



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 Bindings Report

Report Date: Mar 2020

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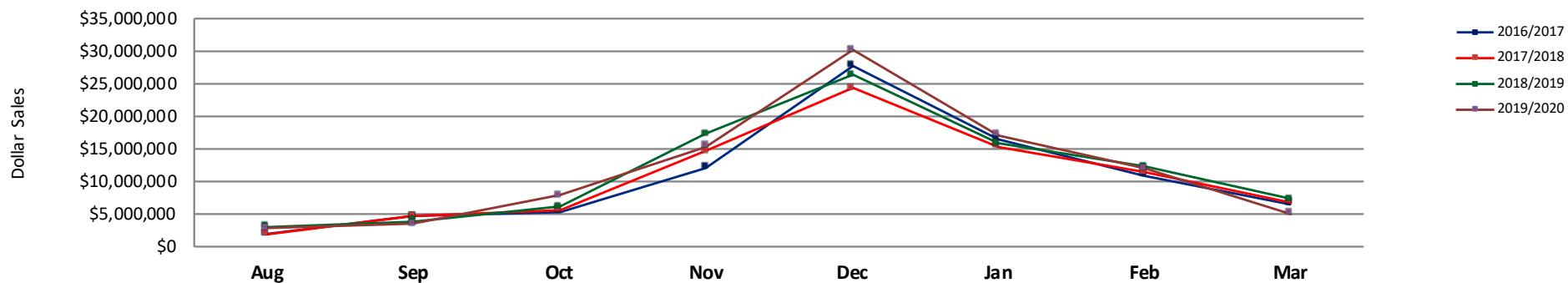
All Channels Summary

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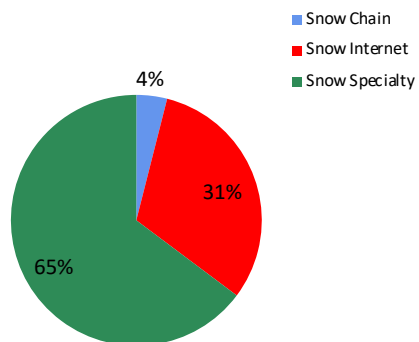
Current Period: Mar 2020

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
Step In Snowboard Bindings	Sales: \$192,414 Units: 3% Dollars: 14%	↑	↑	Sales: \$8,428,506 Units: 57% Dollars: 66%	↑	↑
Traditional Snowboard Bindings	Sales: \$4,900,247 Units: -31% Dollars: -31%	↓	↓	Sales: \$85,361,230 Units: -6% Dollars: -2%	↓	↓

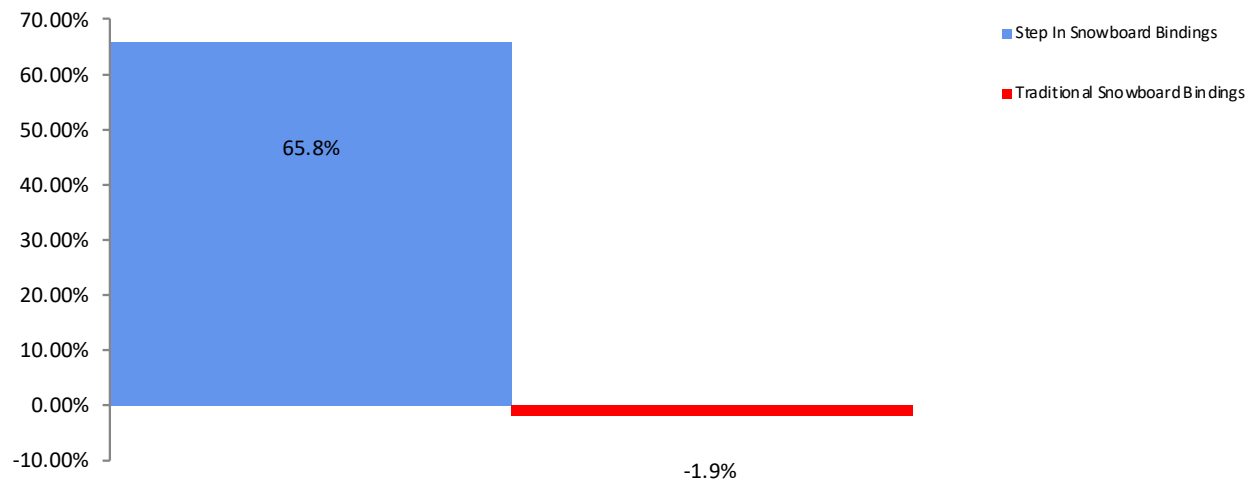
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



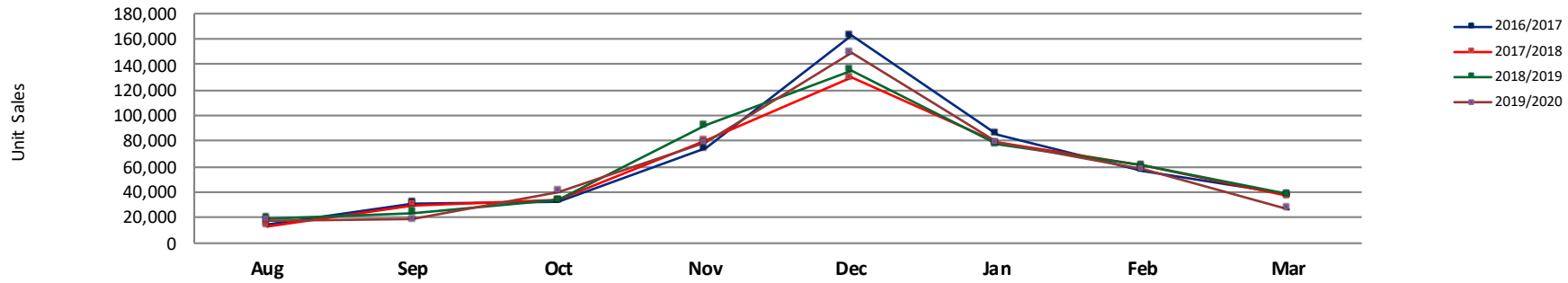
Dollar Sales By Channel, Season to Date



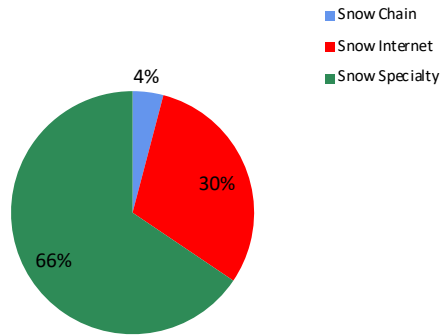
Snowboard Bindings Sales, All Stores, Season to Date



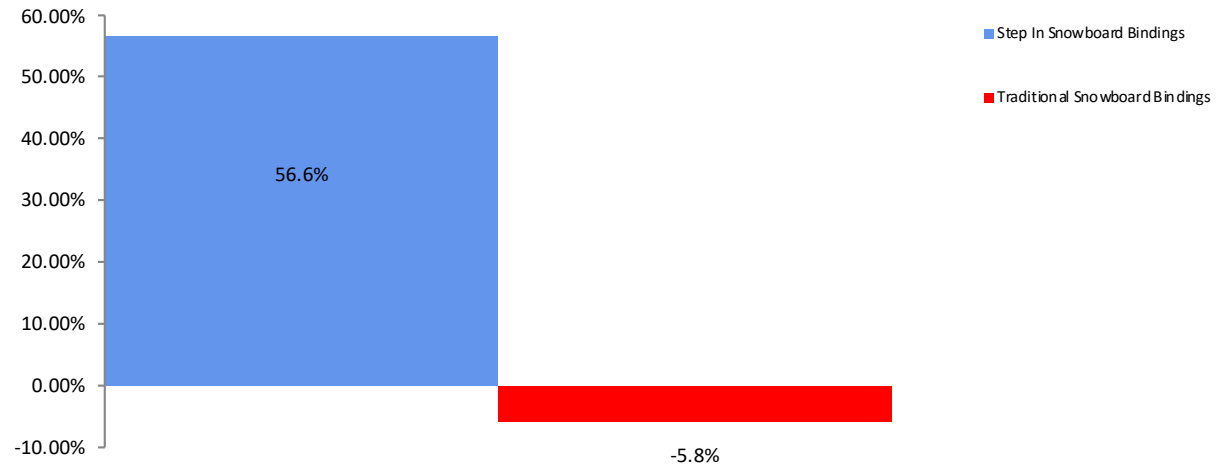
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



Snowboard Bindings Sales, All Stores, Season to Date





All Channels Topline

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Current Period: Mar 2020

Snowboard Bindings 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 Bindings	26,516	467,051	-30.5%	-2.8%	\$5,092,661	\$93,789,736	-30.0%	1.8%	\$192.06	\$200.81	0.7%	4.8%
Step In Snowboard Bindings	890	36,132	3.4%	56.6%	\$192,414	\$8,428,506	13.7%	65.8%	\$216.20	\$233.27	10.0%	5.9%
Traditional Snowboard Bindings	25,626	430,919	-31.2%	-5.8%	\$4,900,247	\$85,361,230	-31.0%	-1.9%	\$191.22	\$198.09	0.3%	4.1%



Specialty Topline

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Current Period: Mar 2020

Snowboard Bindings Topline Specialty

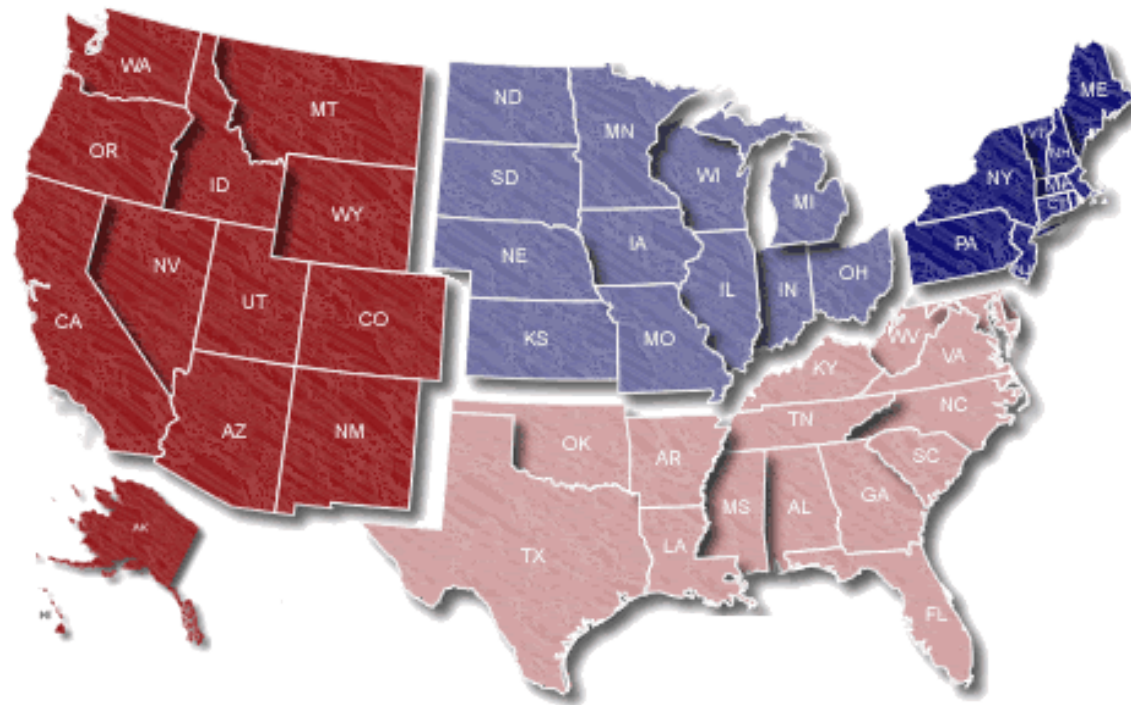
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Snowboard Bindings	13,873	306,173	-43.7%	-0.4%	\$2,426,370	\$60,751,501	-47.5%	3.7%	\$174.90	\$198.42	-6.6%	4.2%
Step In Snowboard Bindings	809	29,491	-4.5%	40.8%	\$183,364	\$6,840,742	9.0%	49.7%	\$226.66	\$231.96	14.1%	6.3%
Traditional Snowboard Bindings	13,064	276,682	-45.1%	-3.5%	\$2,243,006	\$53,910,759	-49.6%	-0.2%	\$171.69	\$194.85	-8.2%	3.4%

Current Period: Mar 2020

Midwest

13.6% / 24.3%

West
69.2% / 10.6%



Northeast
8.7% / -31.5%

South
8.5% / -16.6%

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



Chain Topline

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Snowboard Bindings 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 Bindings	564	19,101	-17.7%	-6.5%	\$104,065	\$3,712,667	-11.3%	0.0%	\$184.51	\$194.37	7.7%	6.9%
Step In Snowboard Bindings	-4	599	-318.6%	195.1%	-\$1,187	\$141,245	-425.0%	187.0%	\$296.75	\$235.80	62.5%	-2.7%
Traditional Snowboard Bindings	568	18,502	-16.9%	-8.5%	\$105,252	\$3,571,422	-10.1%	-2.5%	\$185.30	\$193.03	8.2%	6.6%



Internet Topline

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Snowboard Bindings 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 Bindings	12,078	141,777	-5.6%	-7.0%	\$2,562,227	\$29,325,567	1.0%	-1.6%	\$212.14	\$206.84	7.0%	5.8%
Step In Snowboard Bindings	84	6,042	600.0%	212.2%	\$10,237	\$1,446,518	1699.1%	211.1%	\$121.87	\$239.41	157.0%	-0.4%
Traditional Snowboard Bindings	11,994	135,735	-6.2%	-9.8%	\$2,551,990	\$27,879,049	0.6%	-5.0%	\$212.77	\$205.39	7.2%	5.4%