



**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: Feb 2020

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# All Channels Summary

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## Current Period: Feb 2020

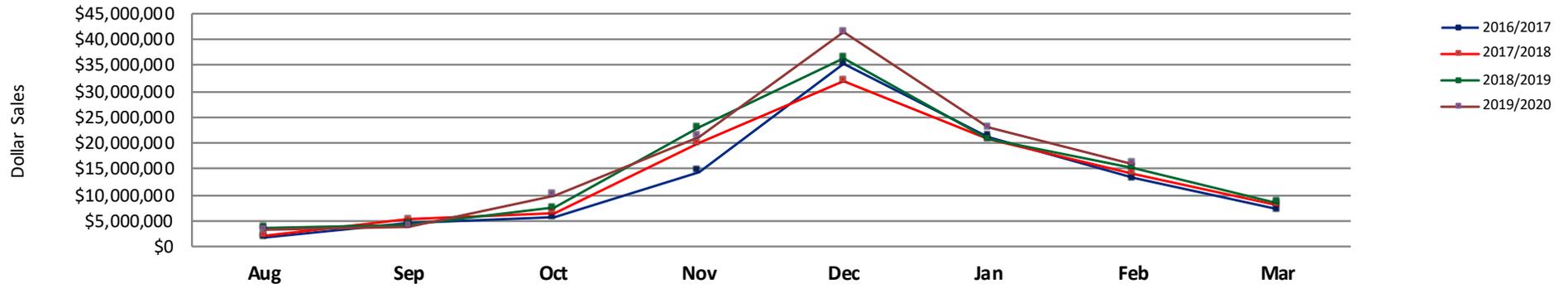
	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
<b>Step In Snowboard Boots</b>	<b>Sales:</b> \$1,069,451 <b>Units:</b> 171% <b>Dollars:</b> 223%			<b>Sales:</b> \$10,207,827 <b>Units:</b> 46% <b>Dollars:</b> 51%		
<b>Traditional Snowboard Boots</b>	<b>Sales:</b> \$14,838,068 <b>Units:</b> -1% <b>Dollars:</b> 0%			<b>Sales:</b> \$108,612,141 <b>Units:</b> -1% <b>Dollars:</b> 5%		



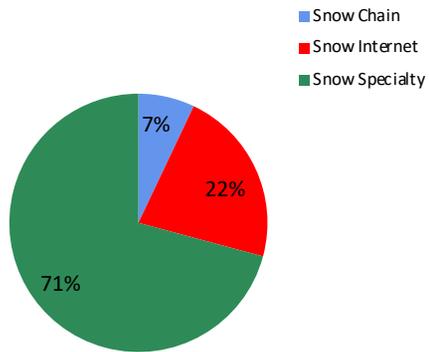
# Dollar Analysis, Snowboard Boots

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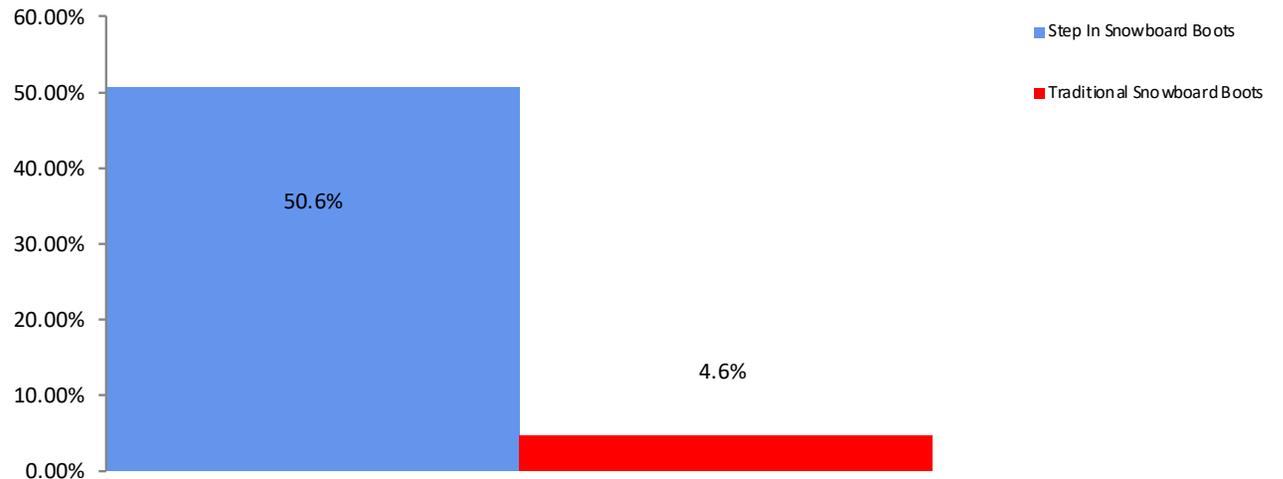
### All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



### Dollar Sales By Channel, Season to Date



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

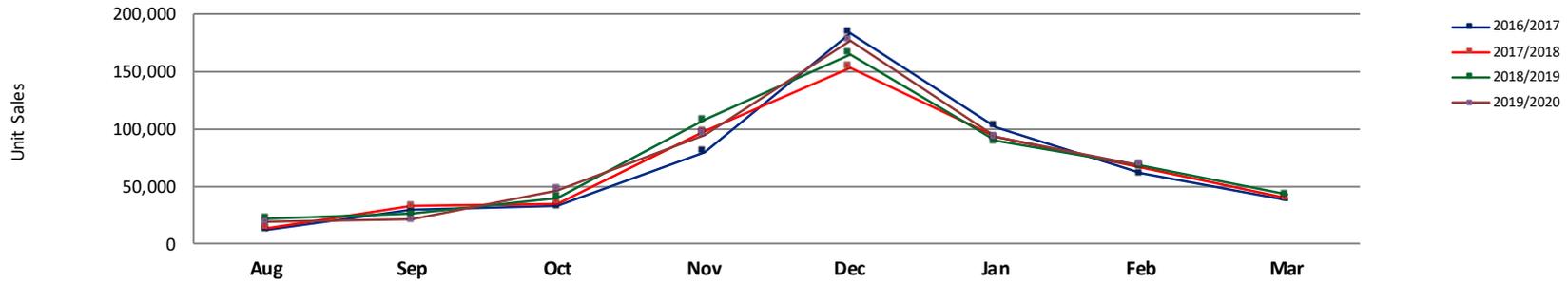




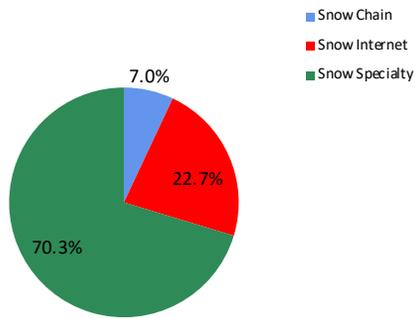
# Unit Analysis, Snowboard Boots

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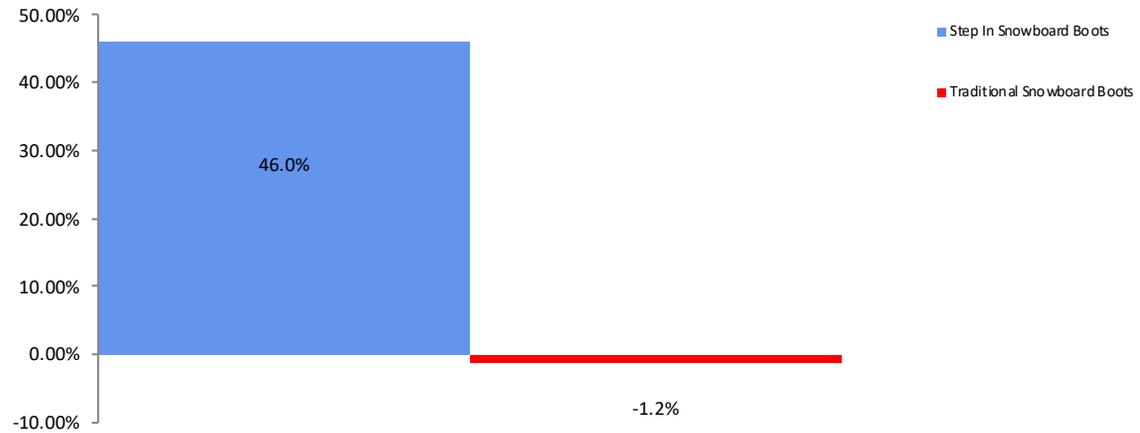
### All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



### Unit Sales By Channel, Season to Date



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





# All Channels Topline

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**Current Period: Feb 2020**

## 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	68,158	518,970	1.6%	0.7%	\$15,907,519	\$118,819,968	4.7%	7.5%	\$233.39	\$228.95	3.0%	6.7%
Step In Snowboard Boots	3,162	29,708	171.0%	46.0%	\$1,069,451	\$10,207,827	222.6%	50.6%	\$338.22	\$343.61	19.0%	3.2%
Traditional Snowboard Boots	64,996	489,262	-1.4%	-1.2%	\$14,838,068	\$108,612,141	-0.2%	4.6%	\$228.29	\$221.99	1.2%	5.9%



# Specialty Topline

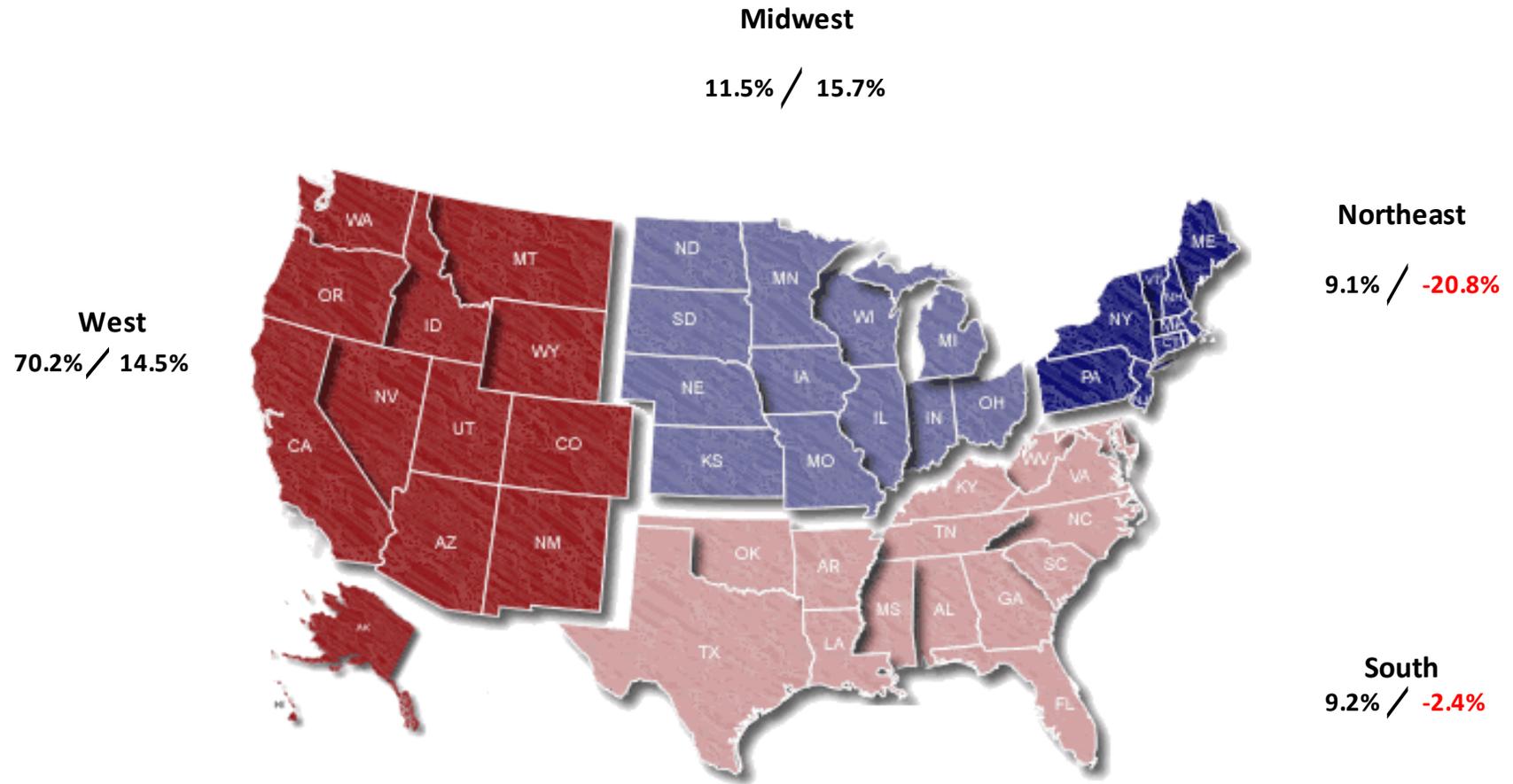
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**Current Period: Feb 2020**

## 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	50,813	364,928	10.8%	2.0%	\$12,038,372	\$84,152,665	15.8%	8.5%	\$236.92	\$230.60	4.5%	6.4%
Step In Snowboard Boots	3,014	24,390	169.3%	32.7%	\$1,024,006	\$8,321,133	221.1%	36.6%	\$339.75	\$341.17	19.2%	2.9%
Traditional Snowboard Boots	47,799	340,538	6.8%	0.3%	\$11,014,366	\$75,831,532	9.3%	6.1%	\$230.43	\$222.68	2.3%	5.8%

Current Period: Feb 2020



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



# Chain Topline

**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.**

**Current Period: Feb 2020**

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	4,121	36,301	-13.4%	4.9%	\$920,922	\$8,381,393	-16.3%	10.3%	\$223.47	\$230.89	-3.5%	5.2%
Step In Snowboard Boots	-11	553	-320.0%	132.4%	-\$3,120	\$188,905	-255.4%	133.8%	\$283.64	\$341.60	-29.4%	0.6%
Traditional Snowboard Boots	4,132	35,748	-13.0%	4.0%	\$924,042	\$8,192,488	-15.9%	9.0%	\$223.63	\$229.17	-3.3%	4.8%



# Internet Topline

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**Current Period: Feb 2020**

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	13,224	117,740	-19.6%	-4.2%	\$2,948,225	\$26,285,909	-20.2%	3.4%	\$222.95	\$223.25	-0.8%	7.9%
Step In Snowboard Boots	159	4,764	278.6%	174.7%	\$48,565	\$1,697,789	357.2%	180.4%	\$305.44	\$356.38	20.8%	2.1%
Traditional Snowboard Boots	13,065	112,976	-20.3%	-6.7%	\$2,899,660	\$24,588,120	-21.3%	-0.9%	\$221.94	\$217.64	-1.2%	6.3%