



**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:** Dec 2019

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## All Channels Summary

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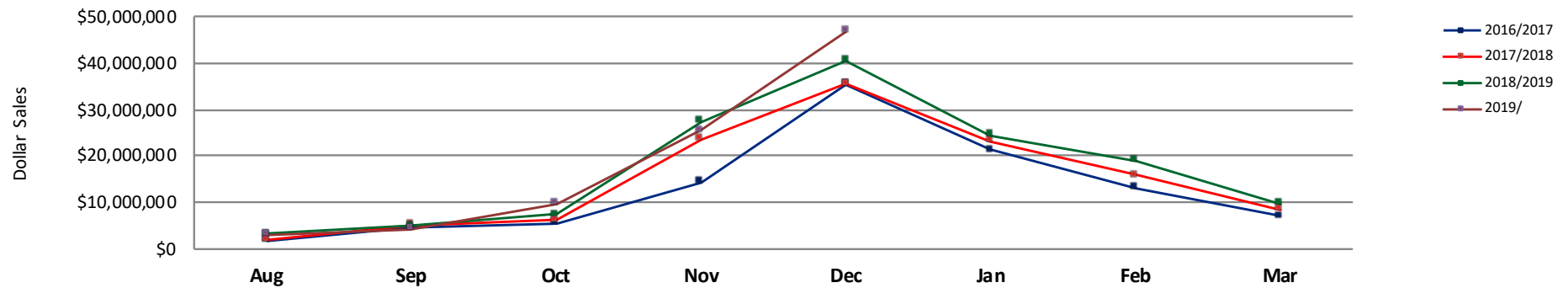
### Current Period: Dec 2019

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
Step In Snowboard Boots	<b>Sales:</b> \$4,371,899 <b>Units:</b> 62% <b>Dollars:</b> 74%	↑	↑	<b>Sales:</b> \$8,973,569 <b>Units:</b> 26% <b>Dollars:</b> 30%	↑	↑
Traditional Snowboard Boots	<b>Sales:</b> \$42,332,232 <b>Units:</b> 7% <b>Dollars:</b> 12%	↑	↑	<b>Sales:</b> \$80,272,413 <b>Units:</b> -1% <b>Dollars:</b> 5%	↓	↑

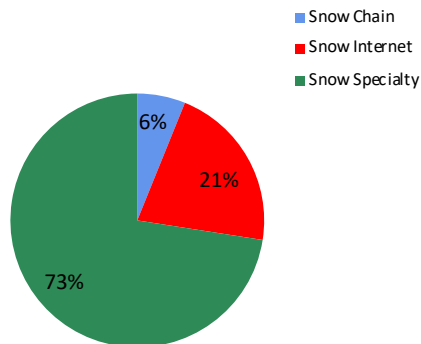


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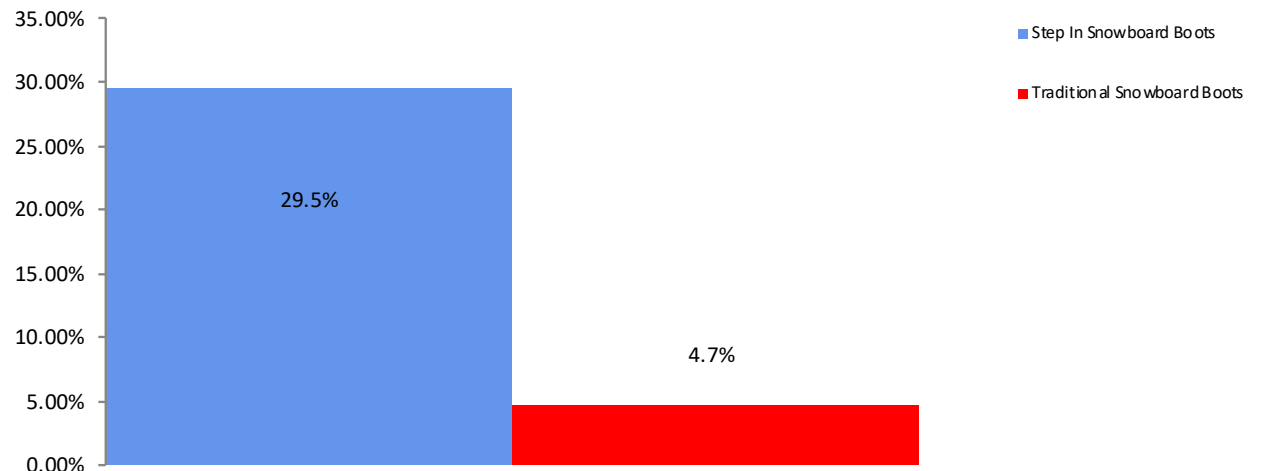
**All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold**



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



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

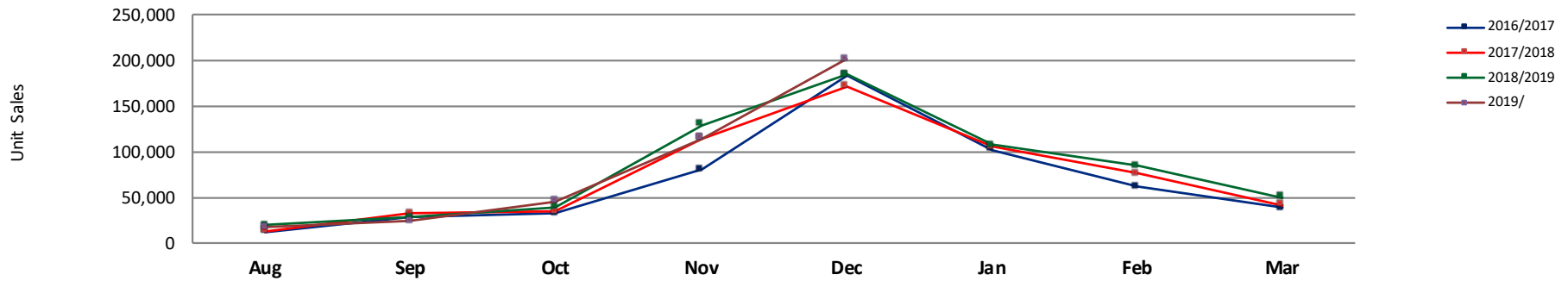




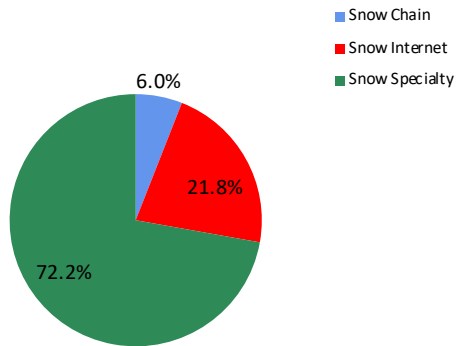
## Unit Analysis, Snowboard Boots

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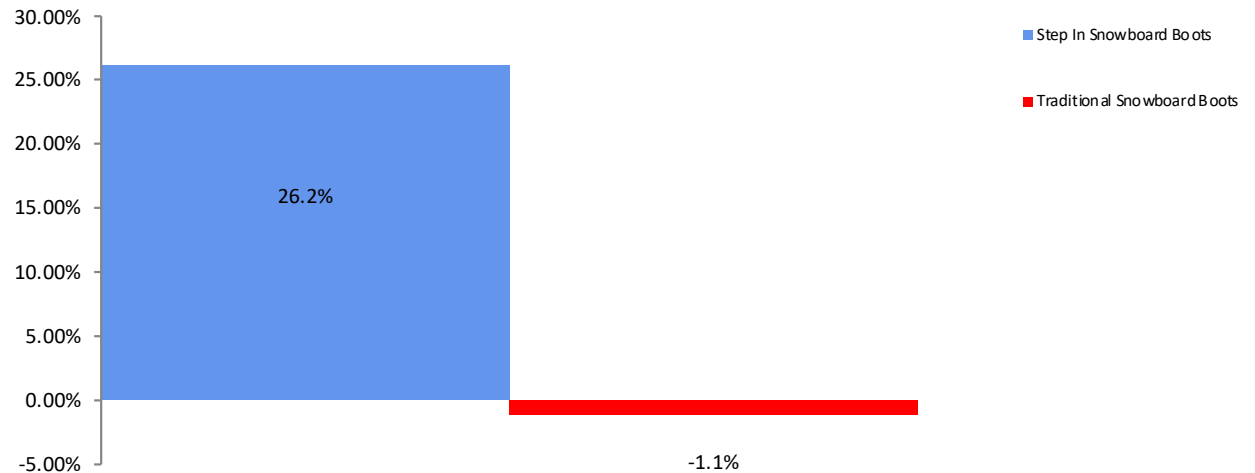
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



Snowboard Boots Sales, All Stores, Season to Date





# All Channels Topline

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**Current Period: Dec 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	201,323	402,057	9.0%	0.3%	\$46,704,131	\$89,245,982	15.5%	6.7%	\$231.99	\$221.97	5.9%	6.4%
Step In Snowboard Boots	12,685	25,769	62.0%	26.2%	\$4,371,899	\$8,973,569	74.3%	29.5%	\$344.65	\$348.23	7.6%	2.7%
Traditional Snowboard Boots	188,638	376,288	6.7%	-1.1%	\$42,332,232	\$80,272,413	11.6%	4.7%	\$224.41	\$213.33	4.6%	5.9%



# Specialty Topline

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**Current Period: Dec 2019**

## Snowboard Boots Topline Specialty

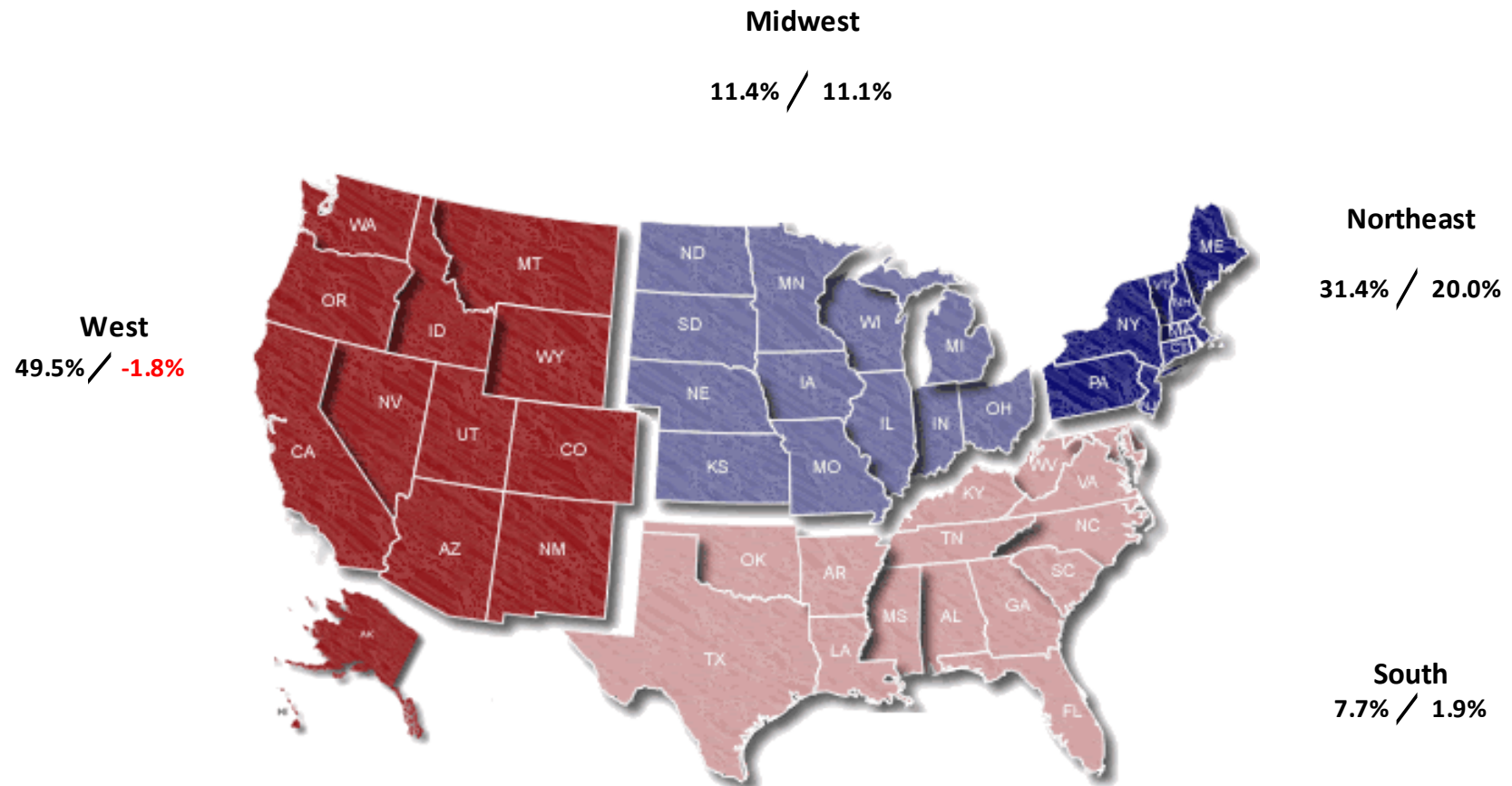
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Snowboard Boots	146,369	290,254	3.0%	0.6%	\$34,162,643	\$64,735,423	9.8%	6.0%	\$233.40	\$223.03	6.6%	5.3%
Step In Snowboard Boots	11,028	21,670	47.0%	16.3%	\$3,788,763	\$7,498,016	58.1%	19.0%	\$343.56	\$346.01	7.6%	2.4%
Traditional Snowboard Boots	135,341	268,584	0.6%	-0.5%	\$30,373,880	\$57,237,407	5.8%	4.4%	\$224.42	\$213.11	5.2%	4.9%



## Specialty Regional Sales

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Current Period: Dec 2019



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





# Chain Topline

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**Current Period: Dec 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	15,937	24,004	15.4%	6.5%	\$3,691,802	\$5,469,956	21.8%	14.6%	\$231.65	\$227.88	5.5%	7.6%
Step In Snowboard Boots	241	406	167.8%	109.3%	\$82,157	\$141,773	163.7%	117.9%	\$340.90	\$349.19	-1.5%	4.1%
Traditional Snowboard Boots	15,696	23,598	14.4%	5.6%	\$3,609,645	\$5,328,183	20.3%	13.2%	\$229.97	\$225.79	5.2%	7.1%



# Internet Topline

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**Current Period: Dec 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	39,017	87,799	35.6%	-2.4%	\$8,849,686	\$19,040,602	40.6%	7.3%	\$226.82	\$216.87	3.7%	10.0%
Step In Snowboard Boots	1,416	3,693	490.0%	131.4%	\$500,979	\$1,333,779	512.9%	136.6%	\$353.80	\$361.16	3.9%	2.2%
Traditional Snowboard Boots	37,601	84,106	31.8%	-4.8%	\$8,348,707	\$17,706,823	34.3%	3.1%	\$222.03	\$210.53	1.9%	8.3%