



Snowsports
Industries
America



Welcome to SIA's Monthly Retail Reports!

From November through May, SIA, in partnership with The NPD Group, will be providing top line snow sports retail data that includes alpine, nordic, snowboard and outerwear and spans snow specialty, snow chain and snow internet — collectively called the **SIA US Snow Industry Retail Market Report**. These reports are only available to SIA Premium, Standard and Retailer/Rep members. Reports will be issued on/around the second Thursday of each month and will link to a monthly recording that helps you navigate each top line retail report.

In addition, in an effort to help provide additional context to the retail data, SIA will produce the “**SIA Retail Wrap-Up**” that will feature highlights from the Snow Industry Retail Market Report, general market indicators, and (where applicable) relevant insights from our monthly **Retail Pulse** surveys. Through these surveys, SIA is engaging with suppliers, reps, retailers and consumers to get a “pulse” from people close to the action. Insights are enhanced by the number of contributors. Therefore we welcome your continued support and participation!

Contacts

For SIA membership questions, monthly Retail Pulse Survey participation and/or additional SIA reports, please call Colin Edwards 435.659.3713 or email at cedwards@snowsports.org

For questions on NPD retail data or other NPD reports, please reach out to Julia Day 303.402.5611 or julia.day@npd.com

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Retail Data Highlights¹

Sales - Dollars (000s)

All	YTD	Aug. 2017 - Mar. 2018	\$5,916,701
		Aug. 2018 - Mar. 2019	\$6,340,208
	Current Period	Mar. 2018	\$543,589
		Mar. 2019	\$566,514

Sales - Channel - Dollars (000s)

Chain	YTD	Aug. 2017 - Mar. 2018	\$2,016,390
		Aug. 2018 - Mar. 2019	\$2,110,914
	Current Period	Mar. 2018	\$144,620
		Mar. 2019	\$136,199
Internet	YTD	Aug. 2017 - Mar. 2018	\$1,093,986
		Aug. 2018 - Mar. 2019	\$1,185,266
	Current Period	Mar. 2018	\$96,489
		Mar. 2019	\$105,053
Specialty	YTD	Aug. 2017 - Mar. 2018	\$2,806,325
		Aug. 2018 - Mar. 2019	\$3,044,028
	Current Period	Mar. 2018	\$302,480
		Mar. 2019	\$325,262

Sales - Region (Specialty Only) - Dollars (000s)

Midwest	YTD	Aug. 2017 - Mar. 2018	\$416,832
		Aug. 2018 - Mar. 2019	\$440,225
	Current Period	Mar. 2018	\$35,684
		Mar. 2019	\$31,227
Northeast	YTD	Aug. 2017 - Mar. 2018	\$706,452
		Aug. 2018 - Mar. 2019	\$768,010
	Current Period	Mar. 2018	\$56,321
		Mar. 2019	\$59,242
South	YTD	Aug. 2017 - Mar. 2018	\$383,814
		Aug. 2018 - Mar. 2019	\$391,738
	Current Period	Mar. 2018	\$44,057
		Mar. 2019	\$49,343
West	YTD	Aug. 2017 - Mar. 2018	\$1,299,227
		Aug. 2018 - Mar. 2019	\$1,444,054
	Current Period	Mar. 2018	\$166,418
		Mar. 2019	\$185,449

Sales - Gender - Dollars (000s)

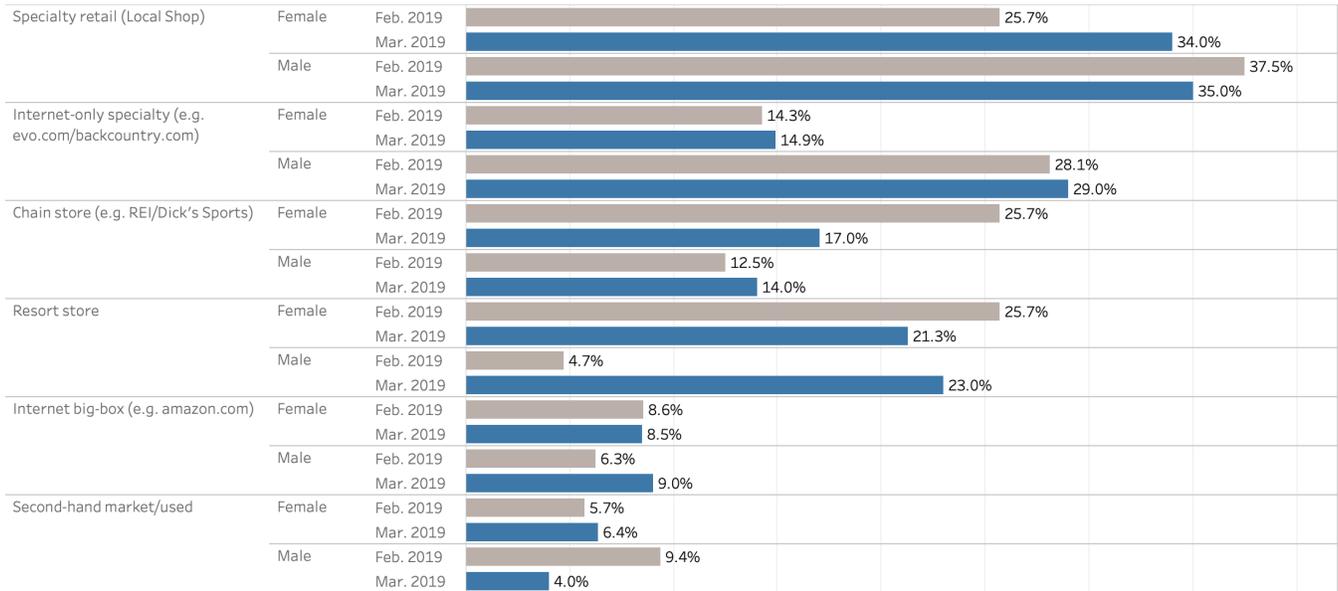
Mens	YTD	Aug. 2017 - Mar. 2018	\$3,367,467
		Aug. 2018 - Mar. 2019	\$3,562,060
Womens	YTD	Aug. 2017 - Mar. 2018	\$1,842,016
		Aug. 2018 - Mar. 2019	\$1,964,524
Youth	YTD	Aug. 2017 - Mar. 2018	\$460,290
		Aug. 2018 - Mar. 2019	\$500,635
	Current Period	Mar. 2018	\$39,769
		Mar. 2019	\$40,403
Not Specified	YTD	Aug. 2017 - Mar. 2018	\$246,929
		Aug. 2018 - Mar. 2019	\$312,988
	Current Period	Mar. 2018	\$20,516
		Mar. 2019	\$29,190

Retail Pulse | What People Are Saying²



Consumers

Where have you made at least one (1) purchase of snow sports gear in the last thirty (30) days?



¹ Source: The NPD Group Inc., US Snow Industry Retail Market Report (March, 2019)

² Each month SIA surveys panels of consumers, retailers, suppliers and reps. These insights reflect the answers from the respondents.

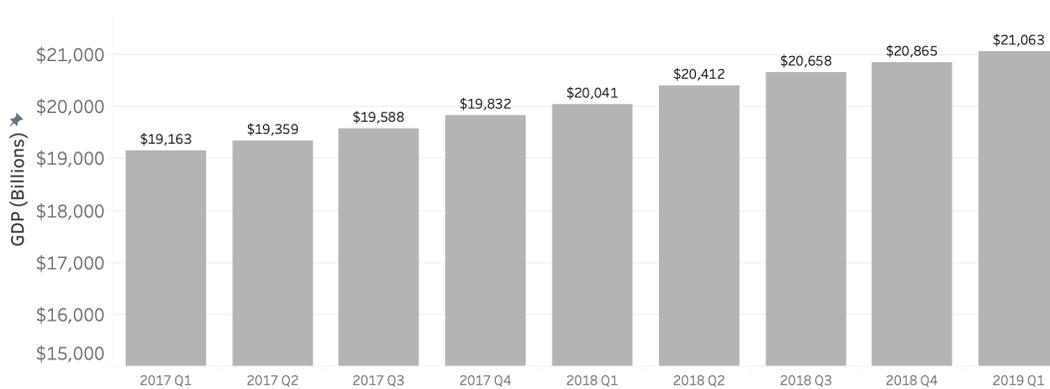
Market Data and News



Gross Domestic Product³

The GDP growth rate measures how fast the economy is growing and is the most important indicator of economic health. The GDP growth rate is driven by four components: personal consumption, business investment, government spending, and net exports. The main driver of GDP growth is personal consumption. This includes the critical sector of retail sales.⁴

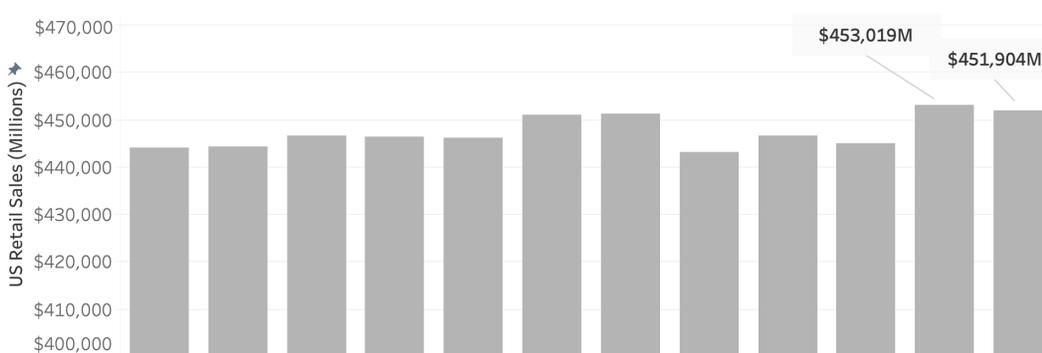
GDP



US Retail Sales⁵

The U.S. Retail Sales Report, published monthly by the U.S. Census Bureau, is a monthly measurement of the U.S. retail industry. Retail sales are used to predict consumer spending trends and are a timely measurement of economic health.⁶

US Retail Sales



³ <https://www.bea.gov/data/gdp/gross-domestic-product#gdp>, accessed May 2019

⁴ <https://www.thebalance.com>, accessed May 2019

⁵ <https://www.census.gov/retail/index.html>, accessed May 2019

⁶ <https://www.thebalance.com>, accessed May 2019

Other News

[March] Retail sales post biggest gain in 1½ years, point to rebounding economy⁷

"Sales of new cars and trucks rose 3.1% — the best performance this year — to give the broader retail industry a boost. Auto receipts represent about one-fifth of all retail sales."

"Americans also spent more to fill up their gas tanks. The average price of gas nationally rose almost 10% in March to \$2.62 a gallon, government figures show. The last time prices were that high was in November."

"Even if gas and autos are set aside, retail sales still rose a robust 0.9%. Among the big winners: Internet retailers, clothing stores, home-furnishing outlets and grocers. Sales rose between 1% and 2% in those segments."

"The turnaround in retail sales last month adds to mounting evidence that the economy is perking up as spring gets underway."

Growth is unlikely to match last year's scorching 4.2% pace, but a sturdier expansion should ease lingering worries about the threat of recession later this year."

⁷ <https://www.marketwatch.com/story/retail-sales-post-biggest-gain-in-1-12-years-point-to-rebounding-economy-2019-04-18>, accessed May 2019