



NOTE: NPD POS data reports are based on the NRF calendar which may result in trends not in alignment with other reporting periods. Please contact your NPD account representative with questions.

SNOWSPORTS INDUSTRY VIEW

Snowboard Boots Report

Report Date: Mar 2019

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All Channels Summary

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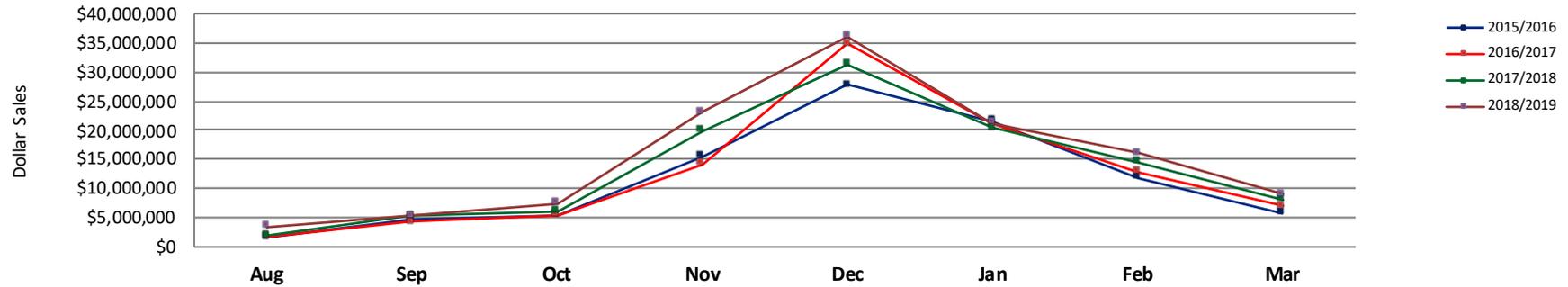
Current Period: Mar 2019

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
Step In Snowboard Boots	Sales: \$210,690 Units: 25% Dollars: 4%	↑	↑	Sales: \$7,573,400 Units: 87% Dollars: 84%	↑	↑
Traditional Snowboard Boots	Sales: \$8,761,897 Units: 10% Dollars: 9%	↑	↑	Sales: \$113,950,516 Units: 6% Dollars: 10%	↑	↑

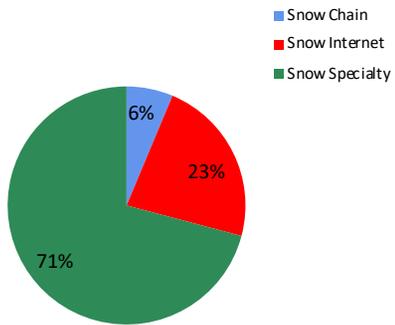


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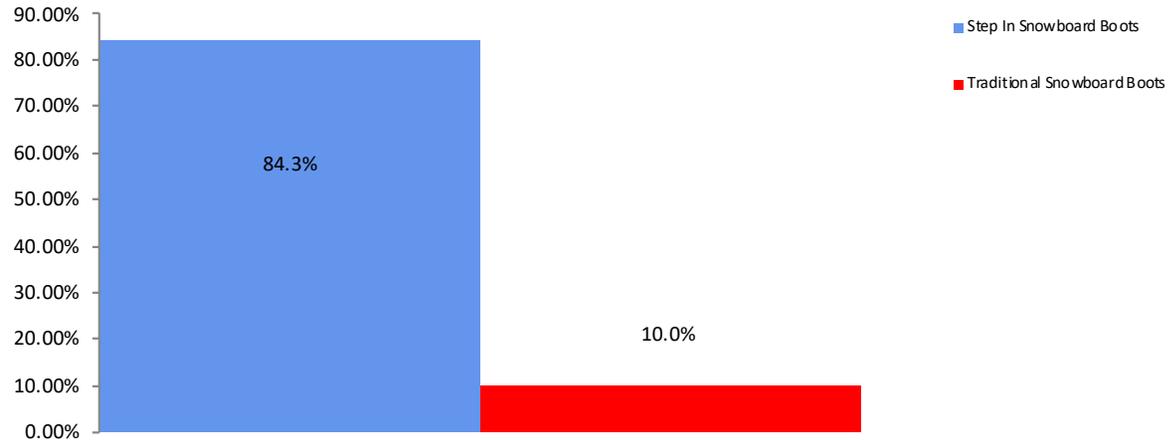
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



Dollar Sales By Channel, Season to Date



Snowboard Boots Sales, All Stores, Season to Date

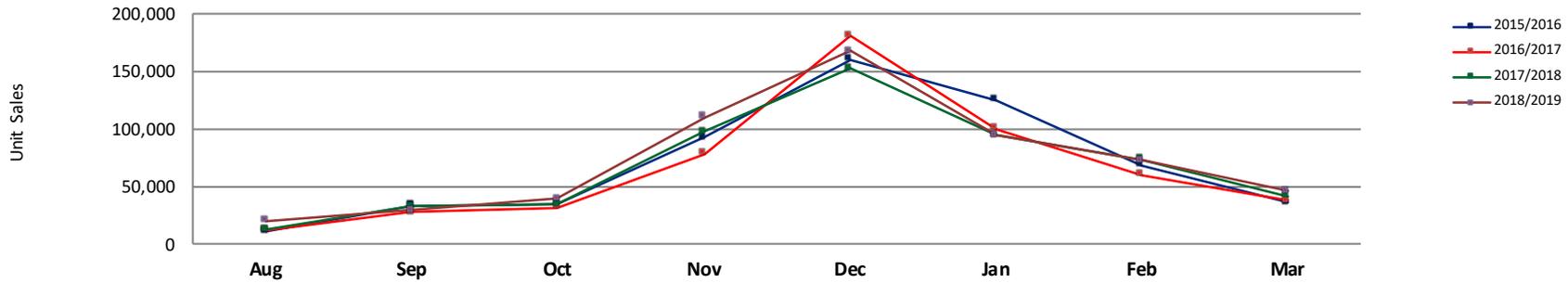




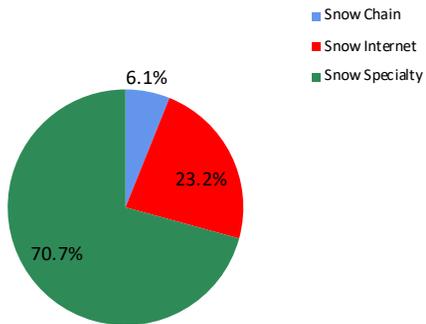
Unit Analysis, Snowboard Boots

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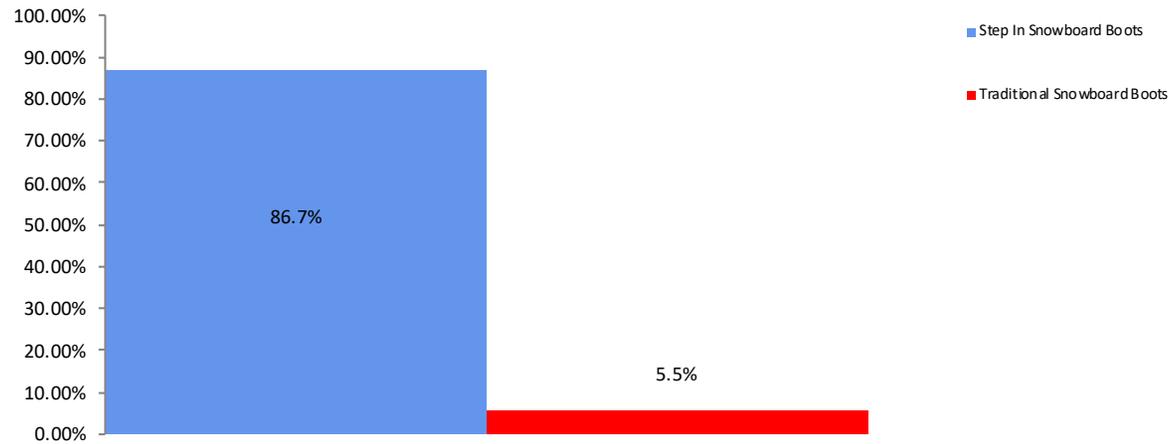
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



Snowboard Boots Sales, All Stores, Season to Date





All Channels Topline

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Current Period: Mar 2019

Snowboard Boots Topline All Channels

CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Snowboard Boots	45,397	577,039	10.0%	7.4%	\$8,972,587	\$121,523,916	9.0%	12.8%	\$197.65	\$210.60	-0.9%	5.0%
Step In Snowboard Boots	771	23,332	25.2%	86.7%	\$210,690	\$7,573,400	3.8%	84.3%	\$273.27	\$324.59	-17.1%	-1.3%
Traditional Snowboard Boots	44,626	553,707	9.8%	5.5%	\$8,761,897	\$113,950,516	9.1%	10.0%	\$196.34	\$205.80	-0.6%	4.2%



Specialty Topline

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Current Period: Mar 2019

Snowboard Boots Topline Specialty

CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Snowboard Boots	33,844	408,233	18.2%	10.3%	\$6,522,083	\$86,135,166	15.3%	14.9%	\$192.71	\$211.00	-2.5%	4.2%
Step In Snowboard Boots	735	21,325	43.3%	96.1%	\$204,190	\$6,880,669	20.4%	92.6%	\$277.81	\$322.66	-16.0%	-1.8%
Traditional Snowboard Boots	33,109	386,908	17.8%	7.7%	\$6,317,893	\$79,254,497	15.1%	11.0%	\$190.82	\$204.84	-2.3%	3.1%



Specialty Regional Sales

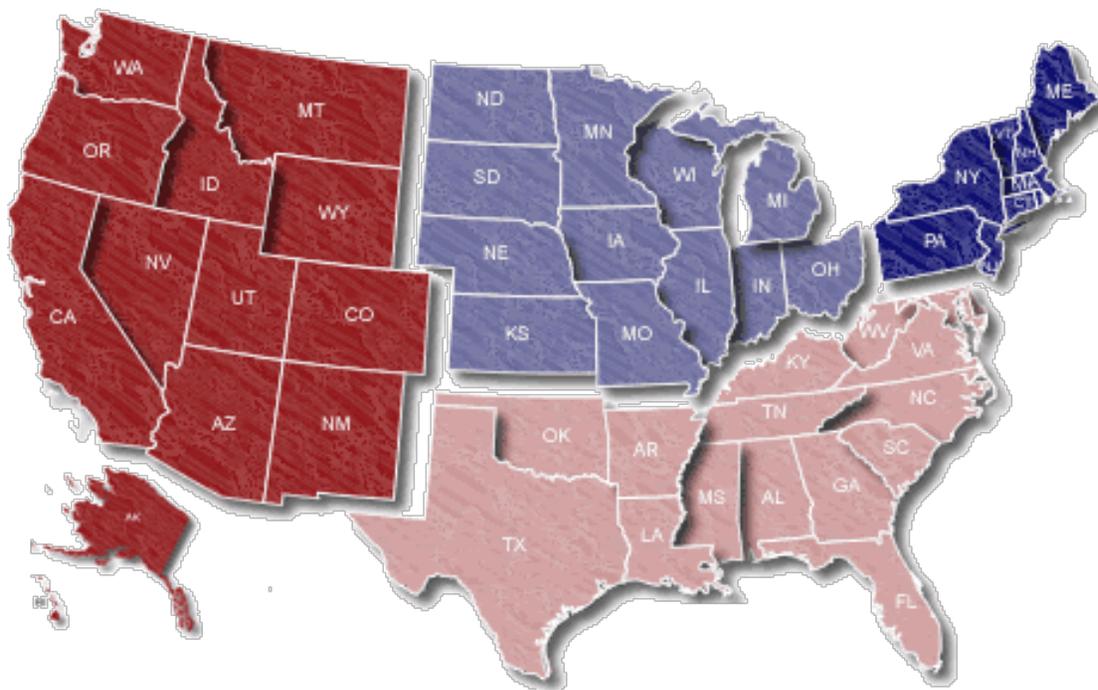
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Midwest

15.0% / 24.1%

West
46.5% / 14.7%



Northeast

28.4% / 14.8%

South
10.1% / 4.4%

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



Chain Topline

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Snowboard Boots Chain												
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Snowboard Boots	552	35,125	-16.5%	20.5%	\$95,330	\$7,679,809	11.8%	25.0%	\$172.70	\$218.64	33.9%	3.7%
Step In Snowboard Boots	0	238	100.0%	124.5%	-\$161	\$80,627	93.5%	97.4%	\$0.00	\$338.77	-100.0%	-12.1%
Traditional Snowboard Boots	552	34,887	-17.4%	20.1%	\$95,491	\$7,599,182	8.8%	24.5%	\$172.99	\$217.82	31.7%	3.7%



Internet Topline

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Snowboard Boots Internet

CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Snowboard Boots	11,001	133,681	-8.2%	-2.9%	\$2,355,174	\$27,708,941	-5.4%	4.2%	\$214.09	\$207.28	3.1%	7.3%
Step In Snowboard Boots	36	1,770	-67.6%	16.6%	\$6,661	\$612,104	-81.4%	23.0%	\$185.03	\$345.82	-42.8%	5.5%
Traditional Snowboard Boots	10,965	131,911	-7.6%	-3.1%	\$2,348,513	\$27,096,837	-4.3%	3.8%	\$214.18	\$205.42	3.6%	7.2%