



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: Feb 2020

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All Channels Summary

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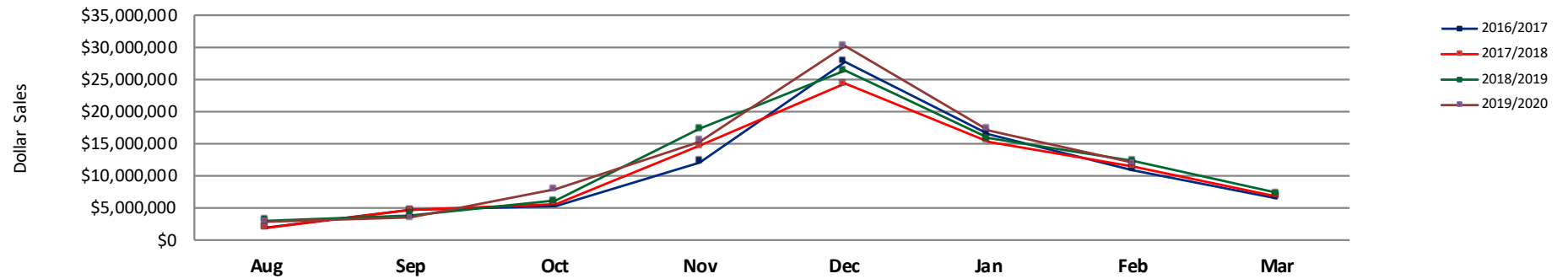
Current Period: Feb 2020

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
Step In Snowboard Bindings	Sales: \$871,346 Units: 204% Dollars: 220%	↑	↑	Sales: \$8,236,092 Units: 59% Dollars: 68%	↑	↑
Traditional Snowboard Bindings	Sales: \$11,097,966 Units: -10% Dollars: -8%	↓	↓	Sales: \$80,461,161 Units: -4% Dollars: 1%	↓	↑

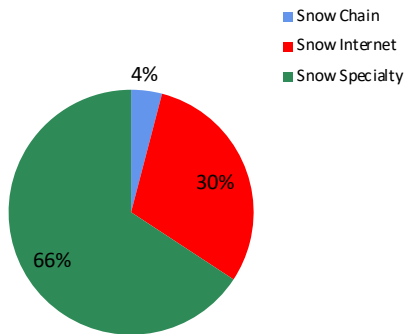


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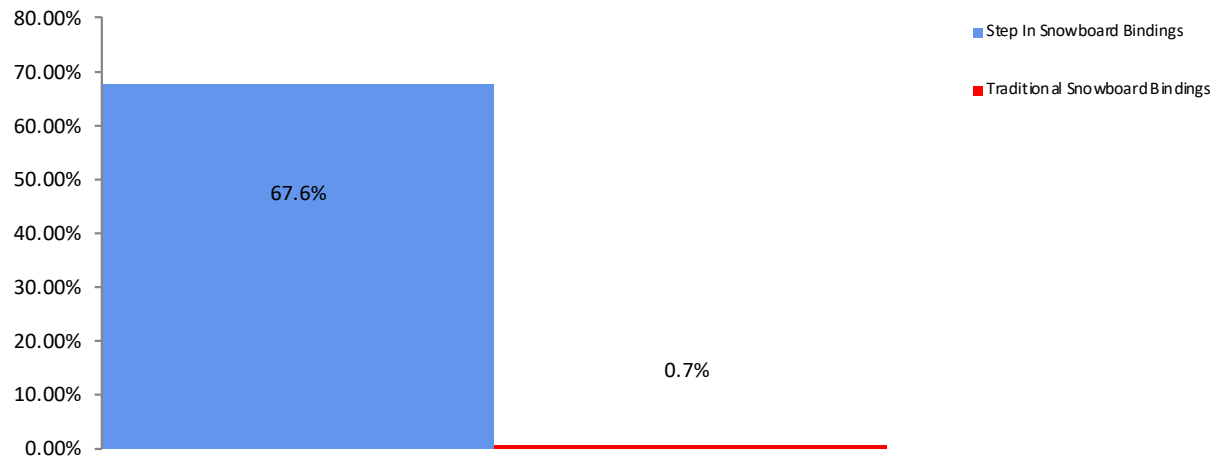
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



Dollar Sales By Channel, Season to Date



Snowboard Bindings Sales, All Stores, Season to Date

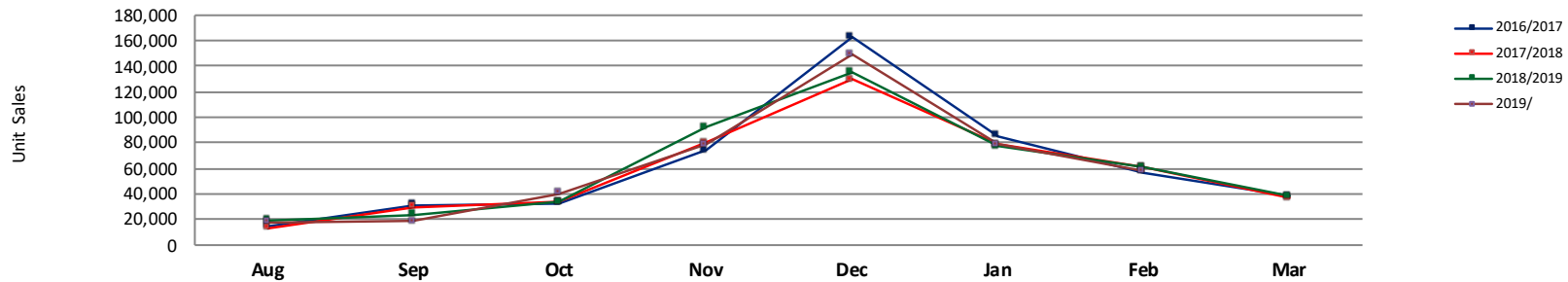




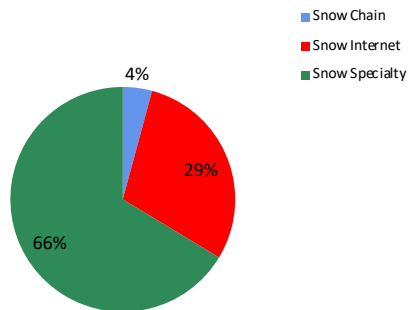
Unit Analysis, Snowboard Bindings

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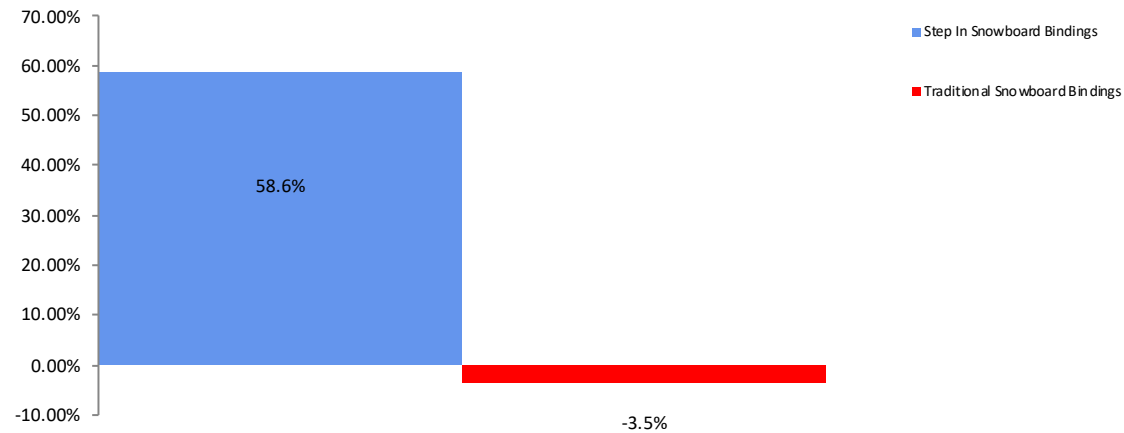
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



Snowboard Bindings Sales, All Stores, Season to Date





All Channels Topline

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Current Period: Feb 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	57,337	440,536	-5.3%	-0.4%	\$11,969,312	\$88,697,253	-3.0%	4.6%	\$208.75	\$201.34	2.5%	5.0%
Step In Snowboard Bindings	3,898	35,243	203.8%	58.6%	\$871,346	\$8,236,092	220.2%	67.6%	\$223.54	\$233.69	5.4%	5.7%
Traditional Snowboard Bindings	53,439	405,293	-9.9%	-3.5%	\$11,097,966	\$80,461,161	-8.0%	0.7%	\$207.68	\$198.53	2.0%	4.4%



Specialty Topline

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Current Period: Feb 2020

Snowboard Bindings Topline Specialty

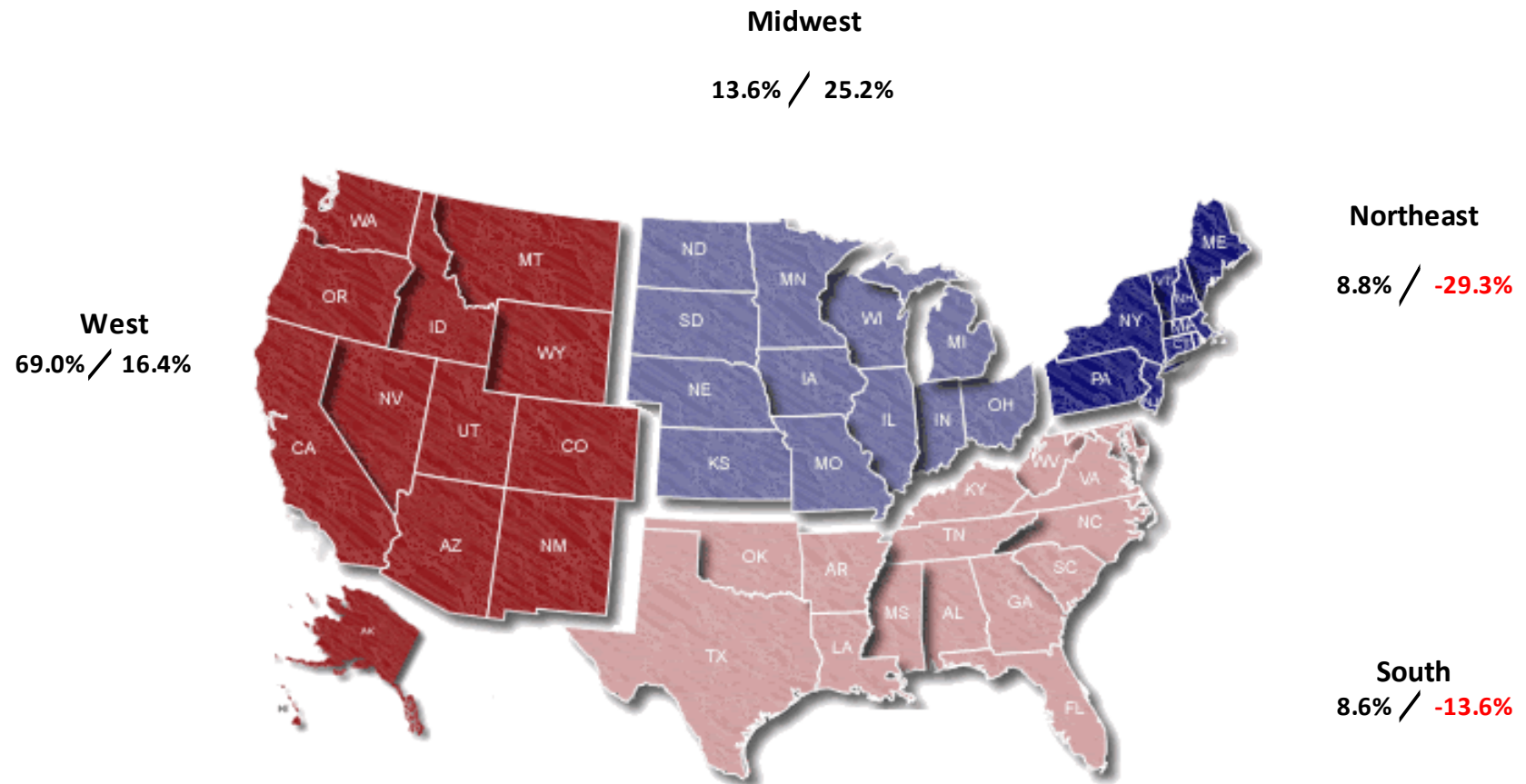
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Snowboard Bindings	40,361	292,300	8.5%	3.3%	\$8,297,059	\$58,325,115	10.2%	8.1%	\$205.57	\$199.54	1.5%	4.6%
Step In Snowboard Bindings	3,626	28,682	195.5%	42.8%	\$802,781	\$6,657,378	207.7%	51.3%	\$221.40	\$232.11	4.1%	6.0%
Traditional Snowboard Bindings	36,735	263,618	2.1%	0.3%	\$7,494,278	\$51,667,737	3.1%	4.3%	\$204.01	\$195.99	0.9%	3.9%



Specialty Regional Sales

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



Chain Topline

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Current Period: Feb 2020

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	1,910	18,537	-31.8%	-6.1%	\$366,978	\$3,608,602	-31.2%	0.4%	\$192.14	\$194.67	0.9%	6.9%
Step In Snowboard Bindings	20	603	173.6%	200.0%	\$4,701	\$142,432	151.2%	191.5%	\$235.05	\$236.21	-12.1%	-2.8%
Traditional Snowboard Bindings	1,890	17,934	-32.4%	-8.2%	\$362,277	\$3,466,170	-31.9%	-2.3%	\$191.68	\$193.27	0.7%	6.5%



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	15,066	129,699	-26.7%	-7.2%	\$3,305,274	\$26,763,536	-22.6%	-1.9%	\$219.39	\$206.35	5.6%	5.7%
Step In Snowboard Bindings	252	5,958	425.0%	209.8%	\$63,863	\$1,436,282	587.5%	209.3%	\$253.42	\$241.07	31.0%	-0.2%
Traditional Snowboard Bindings	14,814	123,741	-27.8%	-10.2%	\$3,241,411	\$25,327,254	-23.9%	-5.5%	\$218.81	\$204.68	5.3%	5.2%