | \$250,330 | 7% | 27,864 | 36,559 | 31% | \$8 | \$7 | -19% |
| | | First Aid/Body Care | | \$234,230 | \$250,330 | 7% | 27,864 | 36,559 | 31% | \$8 | \$7 | -19% |
| | | Instruments | | \$2,581,672 | \$1,756,755 | -32% | 46,492 | 32,258 | -31% | \$56 | \$54 | -2% |
| | | Digital Imaging | | \$1,254,085 | \$604,388 | -52% | 3,915 | 2,151 | -45% | \$320 | \$281 | -12% |
| | | Digital Imaging Accessories | | \$282,377 | \$182,239 | -35% | 7,332 | 5,358 | -27% | \$39 | \$34 | -12% |
| | | Portable Audio/Phone Accessories | | \$1,045,210 | \$970,128 | -7% | 35,245 | 24,749 | -30% | \$30 | \$39 | 32% |
| | | Sport Racks | | \$2,887,405 | \$2,776,625 | -4% | 22,547 | 17,874 | -21% | \$128 | \$155 | 21% |
| | | Rack Parts | | \$570,677 | \$537,723 | -6% | 8,667 | 6,527 | -25% | \$66 | \$82 | 25% |
| | | Top of Car Components | | \$1,428,449 | \$1,549,585 | 8% | 8,312 | 7,574 | -9% | \$172 | \$205 | 19% |
| | | Towers/Feet | | \$553,484 | \$400,760 | -28% | 2,882 | 1,886 | -35% | \$192 | \$212 | 11% |
| | | Load Bars | | \$334,795 | \$288,557 | -14% | 2,686 | 1,887 | -30% | \$125 | \$153 | 23% |
| | | Winter/Snow Sports | | \$110,421,105 | \$134,167,015 | 22% | 1,416,727 | 1,561,390 | 10% | \$78 | \$86 | 10% |
| | | Adjustable Poles | | \$196,626 | \$336,355 | 71% | 2,659 | 5,329 | 100% | \$74 | \$63 | -15% |
| | | Adjustable Poles | | \$196,626 | \$336,355 | 71% | 2,659 | 5,329 | 100% | \$74 | \$63 | -15% |
| | | Alpine Equipment | | \$51,373,785 | \$66,558,325 | 30% | 216,736 | 266,722 | 23% | \$237 | \$250 | 5% |
| | | Alpine Bindings | | \$5,312,822 | \$8,064,887 | 52% | 30,992 | 44,096 | 42% | \$171 | \$183 | 7% |
| | | Alpine Boots | | \$20,365,755 | \$26,185,261 | 29% | 81,175 | 97,744 | 20% | \$251 | \$268 | 7% |
| | | Alpine Poles | | \$1,230,336 | \$1,539,982 | 25% | 33,108 | 38,195 | 15% | \$37 | \$40 | 8% |
| | | Alpine Skis | | \$24,464,872 | \$30,768,195 | 26% | 71,461 | 86,687 | 21% | \$342 | \$355 | 4% |
| | | Alpine Touring Equipment | | \$2,954,956 | \$3,492,052 | 18% | 6,615 | 6,771 | 2% | \$447 | \$516 | 15% |
| | | Alpine Touring Bindings | | \$1,583,174 | \$1,438,272 | -9% | 3,982 | 3,119 | -22% | \$398 | \$461 | 16% |
| | | Alpine Touring Boots | | \$741,089 | \$1,321,792 | 78% | 1,344 | 2,438 | 81% | \$551 | \$542 | -2% |
| | | Alpine Touring Skis | | \$630,693 | \$731,988 | 16% | 1,289 | 1,214 | -6% | \$489 | \$603 | 23% |
| | | Nordic Equipment | | \$2,071,568 | \$3,268,525 | 58% | 16,517 | 24,130 | 46% | \$125 | \$135 | 8% |
| | | Nordic Bindings | | \$110,142 | \$247,810 | 125% | 2,339 | 4,794 | 105% | \$47 | \$52 | 10% |
| | | Nordic Boots | | \$708,061 | \$1,242,889 | 76% | 5,548 | 7,682 | 38% | \$128 | \$162 | 27% |
| | | Nordic Poles | | \$166,134 | \$223,940 | 35% | 3,321 | 4,656 | 40% | \$50 | \$48 | -4% |
| | | Nordic Skis | | \$1,087,231 | \$1,553,886 | 43% | 5,309 | 6,998 | 32% | \$205 | \$222 | 8% |
| | | Skiboards | | \$456 | \$2,760 | 505% | 2 | 14 | 600% | \$228 | \$197 | -14% |
| | | Skiboards | | \$456 | \$2,760 | 505% | 2 | 14 | 600% | \$228 | \$197 | -14% |
| | | Snow Decks/Skates | | \$0 | \$2,573 | | 0 | 21 | | | \$123 | |
| | | Snow Decks/Skates | | \$0 | \$2,573 | | 0 | 21 | | | \$123 | |
| | | Snowboard Equipment | | \$25,470,413 | \$31,040,549 | 22% | 108,978 | 122,849 | 13% | \$234 | \$253 | 8% |
| | | Snowboard Bindings | | \$6,342,272 | \$7,628,022 | 20% | 34,996 | 39,447 | 13% | \$181 | \$193 | 7% |
| | | Snowboard Boots | | \$7,541,889 | \$9,622,645 | 28% | 39,714 | 45,119 | 14% | \$190 | \$213 | 12% |

| | | | | | | | | | | | | |
|-------------|-----------|-----------|-------------------------------|---------------|---------------|------|-----------|-----------|------|-------|-------|------|
| Total Sales | Equipment | Winter/Sn | Snowboard Snowboards | \$11,586,252 | \$13,789,882 | 19% | 34,268 | 38,283 | 12% | \$338 | \$360 | 7% |
| | | | Telemark Equipment | \$186,690 | \$155,540 | -17% | 570 | 513 | -10% | \$328 | \$303 | -7% |
| | | | Telemark Bindings | \$99,259 | \$59,099 | -40% | 390 | 273 | -30% | \$255 | \$216 | -15% |
| | | | Telemark Boots | \$85,502 | \$77,415 | -9% | 175 | 190 | 9% | \$489 | \$407 | -17% |
| | | | Telemark Skis | \$1,929 | \$19,026 | 886% | 5 | 50 | 900% | \$386 | \$381 | -1% |
| | | | Winter/Snow Accessories | \$15,080,699 | \$17,653,759 | 17% | 836,471 | 947,945 | 13% | \$18 | \$19 | 3% |
| | | | Backcountry Accessories | \$939,633 | \$1,040,164 | 11% | 6,834 | 8,183 | 20% | \$137 | \$127 | -8% |
| | | | Other Winter/Snow Accessories | \$2,897,616 | \$3,976,900 | 37% | 688,306 | 790,740 | 15% | \$4 | \$5 | 19% |
| | | | Snow Goggle Accessories | \$93,331 | \$72,775 | -22% | 3,058 | 1,861 | -39% | \$31 | \$39 | 28% |
| | | | Snow Goggles | \$4,555,753 | \$5,114,992 | 12% | 60,922 | 67,071 | 10% | \$75 | \$76 | 2% |
| | | | Snow Protection Pads | \$116,370 | \$135,757 | 17% | 3,129 | 2,896 | -7% | \$37 | \$47 | 26% |
| | | | Snow Sports Helmet | \$5,689,653 | \$6,479,346 | 14% | 68,595 | 71,824 | 5% | \$83 | \$90 | 9% |
| | | | Snowshoes | \$788,343 | \$833,825 | 6% | 5,627 | 5,370 | -5% | \$140 | \$155 | 11% |
| | | | Winter/Snow Shop Services | \$13,085,912 | \$11,656,577 | -11% | 228,179 | 187,096 | -18% | \$57 | \$62 | 9% |
| | | | Winter/Snow Rentals | \$8,350,511 | \$9,393,048 | 12% | 97,426 | 118,415 | 22% | \$86 | \$79 | -7% |
| | | | Winter/Snow Repairs | \$4,735,401 | \$2,263,529 | -52% | 130,753 | 68,681 | -47% | \$36 | \$33 | -9% |
| Grand Total | | | | \$575,733,226 | \$596,833,445 | 4% | 9,513,723 | 9,795,627 | 3% | \$61 | \$61 | 1% |

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| | (All) | Season to date | STD (Aug '19 - Oct '19) | DOLLARS | | | UNITS | | | AVERAGE PRICE | | |
|---------------------------|----------------------------------|----------------|-------------------------|-------------------------|-------------------------|-------------|-------------------------|-------------------------|-------------|-------------------------|-------------------------|-------------|
| | | | | STD (Aug '18 - Oct '18) | STD (Aug '19 - Oct '19) | Pct. Change | STD (Aug '19 - Oct '19) | STD (Aug '19 - Oct '19) | Pct. Change | STD (Aug '19 - Oct '19) | STD (Aug '19 - Oct '19) | Pct. Change |
| Total Sales | | | | \$1,224,681,793 | \$1,223,081,793 | 0% | 20,228,258 | 20,575,281 | 2% | \$61 | \$59 | -2% |
| | Accessories | | | \$51,894,700 | \$51,483,582 | -1% | 1,142,398 | 1,114,799 | -2% | \$45 | \$46 | 2% |
| | Bags | | | \$4,317,006 | \$4,002,762 | -7% | 53,680 | 44,713 | -17% | \$80 | \$90 | 11% |
| | Backpacks | | | \$1,031,983 | \$1,080,588 | 5% | 7,803 | 8,072 | 3% | \$132 | \$134 | 1% |
| | Technical Packs | | | \$1,031,983 | \$1,080,588 | 5% | 7,803 | 8,072 | 3% | \$132 | \$134 | 1% |
| | Sports Equipment Bags | | | \$3,285,023 | \$2,922,174 | -11% | 45,877 | 36,641 | -20% | \$72 | \$80 | 11% |
| | Sports Equipment Bags | | | \$3,285,023 | \$2,922,174 | -11% | 45,877 | 36,641 | -20% | \$72 | \$80 | 11% |
| | Sunglasses | | | \$47,577,694 | \$47,480,820 | 0% | 1,088,718 | 1,070,086 | -2% | \$44 | \$44 | 2% |
| | Sunglasses | | | \$44,487,222 | \$44,280,801 | 0% | 748,888 | 736,661 | -2% | \$59 | \$60 | 1% |
| | Sunglasses | | | \$44,487,222 | \$44,280,801 | 0% | 748,888 | 736,661 | -2% | \$59 | \$60 | 1% |
| | Sunglasses Accessories | | | \$3,090,472 | \$3,200,019 | 4% | 339,830 | 333,425 | -2% | \$9 | \$10 | 6% |
| | Other Eyewear Accessories | | | \$86,479 | \$76,914 | -11% | 11,418 | 9,743 | -15% | \$8 | \$8 | 4% |
| | Sunglass Cases | | | \$186,990 | \$172,753 | -8% | 19,528 | 16,822 | -14% | \$10 | \$10 | 7% |
| | Sunglass Lenses | | | \$217,808 | \$208,183 | -4% | 2,907 | 2,684 | -8% | \$75 | \$78 | 4% |
| | Sunglass Tethers | | | \$2,599,195 | \$2,742,169 | 6% | 305,977 | 304,176 | -1% | \$8 | \$9 | 6% |
| | Apparel | | | \$912,677,831 | \$895,957,954 | -2% | 16,205,578 | 16,421,380 | 1% | \$56 | \$55 | -3% |
| | Total Apparel Accessories | | | \$74,178,261 | \$75,137,311 | 1% | 3,741,113 | 3,807,235 | 2% | \$20 | \$20 | 0% |
| | Total Apparel Accessories | | | \$74,178,261 | \$75,137,311 | 1% | 3,741,113 | 3,807,235 | 2% | \$20 | \$20 | 0% |
| | Total Handwear | | | \$34,710,126 | \$34,877,687 | 0% | 1,159,855 | 1,176,225 | 1% | \$30 | \$30 | -1% |
| | Total Headwear | | | \$39,468,135 | \$40,259,624 | 2% | 2,581,258 | 2,631,010 | 2% | \$15 | \$15 | 0% |
| | Total Cold Weather Undergarments | | | \$38,814,924 | \$41,542,541 | 7% | 944,303 | 982,128 | 4% | \$41 | \$42 | 3% |
| | Total Cold Weather Undergarments | | | \$38,814,924 | \$41,542,541 | 7% | 944,303 | 982,128 | 4% | \$41 | \$42 | 3% |
| | Total Cold Weather Undergarmer | | | \$38,814,924 | \$41,542,541 | 7% | 944,303 | 982,128 | 4% | \$41 | \$42 | 3% |
| | Total Outerwear | | | \$592,795,347 | \$553,737,877 | -7% | 6,558,052 | 6,038,001 | -8% | \$90 | \$92 | 1% |
| | Total Outerwear Bottoms | | | \$45,044,509 | \$45,149,035 | 0% | 500,422 | 485,932 | -3% | \$90 | \$93 | 3% |
| | Total Outerwear Bottoms | | | \$45,044,509 | \$45,149,035 | 0% | 500,422 | 485,932 | -3% | \$90 | \$93 | 3% |
| | Total Outerwear Suits/Sets | | | \$4,452,758 | \$4,046,383 | -9% | 124,019 | 82,763 | -33% | \$36 | \$49 | 36% |
| | Total Outerwear Suits/Sets | | | \$4,452,758 | \$4,046,383 | -9% | 124,019 | 82,763 | -33% | \$36 | \$49 | 36% |
| | Total Outerwear Tops | | | \$543,298,080 | \$504,542,459 | -7% | 5,933,611 | 5,469,306 | -8% | \$92 | \$92 | 1% |
| | Total Outerwear Tops | | | \$543,298,080 | \$504,542,459 | -7% | 5,933,611 | 5,469,306 | -8% | \$92 | \$92 | 1% |
| | Total Socks/Hosiery | | | \$5,100,426 | \$5,247,436 | 3% | 350,675 | 343,582 | -2% | \$15 | \$15 | 5% |
| | Total Socks | | | \$5,100,426 | \$5,247,436 | 3% | 350,675 | 343,582 | -2% | \$15 | \$15 | 5% |
| | Total Socks | | | \$5,100,426 | \$5,247,436 | 3% | 350,675 | 343,582 | -2% | \$15 | \$15 | 5% |
| | Total Sportswear | | | \$201,788,873 | \$220,292,789 | 9% | 4,611,435 | 5,250,434 | 14% | \$44 | \$42 | -4% |
| | Total Tops | | | \$201,151,542 | \$219,798,250 | 9% | 4,599,910 | 5,241,607 | 14% | \$44 | \$42 | -4% |
| | Total Knit Shirts | | | \$8,388,959 | \$7,228,314 | -14% | 240,810 | 216,089 | -10% | \$35 | \$33 | -4% |
| | Total Sweaters | | | \$37,865,016 | \$30,646,243 | -19% | 622,818 | 556,905 | -11% | \$61 | \$55 | -9% |
| | Total Sweatshirts | | | \$154,897,567 | \$181,923,693 | 17% | 3,736,282 | 4,468,613 | 20% | \$41 | \$41 | -2% |
| | Total Bottoms | | | \$637,331 | \$494,539 | -22% | 11,525 | 8,827 | -23% | \$55 | \$56 | 1% |
| | Total Pants | | | \$634,426 | \$494,079 | -22% | 11,425 | 8,809 | -23% | \$56 | \$56 | 1% |
| | Total Shorts | | | \$2,905 | \$460 | -84% | 100 | 18 | -82% | \$29 | \$26 | -12% |
| Equipment | | | | \$260,109,262 | \$275,640,257 | 6% | 2,880,282 | 3,039,102 | 6% | \$90 | \$91 | 0% |
| | Accessories | | | \$26,728,377 | \$25,015,437 | -6% | 511,073 | 510,017 | 0% | \$52 | \$49 | -6% |
| | First Aid/Body Care | | | \$1,802,480 | \$2,208,507 | 23% | 193,013 | 262,461 | 36% | \$9 | \$8 | -10% |
| | First Aid/Body Care | | | \$1,802,480 | \$2,208,507 | 23% | 193,013 | 262,461 | 36% | \$9 | \$8 | -10% |
| | Instruments | | | \$8,296,948 | \$6,838,192 | -18% | 174,118 | 127,628 | -27% | \$48 | \$54 | 12% |
| | Digital Imaging | | | \$3,236,269 | \$2,191,407 | -32% | 10,921 | 7,581 | -31% | \$296 | \$289 | -2% |
| | Digital Imaging Accessories | | | \$1,079,716 | \$847,292 | -22% | 28,076 | 25,151 | -10% | \$38 | \$34 | -12% |
| | Portable Audio/Phone Accessorie | | | \$3,980,963 | \$3,799,493 | -5% | 135,121 | 94,896 | -30% | \$29 | \$40 | 36% |
| | Sport Racks | | | \$16,628,949 | \$15,968,738 | -4% | 143,942 | 119,928 | -17% | \$116 | \$133 | 15% |
| | Rack Parts | | | \$3,518,971 | \$3,339,791 | -5% | 57,397 | 47,527 | -17% | \$61 | \$70 | 15% |
| | Top of Car Components | | | \$7,398,168 | \$7,873,459 | 6% | 48,685 | 43,491 | -11% | \$152 | \$181 | 19% |
| | Towers/Feet | | | \$3,511,916 | \$2,565,220 | -27% | 19,742 | 13,006 | -34% | \$178 | \$197 | 11% |
| | Load Bars | | | \$2,199,894 | \$2,190,268 | 0% | 18,118 | 15,904 | -12% | \$121 | \$138 | 13% |
| | Winter/Snow Sports | | | \$233,380,885 | \$250,624,820 | 7% | 2,369,209 | 2,529,085 | 7% | \$99 | \$99 | 1% |
| | Adjustable Poles | | | \$381,236 | \$549,812 | 44% | 5,433 | 8,911 | 64% | \$70 | \$62 | -12% |
| | Adjustable Poles | | | \$381,236 | \$549,812 | 44% | 5,433 | 8,911 | 64% | \$70 | \$62 | -12% |
| | Alpine Equipment | | | \$117,568,547 | \$125,748,062 | 7% | 490,662 | 503,976 | 3% | \$240 | \$250 | 4% |
| | Alpine Bindings | | | \$13,558,003 | \$15,865,755 | 17% | 79,834 | 87,975 | 10% | \$170 | \$180 | 6% |
| | Alpine Boots | | | \$45,080,517 | \$48,303,102 | 7% | 174,988 | 180,093 | 3% | \$258 | \$268 | 4% |
| | Alpine Poles | | | \$2,713,376 | \$2,753,874 | 1% | 74,600 | 70,033 | -6% | \$36 | \$39 | 8% |
| | Alpine Skis | | | \$56,216,651 | \$58,825,331 | 5% | 161,240 | 165,875 | 3% | \$349 | \$355 | 2% |
| | Alpine Touring Equipment | | | \$6,714,734 | \$6,854,533 | 2% | 15,983 | 14,654 | -8% | \$420 | \$468 | 11% |
| | Alpine Touring Bindings | | | \$3,133,172 | \$2,624,749 | -16% | 8,281 | 5,983 | -28% | \$378 | \$439 | 16% |
| | Alpine Touring Boots | | | \$1,680,798 | \$2,423,482 | 44% | 3,487 | 5,140 | 47% | \$482 | \$471 | -2% |
| | Alpine Touring Skis | | | \$1,900,764 | \$1,806,302 | -5% | 4,215 | 3,531 | -16% | \$451 | \$512 | 13% |
| | Nordic Equipment | | | \$2,863,507 | \$4,091,988 | 43% | 22,735 | 31,015 | 36% | \$126 | \$132 | 5% |
| | Nordic Bindings | | | \$167,184 | \$301,768 | 81% | 3,194 | 5,590 | 75% | \$52 | \$54 | 3% |
| | Nordic Boots | | | \$1,005,370 | \$1,609,929 | 60% | 7,625 | 10,254 | 34% | \$132 | \$157 | 19% |
| | Nordic Poles | | | \$250,537 | \$324,080 | 29% | 4,883 | 6,610 | 35% | \$51 | \$49 | -4% |
| | Nordic Skis | | | \$1,440,416 | \$1,856,191 | 29% | 7,033 | 8,561 | 22% | \$205 | \$217 | 6% |
| | Skiboards | | | \$456 | \$4,086 | 796% | 2 | 22 | 1000% | \$228 | \$186 | -19% |
| | Skiboards | | | \$456 | \$4,086 | 796% | 2 | 22 | 1000% | \$228 | \$186 | -19% |
| | Snowboard Equipment | | | \$56,536,236 | \$59,628,785 | 5% | 251,447 | 247,033 | -2% | \$225 | \$241 | 7% |
| | Snowboard Bindings | | | \$13,703,953 | \$13,848,273 | 1% | 80,171 | 75,505 | -6% | \$171 | \$183 | 7% |
| | Snowboard Boots | | | \$15,889,185 | \$16,880,569 | 6% | 87,525 | 85,740 | -2% | \$182 | \$197 | 8% |
| | Snowboards | | | \$26,943,098 | \$28,899,943 | 7% | 83,751 | 85,788 | 2% | \$322 | \$337 | 5% |
| | Telemark Equipment | | | \$311,611 | \$236,890 | -24% | 990 | 797 | -19% | \$315 | \$297 | -6% |
| | Telemark Bindings | | | \$150,297 | \$97,171 | -35% | 623 | 445 | -29% | \$241 | \$218 | -9% |
| | Telemark Boots | | | \$157,564 | \$118,960 | -25% | 357 | 297 | -17% | \$441 | \$401 | -9% |
| | Telemark Skis | | | \$3,750 | \$20,759 | 454% | 10 | 55 | 450% | \$375 | \$377 | 1% |
| | Winter/Snow Accessories | | | \$30,585,958 | \$31,790,243 | 4% | 1,243,075 | 1,301,287 | 5% | \$25 | \$24 | -1% |
| | Backcountry Accessories | | | \$1,952,564 | \$2,165,512 | 11% | 15,553 | 16,727 | 8% | \$126 | \$129 | 3% |
| | Other Winter/Snow Accessories | | | \$4,565,038 | \$5,565,643 | 22% | 904,080 | 990,101 | 10% | \$5 | \$6 | 11% |
| | Snow Goggle Accessories | | | \$226,274 | \$118,984 | -47% | 7,943 | 4,272 | -46% | \$28 | \$28 | -2% |
| | Snow Goggles | | | \$10,272,261 | \$10,094,560 | -2% | 143,575 | 136,539 | -5% | \$72 | \$74 | 3% |
| | Snow Protection Pads | | | \$225,236 | \$309,017 | 37% | 6,396 | 6,895 | 8% | \$35 | \$45 | 27% |
| | Snow Sports Helmet | | | \$11,970,603 | \$12,161,476 | 2% | 154,814 | 137,395 | -11% | \$77 | \$89 | 14% |
| | Snowshoes | | | \$1,373,982 | \$1,375,051 | 0% | 10,714 | 9,358 | -13% | \$128 | \$147 | 15% |
| | Winter/Snow Shop Services | | | \$18,417,907 | \$21,716,620 | 18% | 338,869 | 421,359 | 24% | \$54 | \$52 | -5% |
| | Winter/Snow Rentals | | | \$11,514,042 | \$15,897,196 | 38% | 144,847 | 216,256 | 49% | \$79 | \$74 | -8% |
| | Winter/Snow Repairs | | | \$6,903,865 | \$5,819,424 | -16% | 194,022 | 205,103 | 6% | \$36 | \$28 | -20% |
| | Snow Decks/Skates | | | \$693 | \$3,821 | 451% | 13 | 31 | 138% | \$53 | \$123 | 131% |
| | Snow Decks/Skates | | | \$693 | \$3,821 | 451% | 13 | 31 | 138% | \$53 | \$123 | 131% |
| Grand Total | | | | \$1,224,681,793 | \$1,223,081,793 | 0% | 20,228,258 | 20,575,281 | 2% | \$61 | \$59 | -2% |
| Source: NPD Internal Only | | | | | | | | | | | | |

| Specialty Only | Current Period | Oct 2019 | DOLLARS | | | UNITS | | | AVERAGE PRICE | | |
|----------------|---------------------------|----------------------------------|--------------|---------------|-------------|-----------|-----------|-------------|---------------|----------|-------------|
| | | | Oct 2018 | Oct 2019 | Pct. Change | Oct 2018 | Oct 2019 | Pct. Change | Oct 2018 | Oct 2019 | Pct. Change |
| Accessories | Bags | | \$2,760,519 | \$3,131,312 | 13.43% | 47,066 | 53,924 | 14.57% | \$59 | \$58 | -0.99% |
| | | | \$1,130,906 | \$1,319,340 | 16.66% | 14,670 | 17,471 | 19.09% | \$77 | \$76 | -2.04% |
| | | Backpacks | \$81,407 | \$105,021 | 29.01% | 726 | 824 | 13.50% | \$112 | \$127 | 13.66% |
| | | Midwest | \$2,479 | -\$4,804 | -293.79% | 33 | 107 | 224.24% | \$75 | -\$45 | -159.77% |
| | | Northeast | \$5,796 | \$13,407 | 131.31% | 68 | 128 | 88.24% | \$85 | \$105 | 22.89% |
| | | South | \$1,809 | \$6,531 | 261.03% | 26 | 81 | 211.54% | \$70 | \$81 | 15.89% |
| | | West | \$71,323 | \$89,887 | 26.03% | 599 | 508 | -15.19% | \$119 | \$177 | 48.60% |
| | | Sports Equipment Bags | \$1,049,499 | \$1,214,319 | 15.70% | 13,944 | 16,647 | 19.38% | \$75 | \$73 | -3.08% |
| | | Midwest | \$128,869 | \$85,972 | -33.29% | 1,802 | 1,054 | -41.51% | \$72 | \$82 | 14.06% |
| | | Northeast | \$549,562 | \$630,229 | 14.68% | 7,990 | 9,440 | 18.15% | \$69 | \$67 | -2.94% |
| | | South | \$186,948 | \$333,319 | 78.30% | 2,010 | 4,350 | 116.42% | \$93 | \$77 | -17.62% |
| | | West | \$184,120 | \$164,799 | -10.49% | 2,142 | 1,803 | -15.83% | \$86 | \$91 | 6.34% |
| | | Sunglasses | \$1,629,613 | \$1,811,972 | 11.19% | 32,396 | 36,453 | 12.52% | \$50 | \$50 | -1.18% |
| | | Sunglasses | \$1,560,743 | \$1,735,195 | 11.18% | 23,849 | 27,545 | 15.50% | \$65 | \$63 | -3.74% |
| | | Midwest | \$215,463 | \$217,343 | 0.87% | 2,757 | 3,027 | 9.79% | \$78 | \$72 | -8.13% |
| | | Northeast | \$154,248 | \$337,761 | 118.97% | 2,856 | 5,602 | 96.15% | \$54 | \$60 | 11.64% |
| | | South | \$274,323 | \$222,390 | -18.93% | 4,569 | 3,521 | -22.94% | \$60 | \$63 | 5.20% |
| | | West | \$916,709 | \$957,701 | 4.47% | 13,667 | 15,395 | 12.64% | \$67 | \$62 | -7.25% |
| | | Sunglasses Accessories | \$68,870 | \$76,777 | 11.48% | 8,547 | 8,908 | 4.22% | \$8 | \$9 | 6.96% |
| | | Midwest | \$12,095 | \$13,167 | 8.86% | 1,317 | 1,402 | 6.45% | \$9 | \$9 | 2.26% |
| | | Northeast | \$7,642 | \$10,822 | 41.61% | 1,142 | 1,216 | 6.48% | \$7 | \$9 | 32.99% |
| | | South | \$15,546 | \$13,951 | -10.26% | 2,350 | 1,902 | -19.06% | \$7 | \$7 | 10.88% |
| | | West | \$33,537 | \$38,837 | 15.63% | 3,738 | 4,388 | 17.39% | \$9 | \$9 | -1.50% |
| Apparel | Total Apparel Accessories | | \$95,530,082 | \$106,911,480 | 11.91% | 1,167,703 | 1,285,808 | 10.11% | \$82 | \$83 | 1.63% |
| | | | \$9,710,146 | \$10,388,108 | 6.98% | 324,287 | 348,790 | 7.56% | \$30 | \$30 | -0.53% |
| | | Total Apparel Accessories | \$9,710,146 | \$10,388,108 | 6.98% | 324,287 | 348,790 | 7.56% | \$30 | \$30 | -0.53% |
| | | Midwest | \$2,762,189 | \$2,759,432 | -0.10% | 92,123 | 92,180 | 0.06% | \$30 | \$30 | -0.16% |
| | | Northeast | \$3,559,253 | \$2,897,458 | -18.59% | 122,754 | 101,985 | -16.92% | \$29 | \$28 | -2.02% |
| | | South | \$944,264 | \$1,140,928 | 20.83% | 31,098 | 37,340 | 20.07% | \$30 | \$31 | 0.63% |
| | | West | \$2,444,440 | \$3,590,290 | 46.88% | 78,312 | 117,285 | 49.77% | \$31 | \$31 | -1.93% |
| | | Total Cold Weather Undergarments | \$4,704,125 | \$5,838,444 | 24.11% | 96,822 | 100,429 | 3.73% | \$49 | \$58 | 19.66% |
| | | Total Cold Weather Undergarments | \$4,704,125 | \$5,838,444 | 24.11% | 96,822 | 100,429 | 3.73% | \$49 | \$58 | 19.66% |
| | | Midwest | \$1,270,174 | \$1,971,623 | 55.22% | 19,519 | 28,901 | 48.07% | \$65 | \$68 | 4.83% |
| | | Northeast | \$1,533,121 | \$1,672,704 | 9.10% | 40,693 | 32,012 | -21.33% | \$38 | \$52 | 38.69% |
| | | South | \$749,099 | \$908,857 | 21.33% | 13,900 | 17,102 | 23.04% | \$54 | \$53 | -1.39% |
| | | West | \$1,151,731 | \$1,285,260 | 11.59% | 22,710 | 22,414 | -1.30% | \$51 | \$57 | 13.07% |
| | | Total Outerwear | \$69,998,083 | \$79,209,081 | 13.16% | 511,969 | 564,923 | 10.34% | \$137 | \$140 | 2.55% |
| | | Total Outerwear Bottoms | \$9,837,364 | \$11,040,943 | 12.23% | 82,202 | 90,573 | 10.18% | \$120 | \$122 | 1.86% |
| | | Midwest | \$1,433,469 | \$1,982,905 | 38.33% | 12,924 | 17,195 | 33.05% | \$111 | \$115 | 3.97% |
| | | Northeast | \$4,110,183 | \$3,926,186 | -4.48% | 35,358 | 33,264 | -5.92% | \$116 | \$118 | 1.54% |
| | | South | \$1,618,889 | \$1,803,205 | 11.39% | 13,239 | 14,827 | 11.99% | \$122 | \$122 | -0.54% |
| | | West | \$2,674,823 | \$3,328,647 | 24.44% | 20,681 | 25,287 | 22.27% | \$129 | \$132 | 1.78% |
| | | Total Outerwear Suits/Sets | \$313,828 | \$360,705 | 14.94% | 3,012 | 4,788 | 58.96% | \$104 | \$75 | -27.70% |
| | | Midwest | \$55,706 | \$88,858 | 59.51% | 552 | 838 | 51.81% | \$101 | \$106 | 5.07% |
| | | Northeast | \$173,774 | \$137,331 | -20.97% | 1,551 | 1,742 | 12.31% | \$112 | \$79 | -29.64% |
| | | South | \$38,373 | \$42,642 | 11.13% | 441 | 477 | 8.16% | \$87 | \$89 | 2.74% |
| | | West | \$45,975 | \$91,874 | 99.83% | 468 | 1,731 | 269.87% | \$98 | \$53 | -45.97% |
| | | Total Outerwear Tops | \$59,846,891 | \$67,807,433 | 13.30% | 426,755 | 469,562 | 10.03% | \$140 | \$144 | 2.97% |
| | | Midwest | \$18,543,687 | \$28,433,741 | 53.33% | 124,144 | 172,418 | 38.89% | \$149 | \$165 | 10.40% |
| | | Northeast | \$19,670,038 | \$16,486,567 | -16.18% | 136,047 | 117,741 | -13.46% | \$145 | \$140 | -3.15% |
| | | South | \$8,475,951 | \$8,479,994 | 0.05% | 68,930 | 70,677 | 2.53% | \$123 | \$120 | -2.43% |
| | | West | \$13,157,215 | \$14,407,131 | 9.50% | 97,634 | 108,726 | 11.36% | \$135 | \$133 | -1.67% |
| | | Total Socks/Hosiery | \$1,577,333 | \$2,069,253 | 31.19% | 93,196 | 124,754 | 33.86% | \$17 | \$17 | -2.00% |
| | | Total Socks | \$1,577,333 | \$2,069,253 | 31.19% | 93,196 | 124,754 | 33.86% | \$17 | \$17 | -2.00% |
| | | Midwest | \$177,749 | \$242,492 | 36.42% | 10,265 | 14,405 | 40.33% | \$17 | \$17 | -2.78% |
| | | Northeast | \$701,040 | \$931,467 | 32.87% | 43,585 | 61,159 | 40.32% | \$16 | \$15 | -5.31% |
| | | South | \$237,212 | \$290,752 | 22.57% | 13,992 | 17,258 | 23.34% | \$17 | \$17 | -0.63% |
| | | West | \$461,332 | \$604,542 | 31.04% | 25,354 | 31,932 | 25.94% | \$18 | \$19 | 4.05% |
| | | Total Sportswear | \$9,540,395 | \$9,406,594 | -1.40% | 141,429 | 146,912 | 3.88% | \$67 | \$64 | -5.08% |
| | | Total Tops | \$9,452,500 | \$9,368,634 | -0.89% | 139,901 | 146,219 | 4.52% | \$68 | \$64 | -5.17% |
| | | Midwest | \$3,506,656 | \$3,192,232 | -8.97% | 49,395 | 50,952 | 3.15% | \$71 | \$63 | -11.75% |
| | | Northeast | \$2,556,771 | \$2,182,399 | -14.64% | 41,146 | 34,419 | -16.35% | \$62 | \$63 | 2.04% |
| | | South | \$1,031,265 | \$1,106,515 | 7.30% | 17,618 | 18,088 | 2.67% | \$59 | \$61 | 4.51% |
| | | West | \$2,357,808 | \$2,887,488 | 22.46% | 31,742 | 42,760 | 34.71% | \$74 | \$68 | -9.09% |
| | | Total Bottoms | \$87,895 | \$37,960 | -56.81% | 1,528 | 693 | -54.65% | \$58 | \$55 | -4.77% |
| | | Midwest | \$15,588 | \$3,871 | -75.17% | 125 | 196 | 56.80% | \$125 | \$20 | -84.16% |
| | | Northeast | \$43,728 | \$9,300 | -78.73% | 985 | 107 | -89.14% | \$44 | \$87 | 95.78% |
| | | South | \$4,662 | \$4,649 | -0.28% | 78 | 86 | 10.26% | \$60 | \$54 | -9.56% |
| | | West | \$23,917 | \$20,140 | -15.79% | 340 | 304 | -10.59% | \$70 | \$66 | -5.82% |
| Equipment | Accessories | | \$80,335,780 | \$102,944,562 | 28.14% | 651,180 | 793,373 | 21.84% | \$123 | \$130 | 5.18% |
| | | | \$1,533,136 | \$1,498,363 | -2.27% | 22,006 | 22,675 | 3.04% | \$70 | \$66 | -5.15% |
| | | First Aid/Body Care | \$102,251 | \$118,907 | 16.29% | 9,566 | 12,267 | 28.24% | \$11 | \$10 | -9.32% |
| | | Midwest | \$1,672 | \$1,544 | -7.66% | 395 | 268 | -32.15% | \$4 | \$6 | 36.10% |
| | | Northeast | \$6,185 | \$5,149 | -16.75% | 635 | 896 | 41.10% | \$10 | \$6 | -41.00% |
| | | South | \$11,068 | \$9,595 | -13.31% | 914 | 880 | -3.72% | \$12 | \$11 | -9.96% |
| | | West | \$83,326 | \$102,619 | 23.15% | 7,622 | 10,223 | 34.12% | \$11 | \$10 | -8.18% |
| | | Instruments | \$539,949 | \$407,881 | -24.46% | 6,234 | 5,425 | -12.98% | \$87 | \$75 | -13.19% |
| | | Midwest | \$53,240 | \$37,580 | -29.41% | 774 | 750 | -3.10% | \$69 | \$50 | -27.16% |
| | | Northeast | \$60,403 | \$33,384 | -44.73% | 825 | 480 | -41.82% | \$73 | \$70 | -5.01% |
| | | South | \$65,030 | \$85,838 | 32.00% | 975 | 739 | -24.21% | \$67 | \$116 | 74.15% |

| | | | | | | | | | | | | |
|-------------|--------------------|-------------|-----------|---------------|---------------|---------|-----------|-----------|---------|-------|-------|---------|
| Equipment | Accessories | Instruments | West | \$361,276 | \$251,079 | -30.50% | 3,660 | 3,456 | -5.57% | \$99 | \$73 | -26.40% |
| | | Sport Racks | | \$890,936 | \$971,575 | 9.05% | 6,206 | 4,983 | -19.71% | \$144 | \$195 | 35.82% |
| | | | Midwest | \$255,451 | \$110,994 | -56.55% | 2,025 | 705 | -65.19% | \$126 | \$157 | 24.80% |
| | | | Northeast | \$273,944 | \$460,302 | 68.03% | 1,777 | 2,049 | 15.31% | \$154 | \$225 | 45.72% |
| | | | South | \$223,631 | \$148,124 | -33.76% | 1,419 | 688 | -51.52% | \$158 | \$215 | 36.61% |
| | | | West | \$137,910 | \$252,155 | 82.84% | 985 | 1,541 | 56.45% | \$140 | \$164 | 16.87% |
| | Winter/Snow Sports | | | \$78,802,644 | \$101,446,199 | 28.73% | 629,174 | 770,698 | 22.49% | \$125 | \$132 | 5.09% |
| Grand Total | | | | \$178,626,381 | \$212,987,354 | 19.24% | 1,865,949 | 2,133,105 | 14.32% | \$96 | \$100 | 4.30% |

| Specialty Only | Season to date | STD (Aug'19 - Oct'19) | DOLLARS | | | UNITS | | | AVERAGE PRICE | | |
|----------------|----------------------------------|-----------------------|-----------------------|-----------------------|-------------|-----------------------|-----------------------|-------------|-----------------------|-----------------------|-------------|
| | | | STD (Aug'18 - Oct'18) | STD (Aug'19 - Oct'19) | Pct. Change | STD (Aug'18 - Oct'18) | STD (Aug'19 - Oct'19) | Pct. Change | STD (Aug'18 - Oct'18) | STD (Aug'19 - Oct'19) | Pct. Change |
| Accessories | | \$10,718,178 | \$11,234,780 | | 5% | 201,108 | 215,862 | 7% | \$53 | \$52 | -2% |
| | Bags | \$2,369,966 | \$2,187,564 | | -8% | 32,692 | 28,571 | -13% | \$72 | \$77 | 6% |
| | | \$276,792 | \$317,616 | | 15% | 2,737 | 2,692 | -2% | \$101 | \$118 | 17% |
| | Backpacks | | | | | | | | | | |
| | | \$22,307 | \$5,241 | | -77% | 183 | 305 | 67% | \$122 | \$17 | -86% |
| | | \$24,880 | \$22,988 | | -8% | 391 | 234 | -40% | \$64 | \$98 | 54% |
| | | \$5,296 | \$14,674 | | 177% | 71 | 171 | 141% | \$75 | \$86 | 15% |
| | | \$224,309 | \$274,713 | | 22% | 2,092 | 1,982 | -5% | \$107 | \$139 | 29% |
| | Sports Equipment Bags | | | | | | | | | | |
| | | \$2,093,174 | \$1,869,948 | | -11% | 29,955 | 25,879 | -14% | \$70 | \$72 | 3% |
| | | \$176,690 | \$142,645 | | -19% | 2,456 | 1,549 | -37% | \$72 | \$92 | 28% |
| | | \$1,074,634 | \$872,896 | | -19% | 16,716 | 13,350 | -20% | \$64 | \$65 | 2% |
| | | \$370,527 | \$438,707 | | 18% | 4,753 | 5,548 | 17% | \$78 | \$79 | 1% |
| | | \$471,323 | \$415,700 | | -12% | 6,030 | 5,432 | -10% | \$78 | \$77 | -2% |
| | Sunglasses | | | | | | | | | | |
| | | \$8,348,212 | \$9,047,216 | | 8% | 168,416 | 187,291 | 11% | \$50 | \$48 | -3% |
| | Sunglasses | | | | | | | | | | |
| | | \$7,946,959 | \$8,595,146 | | 8% | 121,931 | 137,505 | 13% | \$65 | \$63 | -4% |
| | | \$1,272,479 | \$1,579,514 | | 24% | 17,131 | 22,540 | 32% | \$74 | \$70 | -6% |
| | | \$1,005,273 | \$1,377,707 | | 37% | 18,240 | 23,287 | 28% | \$55 | \$59 | 7% |
| | | \$861,966 | \$819,912 | | -5% | 14,580 | 13,334 | -9% | \$59 | \$61 | 4% |
| | | \$4,807,241 | \$4,818,013 | | 0% | 71,980 | 78,344 | 9% | \$67 | \$61 | -8% |
| | Sunglasses Accessories | | | | | | | | | | |
| | | \$401,253 | \$452,070 | | 13% | 46,485 | 49,786 | 7% | \$9 | \$9 | 5% |
| | | \$52,795 | \$81,131 | | 54% | 6,124 | 9,411 | 54% | \$9 | \$9 | 0% |
| | | \$58,077 | \$48,207 | | -17% | 7,229 | 5,516 | -24% | \$8 | \$9 | 9% |
| | | \$66,891 | \$69,873 | | 4% | 8,707 | 8,272 | -5% | \$8 | \$8 | 10% |
| | | \$223,490 | \$252,859 | | 13% | 24,425 | 26,587 | 9% | \$9 | \$10 | 4% |
| Apparel | | \$196,720,103 | \$223,698,933 | | 14% | 2,453,164 | 2,842,861 | 16% | \$80 | \$79 | -2% |
| | Total Apparel Accessories | | | | | | | | | | |
| | | \$16,017,713 | \$17,506,314 | | 9% | 552,958 | 610,199 | 10% | \$29 | \$29 | -1% |
| | Total Apparel Accessories | | | | | | | | | | |
| | | \$16,017,713 | \$17,506,314 | | 9% | 552,958 | 610,199 | 10% | \$29 | \$29 | -1% |
| | | \$3,851,308 | \$3,997,629 | | 4% | 136,178 | 145,234 | 7% | \$28 | \$28 | -3% |
| | | \$5,471,540 | \$5,585,556 | | 2% | 193,259 | 195,902 | 1% | \$28 | \$29 | 1% |
| | | \$1,496,448 | \$1,484,164 | | -1% | 50,335 | 49,948 | -1% | \$30 | \$30 | 0% |
| | | \$5,198,417 | \$6,438,965 | | 24% | 173,186 | 219,115 | 27% | \$30 | \$29 | -2% |
| | Total Cold Weather Undergarments | | | | | | | | | | |
| | | \$8,517,322 | \$11,068,665 | | 30% | 179,564 | 218,603 | 22% | \$47 | \$51 | 7% |
| | Total Cold Weather Undergarments | | | | | | | | | | |
| | | \$8,517,322 | \$11,068,665 | | 30% | 179,564 | 218,603 | 22% | \$47 | \$51 | 7% |
| | | \$2,219,148 | \$3,649,484 | | 64% | 36,091 | 58,329 | 62% | \$61 | \$63 | 2% |
| | | \$2,346,230 | \$3,324,049 | | 42% | 59,843 | 79,270 | 32% | \$39 | \$42 | 7% |
| | | \$1,227,589 | \$1,257,657 | | 2% | 24,748 | 23,763 | -4% | \$50 | \$53 | 7% |
| | | \$2,724,355 | \$2,837,475 | | 4% | 58,882 | 57,241 | -3% | \$46 | \$50 | 7% |
| | Total Outerwear | | | | | | | | | | |
| | | \$146,358,542 | \$167,131,758 | | 14% | 1,176,335 | 1,362,268 | 16% | \$124 | \$123 | -1% |
| | Total Outerwear Bottoms | | | | | | | | | | |
| | | \$20,135,366 | \$21,428,168 | | 6% | 179,719 | 199,236 | 11% | \$112 | \$108 | -4% |
| | | \$2,850,918 | \$2,995,180 | | 5% | 26,515 | 32,400 | 22% | \$108 | \$92 | -14% |
| | | \$7,207,924 | \$8,173,984 | | 13% | 66,341 | 78,759 | 19% | \$109 | \$104 | -4% |
| | | \$2,823,377 | \$2,706,636 | | -4% | 24,533 | 22,923 | -7% | \$115 | \$118 | 3% |
| | | \$7,253,147 | \$7,552,368 | | 4% | 62,330 | 65,154 | 5% | \$116 | \$116 | 0% |
| | Total Outerwear Suits/Sets | | | | | | | | | | |
| | | \$757,538 | \$1,684,665 | | 122% | 6,691 | 20,598 | 208% | \$113 | \$82 | -28% |
| | | \$102,192 | \$153,342 | | 50% | 1,097 | 2,214 | 102% | \$93 | \$69 | -26% |
| | | \$500,355 | \$1,288,576 | | 158% | 3,812 | 13,901 | 265% | \$131 | \$93 | -29% |
| | | \$56,071 | \$50,991 | | -9% | 725 | 678 | -6% | \$77 | \$75 | -3% |
| | | \$98,920 | \$191,756 | | 94% | 1,057 | 3,805 | 260% | \$94 | \$50 | -46% |
| | Total Outerwear Tops | | | | | | | | | | |
| | | \$125,465,638 | \$144,018,925 | | 15% | 989,925 | 1,142,434 | 15% | \$127 | \$126 | -1% |
| | | \$33,142,152 | \$54,088,045 | | 63% | 244,453 | 382,101 | 56% | \$136 | \$142 | 4% |
| | | \$39,900,967 | \$37,970,768 | | -5% | 304,976 | 303,894 | -1% | \$131 | \$125 | -4% |
| | | \$13,048,574 | \$12,307,427 | | -6% | 112,150 | 109,548 | -2% | \$116 | \$112 | -3% |
| | | \$39,373,945 | \$39,652,685 | | 1% | 328,346 | 346,891 | 6% | \$120 | \$114 | -5% |
| | Total Socks/Hosiery | | | | | | | | | | |
| | | \$2,906,540 | \$3,721,974 | | 28% | 182,325 | 236,508 | 30% | \$16 | \$16 | -1% |
| | Total Socks | | | | | | | | | | |
| | | \$2,906,540 | \$3,721,974 | | 28% | 182,325 | 236,508 | 30% | \$16 | \$16 | -1% |
| | | \$282,570 | \$359,751 | | 27% | 17,009 | 21,701 | 28% | \$17 | \$17 | 0% |
| | | \$1,175,206 | \$1,741,459 | | 48% | 75,527 | 116,863 | 55% | \$16 | \$15 | -4% |
| | | \$414,181 | \$387,611 | | -6% | 24,977 | 22,964 | -8% | \$17 | \$17 | 2% |
| | | \$1,034,583 | \$1,233,153 | | 19% | 64,812 | 74,980 | 16% | \$16 | \$16 | 3% |
| | Total Sportswear | | | | | | | | | | |
| | | \$22,919,986 | \$24,270,222 | | 6% | 361,982 | 415,283 | 15% | \$63 | \$58 | -8% |
| | Total Tops | | | | | | | | | | |
| | | \$22,680,984 | \$24,157,162 | | 7% | 357,383 | 412,899 | 16% | \$63 | \$59 | -8% |
| | | \$7,432,279 | \$7,663,016 | | 3% | 113,061 | 137,160 | 21% | \$66 | \$56 | -15% |
| | | \$5,768,783 | \$5,680,360 | | -2% | 95,830 | 97,091 | 1% | \$60 | \$59 | -3% |
| | | \$1,734,416 | \$1,853,595 | | 7% | 32,488 | 32,862 | 1% | \$53 | \$56 | 6% |
| | | \$7,745,506 | \$8,960,191 | | 16% | 116,004 | 145,786 | 26% | \$67 | \$61 | -8% |
| | Total Bottoms | | | | | | | | | | |
| | | \$239,002 | \$113,060 | | -53% | 4,599 | 2,384 | -48% | \$52 | \$47 | -9% |
| | | \$4,294,994 | \$4,580 | | -82% | 231 | 286 | 24% | \$108 | \$16 | -85% |
| | | \$132,606 | \$62,710 | | -53% | 2,991 | 1,251 | -58% | \$44 | \$50 | 13% |
| | | \$5,827 | \$8,092 | | 39% | 98 | 162 | 65% | \$59 | \$50 | -16% |
| | | \$75,575 | \$37,678 | | -50% | 1,279 | 685 | -46% | \$59 | \$55 | -7% |
| Equipment | | \$172,710,197 | \$195,629,274 | | 13% | 1,328,326 | 1,601,398 | 21% | \$130 | \$122 | -6% |
| | Accessories | | | | | | | | | | |
| | | \$6,901,185 | \$6,771,345 | | -2% | 120,554 | 129,637 | 8% | \$57 | \$52 | -9% |
| | First Aid/Body Care | | | | | | | | | | |
| | | \$683,481 | \$859,541 | | 26% | 61,615 | 77,813 | 26% | \$11 | \$11 | 0% |
| | | \$26,664 | \$46,909 | | 76% | 3,390 | 4,854 | 43% | \$8 | \$10 | 23% |
| | | \$76,395 | \$65,092 | | -15% | 7,715 | 6,537 | -15% | \$10 | \$10 | 1% |
| | | \$55,029 | \$73,048 | | 33% | 4,287 | 6,166 | 44% | \$13 | \$12 | -8% |
| | | \$525,393 | \$674,492 | | 28% | 46,223 | 60,256 | 30% | \$11 | \$11 | -2% |
| | Instruments | | | | | | | | | | |
| | | \$1,594,787 | \$1,559,813 | | -2% | 21,693 | 21,587 | 0% | \$74 | \$72 | -2% |
| | | \$197,738 | \$123,627 | | -37% | 3,336 | 2,670 | -20% | \$59 | \$46 | -22% |
| | | \$173,683 | \$145,616 | | -16% | 2,588 | 2,428 | -6% | \$67 | \$60 | -11% |
| | | \$257,643 | \$334,832 | | 30% | 2,944 | 2,960 | 1% | \$88 | \$113 | 29% |
| | | \$965,723 | \$955,738 | | -1% | 12,825 | 13,529 | 5% | \$75 | \$71 | -6% |
| | Sport Racks | | | | | | | | | | |
| | | \$4,622,917 | \$4,351,991 | | -6% | 37,246 | 30,237 | -19% | \$124 | \$144 | 16% |
| | | \$1,377,397 | \$827,103 | | -40% | 14,557 | 6,429 | -56% | \$95 | \$129 | 36% |
| | | \$1,874,810 | \$2,100,268 | | 12% | 12,756 | 13,178 | 3% | \$147 | \$159 | 8% |
| | | \$689,715 | \$515,917 | | -25% | 3,926 | 2,368 | -40% | \$176 | \$218 | 24% |
| | | \$680,995 | \$908,703 | | 33% | 6,007 | 8,262 | 38% | \$113 | \$110 | -3% |
| | Winter/Snow Sports | | | | | | | | | | |
| | | \$165,809,012 | \$188,907,929 | | 14% | 1,207,772 | 1,471,761 | 22% | \$137 | \$128 | -7% |
| | Adjustable Poles | | | | | | | | | | |
| | | \$153,605 | \$308,073 | | 101% | 2,684 | 6,168 | 130% | \$57 | \$50 | -13% |
| | | \$15,847 | \$9,958 | | -37% | 349 | 230 | -34% | \$45 | \$43 | -5% |
| | | \$55,376 | \$140,174 | | 153% | 923 | 2,901 | 214% | \$60 | \$48 | -19% |
| | | \$6,720 | \$8,321 | | 24% | 93 | 172 | 85% | \$72 | \$48 | -33% |
| | | \$75,662 | \$149,620 | | 98% | 1,319 | 2,865 | 117% | \$57 | \$52 | -9% |
| | Alpine Equipment | | | | | | | | | | |
| | | \$94,762,215 | \$104,173,980 | | 10% | 393,470 | 432,230 | 10% | \$241 | \$241 | 0% |
| | | \$12,831,649 | \$12,378,771 | | -4% | 63,389 | 68,632 | 8% | \$202 | \$180 | -11% |
| | | \$33,468,284 | \$39,054,904 | | 17% | 126,668 | 145,011 | 14% | \$264 | \$269 | 2% |
| | | \$7,601,832 | \$8,316,961 | | 9% | 29,224 | 32,427 | 11% | \$260 | \$256 | -1% |
| | | \$40,860,450 | \$44,423,344 | | 9% | 174,189 | 186,160 | 7% | \$235 | \$239 | 2% |

| | | | | | | | | | | | |
|-------------|-----------------|---------------------------|---------------|---------------|-------|-----------|-----------|-------|-------|-------|------|
| Equipment | Winter/Snow Spo | Alpine Touring Equipment | \$2,290,358 | \$3,101,126 | 35% | 4,953 | 6,164 | 24% | \$462 | \$503 | 9% |
| | | Midwest | \$43,810 | \$94,937 | 117% | 93 | 238 | 156% | \$471 | \$399 | -15% |
| | | Northeast | \$267,673 | \$468,736 | 75% | 681 | 1,003 | 47% | \$393 | \$467 | 19% |
| | | South | \$27,158 | \$72,488 | 167% | 47 | 154 | 228% | \$578 | \$471 | -19% |
| | | West | \$1,951,717 | \$2,464,965 | 26% | 4,132 | 4,769 | 15% | \$472 | \$517 | 9% |
| | | Nordic Equipment | \$2,053,831 | \$3,418,315 | 66% | 16,037 | 25,639 | 60% | \$128 | \$133 | 4% |
| | | Midwest | \$459,396 | \$186,818 | -59% | 4,128 | 2,525 | -39% | \$111 | \$74 | -34% |
| | | Northeast | \$1,333,560 | \$2,835,566 | 113% | 9,544 | 19,463 | 104% | \$140 | \$146 | 4% |
| | | South | \$7,232 | \$5,212 | -28% | 72 | 56 | -22% | \$100 | \$93 | -7% |
| | | West | \$253,643 | \$390,719 | 54% | 2,293 | 3,595 | 57% | \$111 | \$109 | -2% |
| | | Skiboards | \$0 | \$1,606 | | 0 | 9 | | | \$178 | |
| | | Midwest | \$0 | \$1,606 | | 0 | 9 | | | \$178 | |
| | | Northeast | \$0 | \$0 | | 0 | 0 | | | | |
| | | South | \$0 | \$0 | | 0 | 0 | | | | |
| | | West | \$0 | \$0 | | 0 | 0 | | | | |
| | | Snow Decks/Skates | \$693 | \$0 | -100% | 10 | 0 | -100% | \$69 | | |
| | | Midwest | \$0 | \$0 | | 0 | 0 | | | | |
| | | Northeast | \$0 | \$0 | | 0 | 0 | | | | |
| | | West | \$693 | \$0 | -100% | 10 | 0 | -100% | \$69 | | |
| | | Snowboard Equipment | \$32,030,998 | \$36,529,421 | 14% | 145,467 | 160,466 | 10% | \$220 | \$228 | 3% |
| | | Midwest | \$2,430,696 | \$4,079,041 | 68% | 14,028 | 18,202 | 30% | \$173 | \$224 | 29% |
| | | Northeast | \$12,980,141 | \$12,863,646 | -1% | 54,939 | 57,378 | 4% | \$236 | \$224 | -5% |
| | | South | \$2,363,644 | \$2,446,518 | 4% | 10,454 | 9,939 | -5% | \$226 | \$246 | 9% |
| | | West | \$14,256,517 | \$17,140,216 | 20% | 66,046 | 74,947 | 13% | \$216 | \$229 | 6% |
| | | Telemark Equipment | \$120,415 | \$105,709 | -12% | 405 | 400 | -1% | \$297 | \$264 | -11% |
| | | Midwest | \$0 | \$31,856 | | 0 | 46 | | | \$693 | |
| | | Northeast | \$14,431 | \$35,588 | 147% | 79 | 96 | 22% | \$183 | \$371 | 103% |
| | | South | \$105,984 | \$101,977 | -4% | 326 | 350 | 7% | \$325 | \$291 | -10% |
| | | West | \$16,387,943 | \$19,558,962 | 19% | 312,167 | 419,456 | 34% | \$52 | \$47 | -11% |
| | | Winter/Snow Accessories | \$1,298,279 | \$1,358,733 | 5% | 27,780 | 30,202 | 9% | \$47 | \$45 | -4% |
| | | Midwest | \$5,742,262 | \$6,701,367 | 17% | 119,768 | 134,878 | 13% | \$48 | \$50 | 4% |
| | | Northeast | \$1,620,028 | \$1,643,100 | 1% | 33,831 | 37,384 | 11% | \$48 | \$44 | -8% |
| | | South | \$7,727,374 | \$9,855,762 | 28% | 130,788 | 216,992 | 66% | \$59 | \$45 | -23% |
| | | West | \$18,008,954 | \$21,710,737 | 21% | 332,579 | 421,229 | 27% | \$54 | \$52 | -5% |
| | | Winter/Snow Shop Services | \$776,400 | \$828,332 | 7% | 14,683 | 11,160 | -24% | \$53 | \$74 | 40% |
| | | Midwest | \$10,072,933 | \$13,396,915 | 33% | 197,642 | 235,251 | 19% | \$51 | \$57 | 12% |
| | | Northeast | \$210,057 | \$312,378 | 49% | 3,538 | 5,455 | 54% | \$59 | \$57 | -4% |
| | | South | \$6,949,564 | \$7,173,112 | 3% | 116,716 | 169,363 | 45% | \$60 | \$42 | -29% |
| | | West | | | | | | | | | |
| Grand Total | | | \$380,148,478 | \$430,612,987 | 13% | 3,982,598 | 4,660,121 | 17% | \$95 | \$92 | -3% |