



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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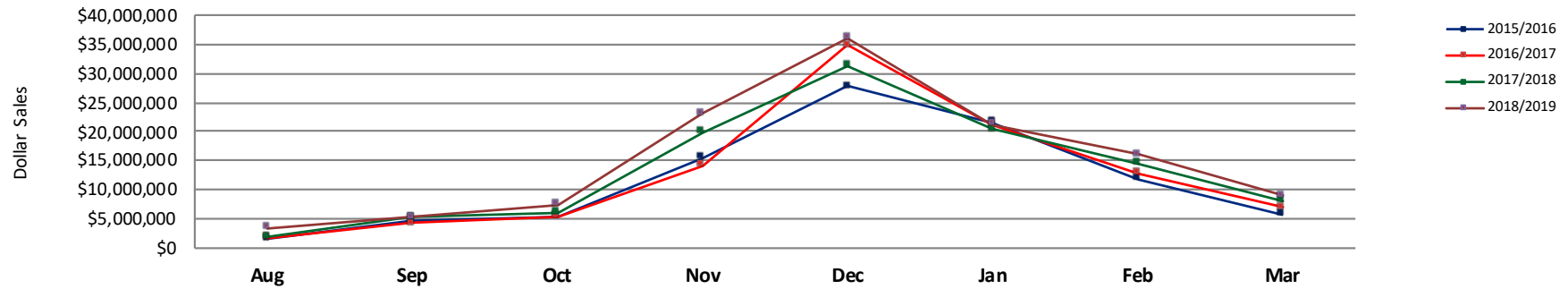
### Current Period: Mar 2019

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

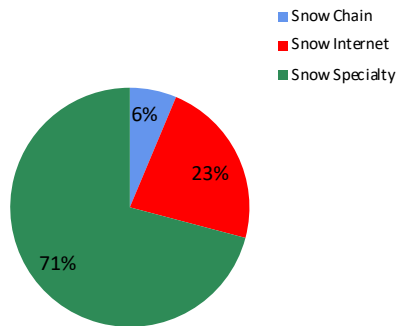


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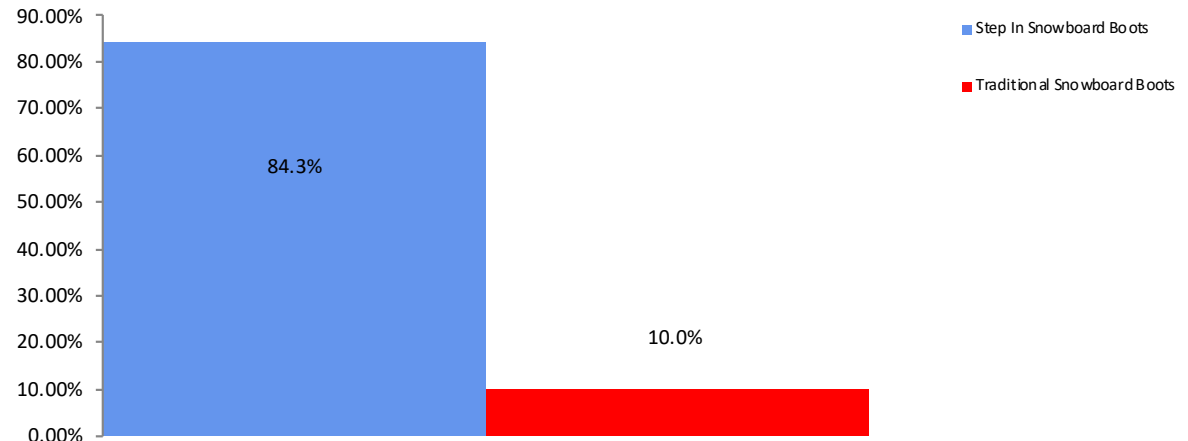
**All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold**



**Dollar Sales By Channel, Season to Date**



**Snowboard Boots Sales, All Stores, Season to Date**

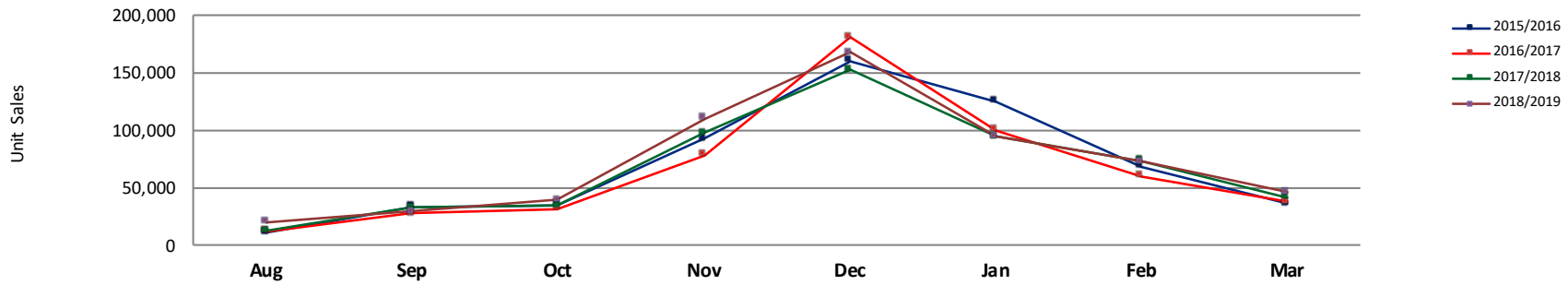




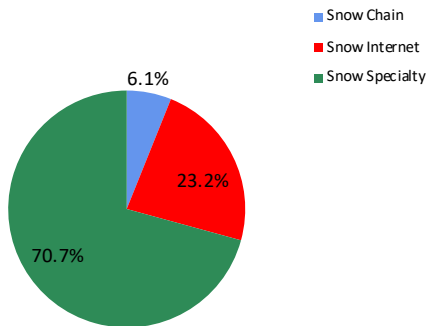
## Unit Analysis, Snowboard Boots

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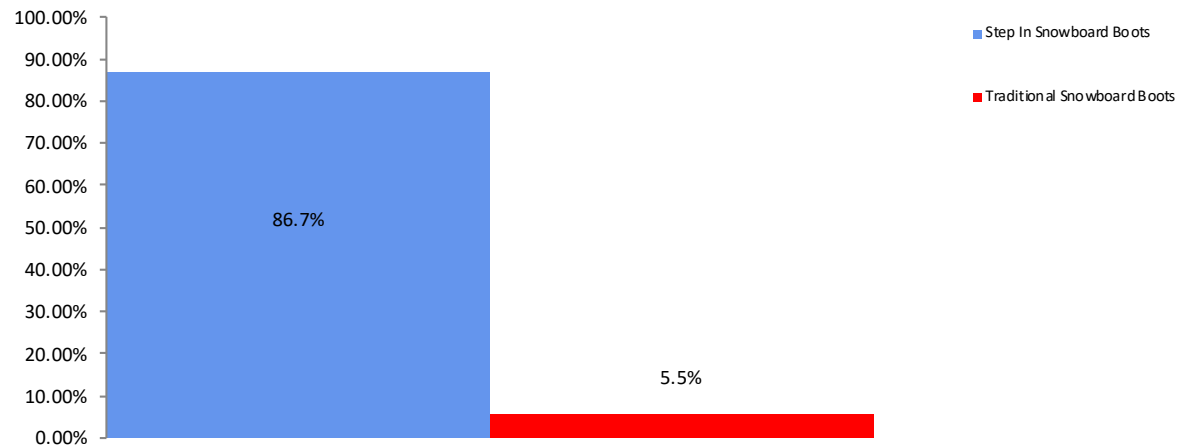
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



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

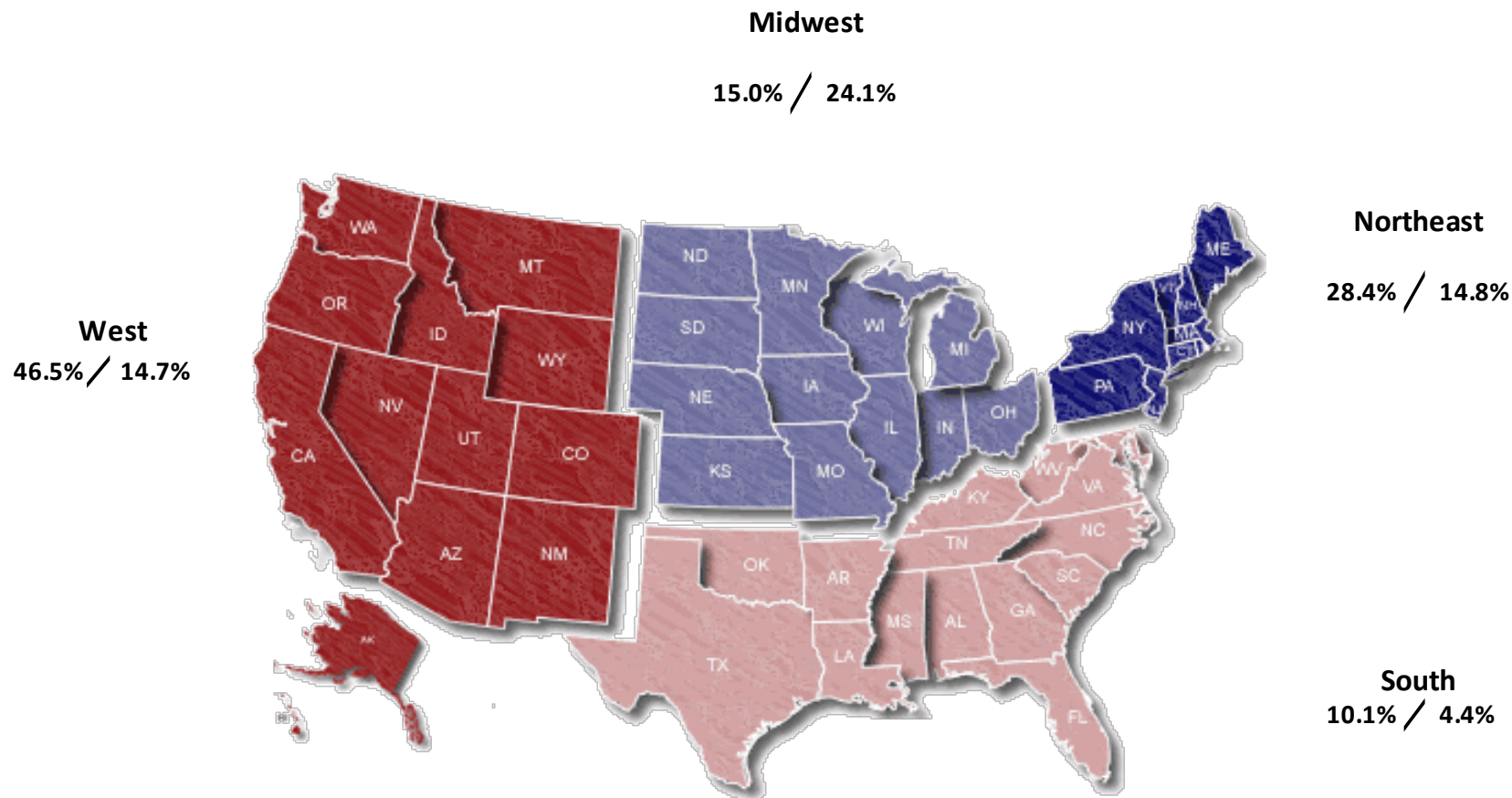
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Snowboard Boots	33,844	408,233	18.2%	10.3%	\$6,522,083	\$86,135,166	15.3%	14.9%	\$192.71	\$211.00	-2.5%	4.2%
Step In Snowboard Boots	735	21,325	43.3%	96.1%	\$204,190	\$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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Current Period: Mar 2019



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





# Chain Topline

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**Current Period: Mar 2019**

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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**Current Period: Mar 2019**

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%