



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: Mar 2020

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Table of Contents

Table of Contents		
Table Of Contents		2
Summary		3
Dollar Analysis, Snowboard Boots		4
Unit Analysis, Snowboard Boots		5
All Channels Topline		6
Specialty Topline		7
Specialty Regional Sales		8
Chain Topline		9
Internet Topline		10



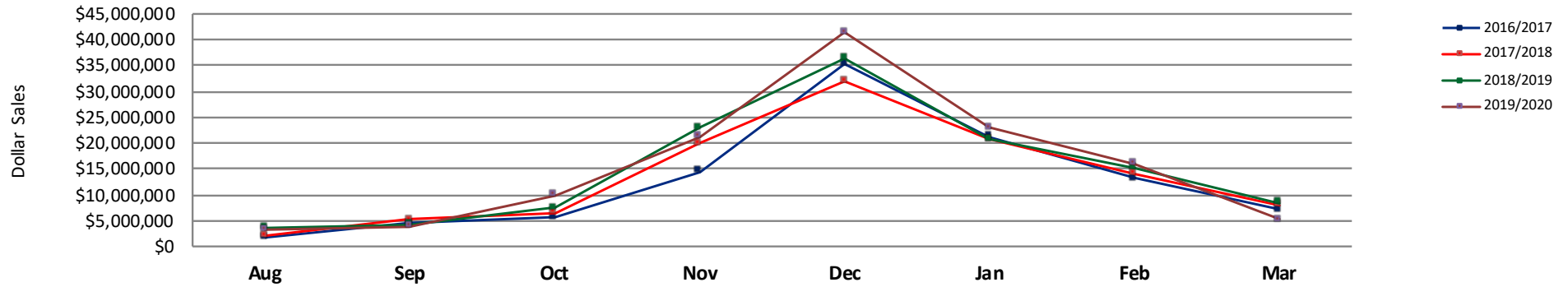
All Channels Summary

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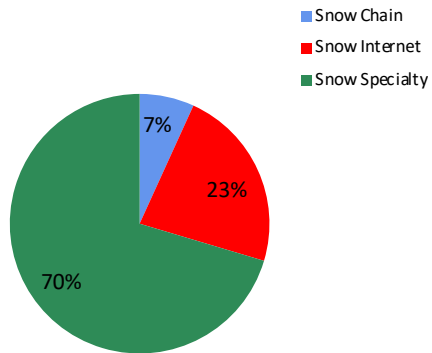
Current Period: Mar 2020

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
Step In Snowboard Boots	Sales: \$149,333 Units: -20% Dollars: -22%	↓	↓	Sales: \$10,357,160 Units: 44% Dollars: 49%	↑	↑
Traditional Snowboard Boots	Sales: \$5,105,997 Units: -37% Dollars: -38%	↓	↓	Sales: \$113,715,035 Units: -4% Dollars: 1%	↓	↑

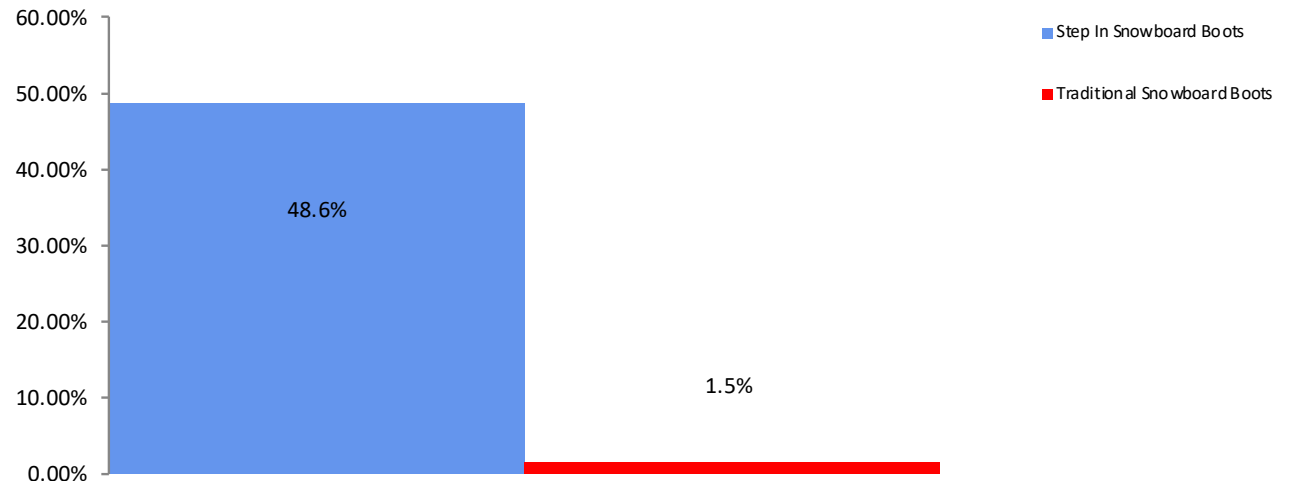
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



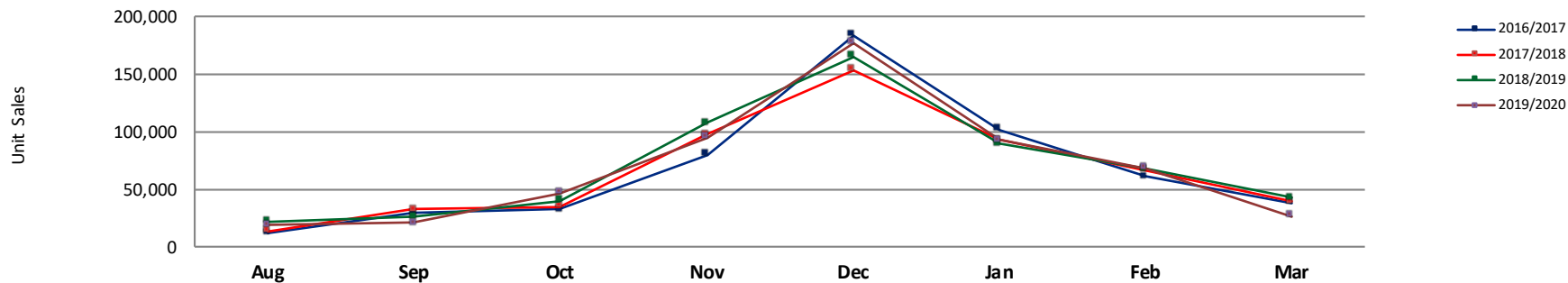
Dollar Sales By Channel, Season to Date



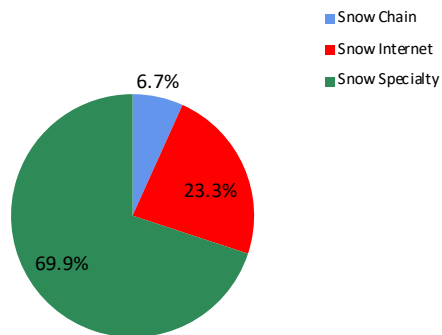
Snowboard Boots Sales, All Stores, Season to Date



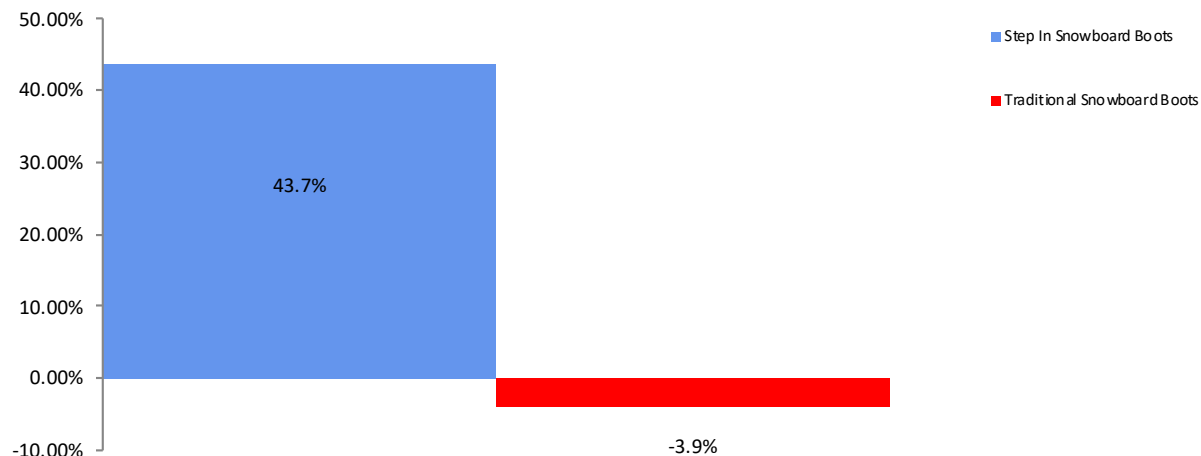
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



Snowboard Boots Sales, All Stores, Season to Date





All Channels Topline

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Current Period: Mar 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	26,661	545,627	-36.7%	-2.1%	\$5,255,330	\$124,072,195	-37.7%	4.3%	\$197.12	\$227.39	-1.6%	6.5%
Step In Snowboard Boots	573	30,280	-20.2%	43.7%	\$149,333	\$10,357,160	-22.4%	48.6%	\$260.62	\$342.05	-2.8%	3.4%
Traditional Snowboard Boots	26,088	515,347	-36.9%	-3.9%	\$5,105,997	\$113,715,035	-38.0%	1.5%	\$195.72	\$220.66	-1.7%	5.6%



Specialty Topline

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Current Period: Mar 2020

Snowboard Boots Topline Specialty

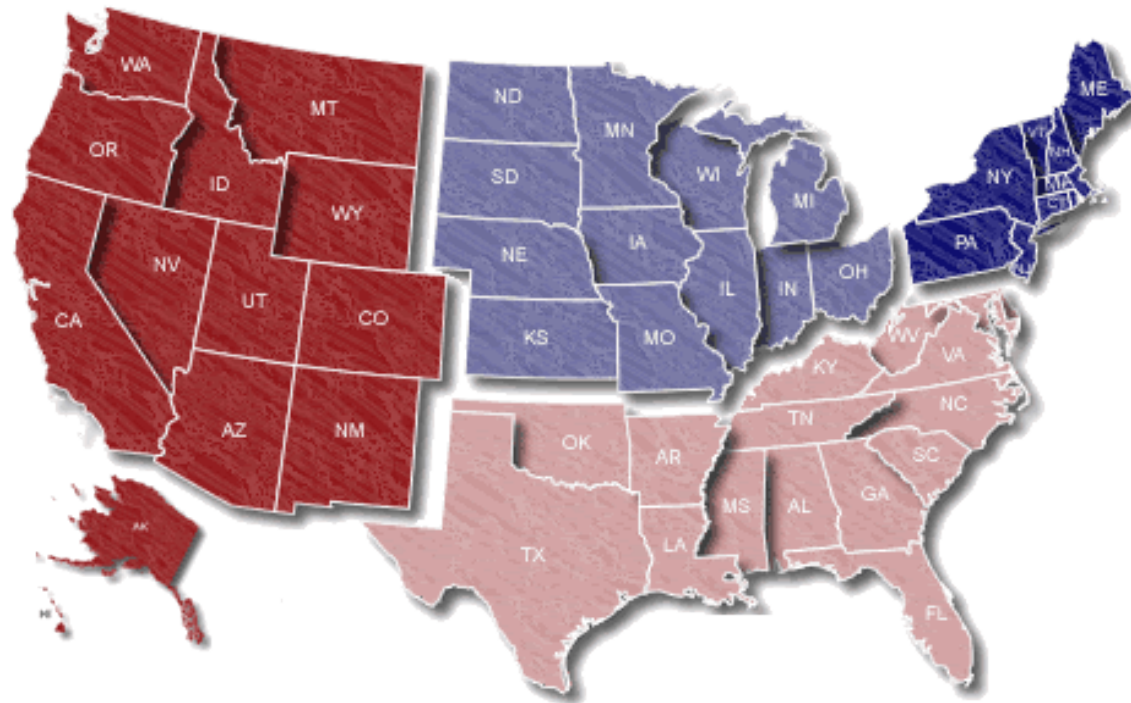
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Snowboard Boots	16,694	381,613	-45.2%	-1.7%	\$3,174,622	\$87,325,264	-46.8%	4.5%	\$190.17	\$228.83	-2.8%	6.4%
Step In Snowboard Boots	524	24,914	-23.2%	30.7%	\$150,413	\$8,471,545	-19.1%	35.0%	\$287.05	\$340.03	5.2%	3.3%
Traditional Snowboard Boots	16,170	356,699	-45.7%	-3.4%	\$3,024,209	\$78,853,719	-47.7%	2.1%	\$187.03	\$221.07	-3.6%	5.7%

Current Period: Mar 2020

Midwest

11.4% / 14.3%

West
70.4% / 9.2%



Northeast

9.1% / -21.5%

South

9.2% / -5.7%

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



Chain Topline

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Current Period: Mar 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	513	36,814	-2.8%	4.8%	\$62,252	\$8,443,645	-29.4%	9.9%	\$121.35	\$229.36	-27.4%	4.9%
Step In Snowboard Boots	-11	542	0.0%	127.7%	-\$4,528	\$184,377	-2718.8%	128.7%	\$411.64	\$340.18	0.0%	0.4%
Traditional Snowboard Boots	524	36,272	-0.8%	3.9%	\$66,780	\$8,259,268	-24.4%	8.6%	\$127.44	\$227.70	-23.9%	4.5%



Internet Topline

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Current Period: Mar 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	9,454	127,200	-14.7%	-5.0%	\$2,018,457	\$28,303,286	-15.2%	1.9%	\$213.50	\$222.51	-0.5%	7.3%
Step In Snowboard Boots	60	4,824	66.7%	172.5%	\$3,449	\$1,701,238	-48.2%	177.9%	\$57.48	\$352.66	-68.9%	2.0%
Traditional Snowboard Boots	9,394	122,376	-15.0%	-7.4%	\$2,015,008	\$26,602,048	-15.1%	-2.1%	\$214.50	\$217.38	-0.1%	5.7%