



**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 2019**

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## All Channels Summary

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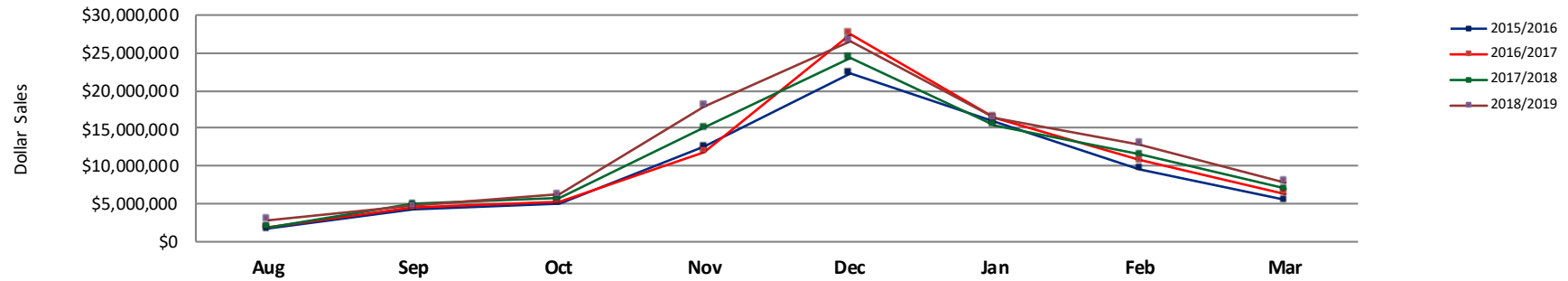
### Current Period: Mar 2019

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
Step In Snowboard Bindings	<b>Sales:</b> \$180,377 <b>Units:</b> 27% <b>Dollars:</b> 11%	↑	↑	<b>Sales:</b> \$5,794,720 <b>Units:</b> 102% <b>Dollars:</b> 92%	↑	↑
Traditional Snowboard Bindings	<b>Sales:</b> \$7,722,706 <b>Units:</b> 11% <b>Dollars:</b> 14%	↑	↑	<b>Sales:</b> \$89,745,484 <b>Units:</b> 4% <b>Dollars:</b> 8%	↑	↑

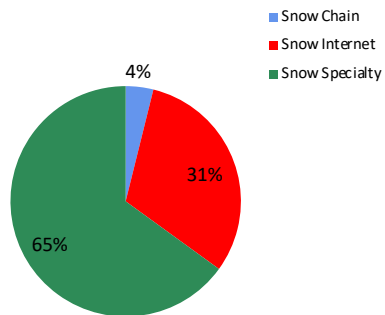


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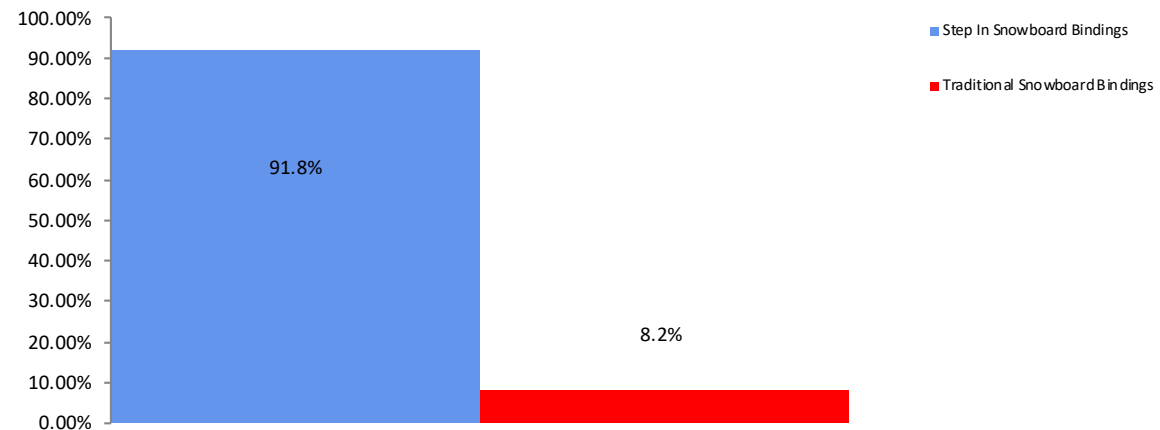
**All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold**



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



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

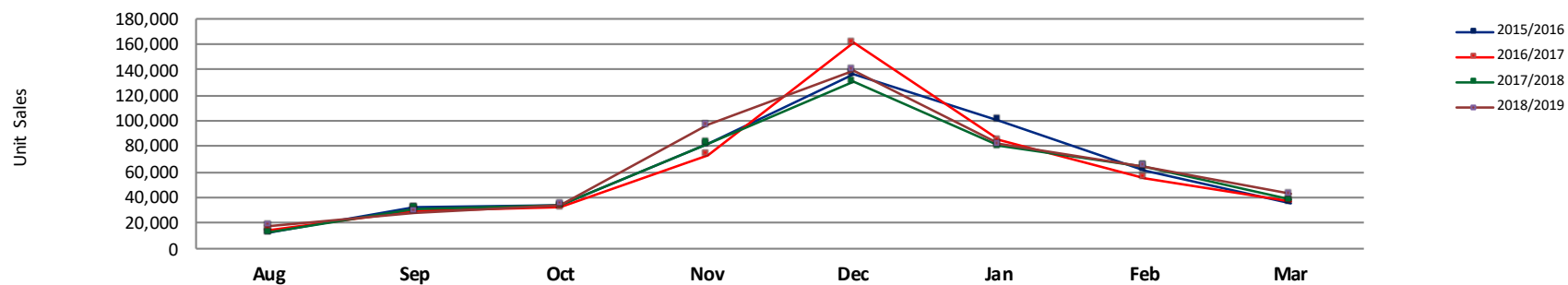




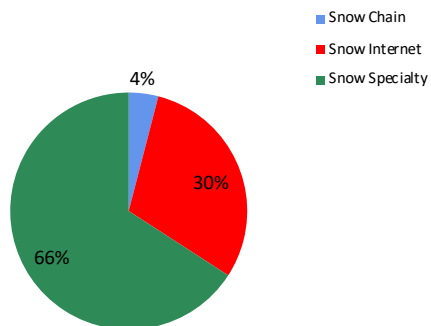
## Unit Analysis, Snowboard Bindings

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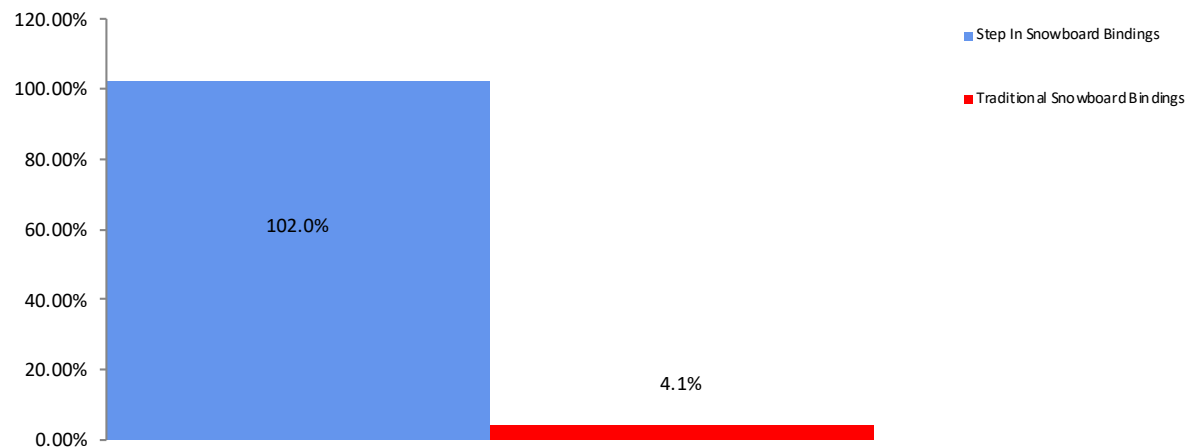
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



Snowboard Bindings Sales, All Stores, Season to Date





# All Channels Topline

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**Current Period: Mar 2019**

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	42,501	505,801	11.6%	6.8%	\$7,903,083	\$95,540,204	13.7%	11.1%	\$185.95	\$188.89	1.9%	4.0%
Step In Snowboard Bindings	927	26,358	27.3%	102.0%	\$180,377	\$5,794,720	11.1%	91.8%	\$194.58	\$219.85	-12.8%	-5.1%
Traditional Snowboard Bindings	41,574	479,443	11.3%	4.1%	\$7,722,706	\$89,745,484	13.8%	8.2%	\$185.76	\$187.19	2.2%	3.9%



## Specialty Topline

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**Current Period: Mar 2019**

### Snowboard Bindings Topline Specialty

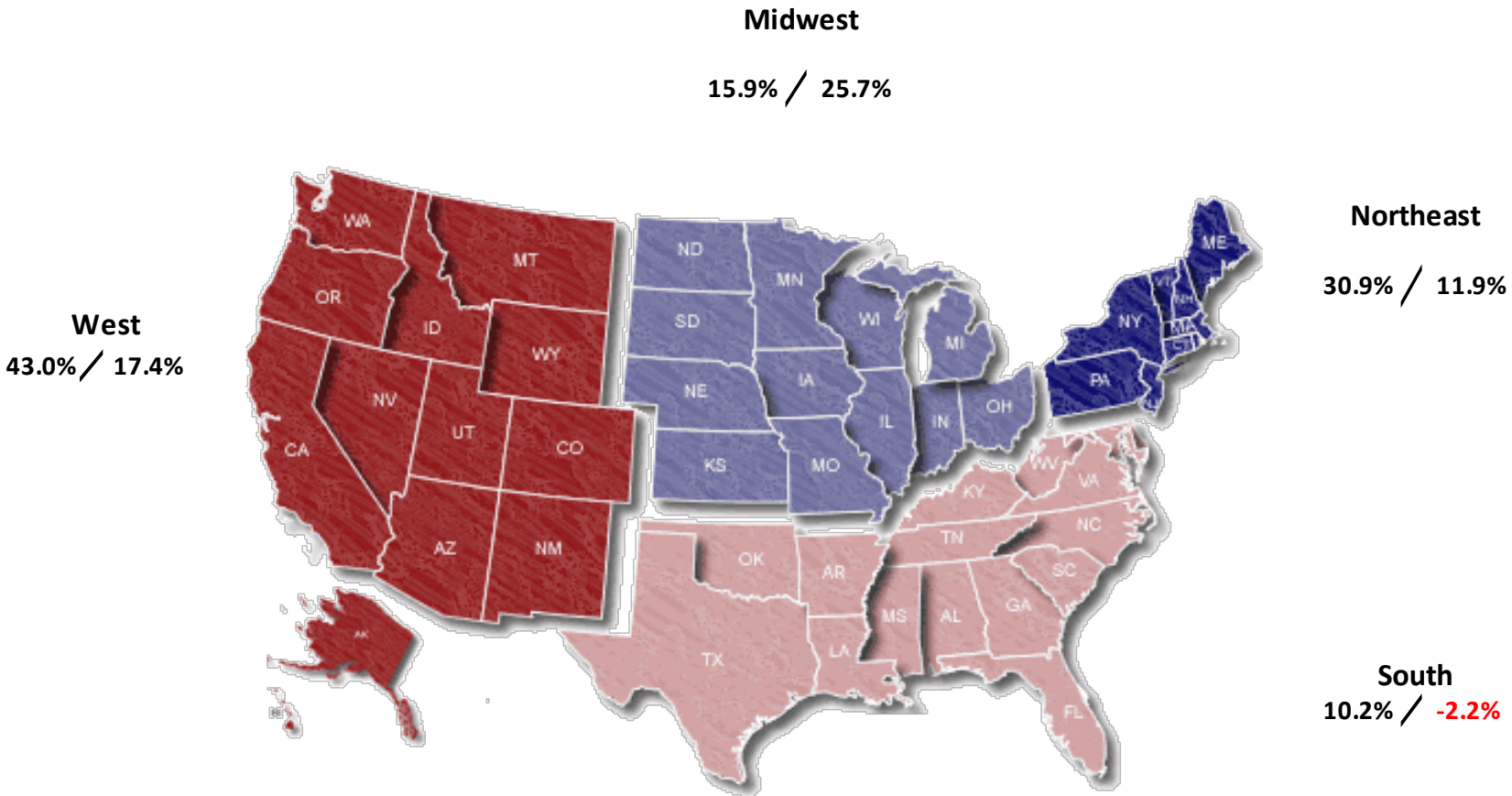
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Snowboard Bindings	29,072	333,163	25.6%	12.6%	\$5,265,238	\$62,117,521	28.1%	14.5%	\$181.11	\$186.45	1.9%	1.7%
Step In Snowboard Bindings	913	24,220	47.7%	112.0%	\$179,442	\$5,280,600	31.5%	101.2%	\$196.54	\$218.03	-11.0%	-5.1%
Traditional Snowboard Bindings	28,159	308,943	25.0%	8.7%	\$5,085,796	\$56,836,921	28.0%	10.1%	\$180.61	\$183.97	2.3%	1.4%



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 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	685	20,388	-8.1%	16.8%	\$117,363	\$3,702,741	1.1%	23.0%	\$171.33	\$181.61	9.9%	5.3%
Step In Snowboard Bindings	2	203	154.6%	130.7%	\$365	\$49,220	140.0%	131.9%	\$182.50	\$242.46	-20.0%	0.5%
Traditional Snowboard Bindings	683	20,185	-8.8%	16.2%	\$116,998	\$3,653,521	0.0%	22.2%	\$171.30	\$181.00	9.7%	5.2%



# Internet Topline

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**Current Period: Mar 2019**

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	12,744	152,250	-10.3%	-5.0%	\$2,520,481	\$29,719,942	-7.5%	3.4%	\$197.78	\$195.20	3.1%	8.8%
Step In Snowboard Bindings	12	1,935	-89.5%	26.2%	\$569	\$464,900	-97.9%	23.7%	\$47.42	\$240.26	-79.9%	-2.0%
Traditional Snowboard Bindings	12,732	150,315	-9.6%	-5.3%	\$2,519,912	\$29,255,042	-6.6%	3.2%	\$197.92	\$194.62	3.4%	8.9%