



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: **Nov 2019**

Copyright 2018. The NPD Group, Inc. All Rights Reserved. Proprietary and Confidential Property of NPD and its Affiliates, Licensed for Use by NPD Clients Only: Access to and use of this proprietary and confidential information is limited by the terms and conditions of a client license agreement with NPD. Any unauthorized use or disclosure, including with retailers, violates your company's license and is strictly prohibited. Please contact your NPD Account Manager if you have any questions.



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

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.

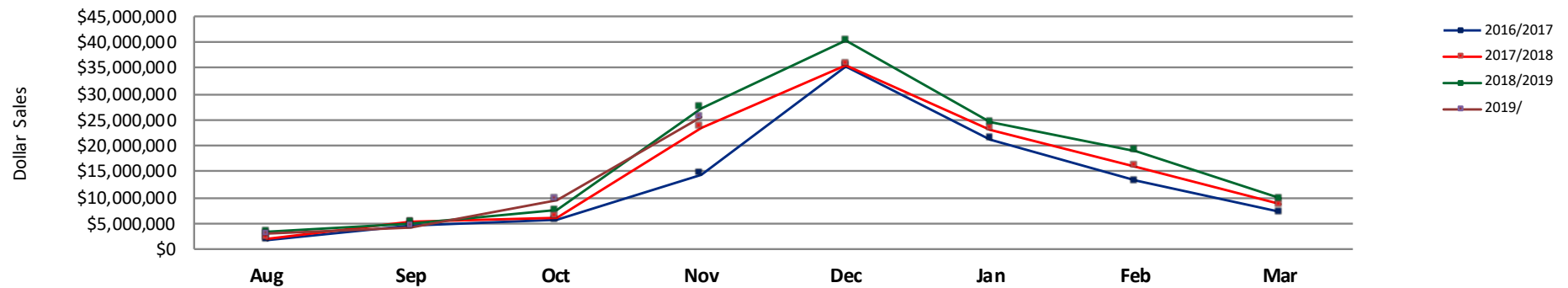
Current Period: Nov 2019

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
Step In Snowboard Boots	Sales: \$3,285,194 Units: -2% Dollars: -4%	↓	↓	Sales: \$4,601,670 Units: 4% Dollars: 4%	↑	↑
Traditional Snowboard Boots	Sales: \$22,228,983 Units: -12% Dollars: -7%	↓	↓	Sales: \$37,801,064 Units: -8% Dollars: -2%	↓	↓

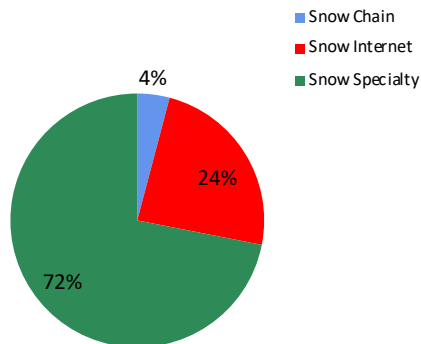


NOTE: NPD POS data reports are based on the NRF calendar which may result in trends not in alignment with other reporting periods. Please contact your NPD account representative with questions.

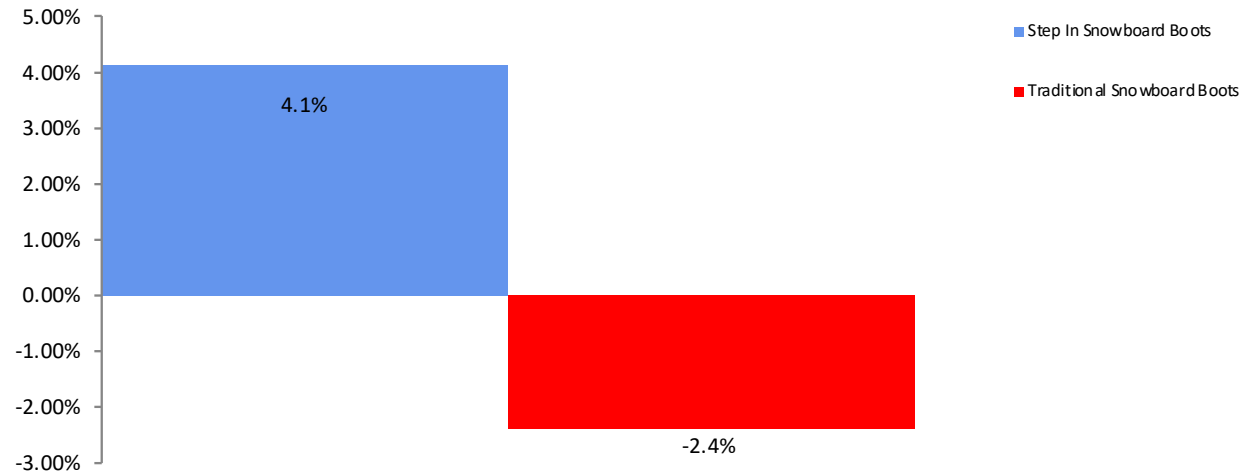
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



Dollar Sales By Channel, Season to Date



Snowboard Boots Sales, All Stores, Season to Date

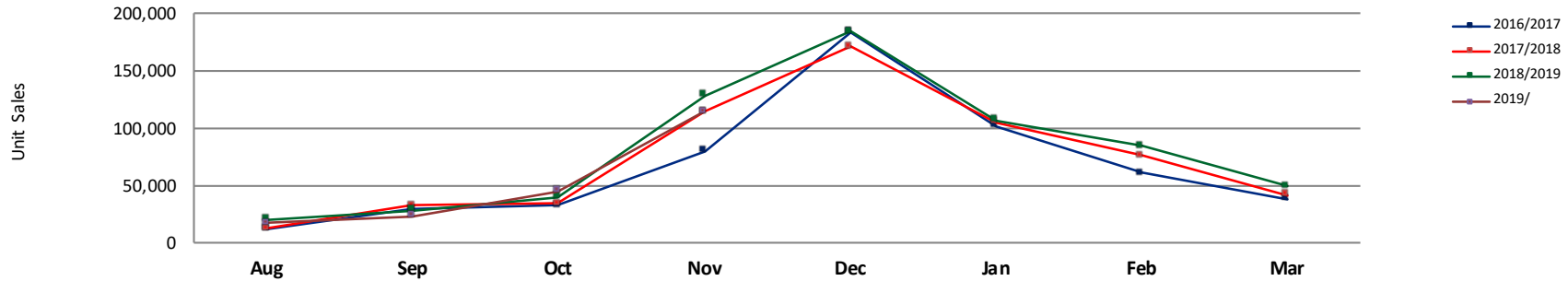




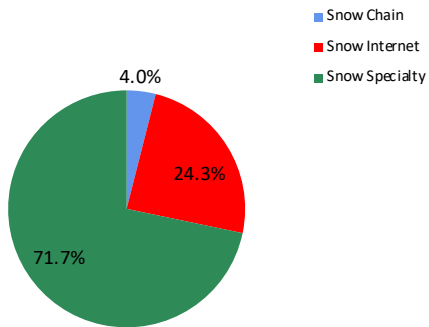
Unit Analysis, Snowboard Boots

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.

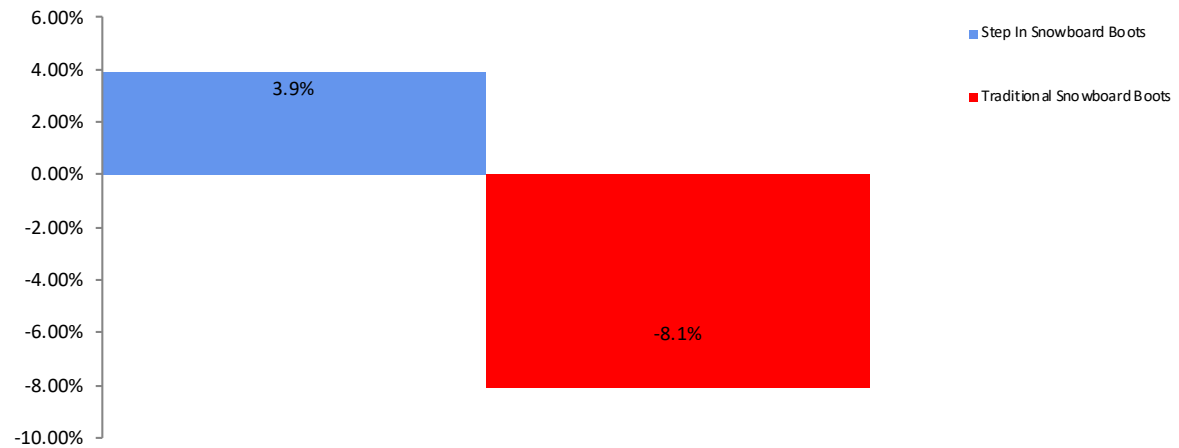
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



Snowboard Boots Sales, All Stores, Season to Date





All Channels Topline

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: Nov 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	114,349	200,141	-11.2%	-7.4%	\$25,514,177	\$42,402,734	-6.4%	-1.7%	\$223.13	\$211.86	5.3%	6.2%
Step In Snowboard Boots	9,406	13,083	-2.2%	3.9%	\$3,285,194	\$4,601,670	-3.8%	4.1%	\$349.27	\$351.73	-1.6%	0.2%
Traditional Snowboard Boots	104,943	187,058	-11.9%	-8.1%	\$22,228,983	\$37,801,064	-6.8%	-2.4%	\$211.82	\$202.08	5.7%	6.2%



Specialty 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: Nov 2019

Snowboard Boots Topline Specialty

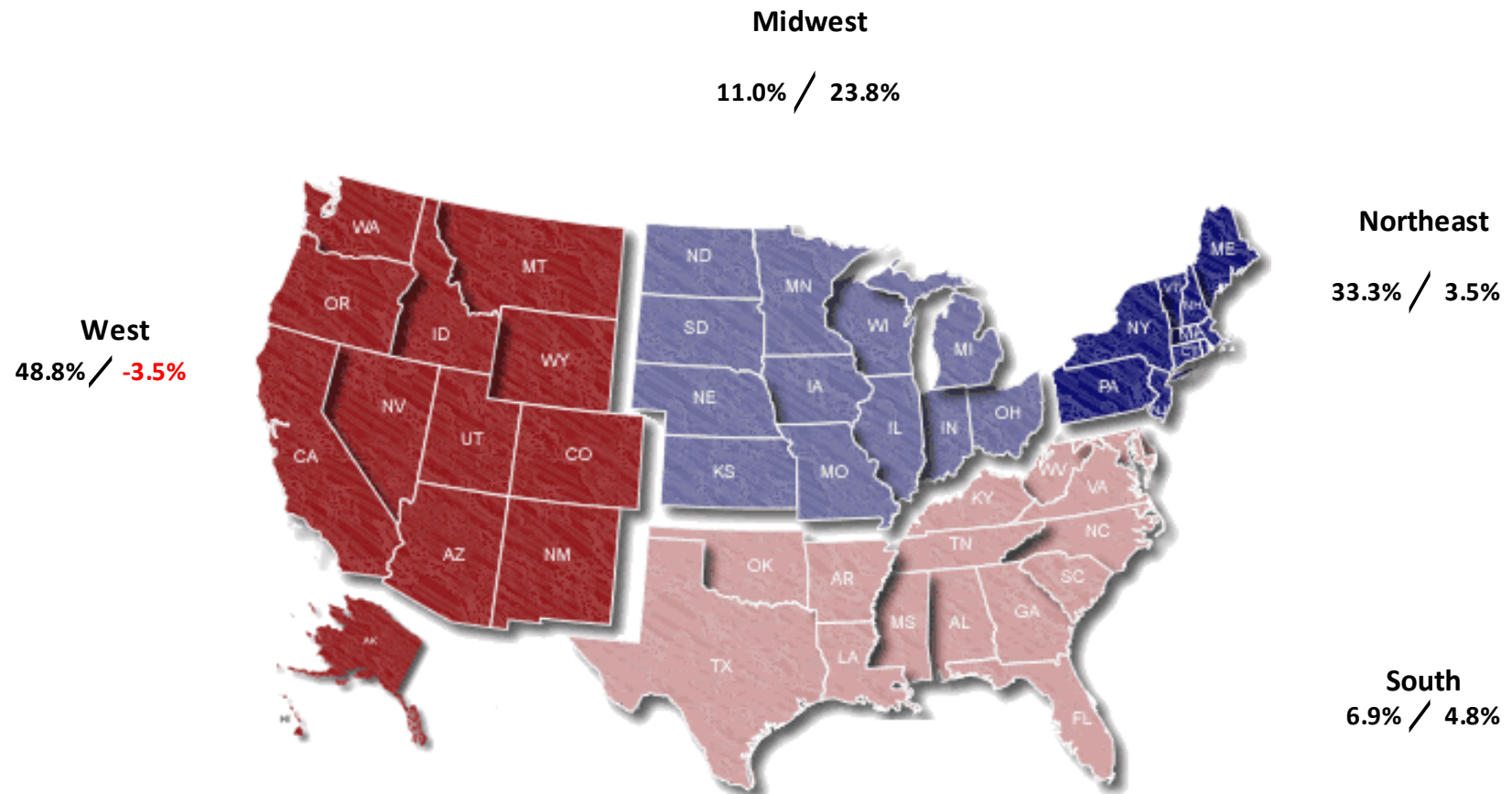
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Snowboard Boots	84,682	143,529	-7.2%	-1.9%	\$19,003,857	\$30,492,549	-3.4%	1.8%	\$224.41	\$212.45	4.1%	3.7%
Step In Snowboard Boots	7,592	10,642	-8.1%	-4.4%	\$2,633,989	\$3,709,254	-10.1%	-5.0%	\$346.94	\$348.55	-2.2%	-0.6%
Traditional Snowboard Boots	77,090	132,887	-7.1%	-1.6%	\$16,369,868	\$26,783,295	-2.2%	2.8%	\$212.35	\$201.55	5.3%	4.5%



Specialty Regional Sales

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: Nov 2019



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: Nov 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	5,225	7,915	-17.3%	-9.3%	\$1,170,453	\$1,743,416	-8.0%	0.0%	\$224.01	\$220.27	11.2%	10.3%
Step In Snowboard Boots	137	164	31.7%	57.7%	\$48,687	\$59,616	43.6%	75.8%	\$355.38	\$363.51	9.0%	11.5%
Traditional Snowboard Boots	5,088	7,751	-18.1%	-10.1%	\$1,121,766	\$1,683,800	-9.4%	-1.5%	\$220.47	\$217.24	10.6%	9.7%



Internet 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: Nov 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	24,442	48,696	-21.5%	-20.4%	\$5,339,867	\$10,166,769	-15.6%	-11.2%	\$218.47	\$208.78	7.5%	11.6%
Step In Snowboard Boots	1,677	2,277	34.1%	67.9%	\$602,518	\$832,800	34.2%	72.7%	\$359.28	\$365.74	0.1%	2.9%
Traditional Snowboard Boots	22,765	46,419	-23.8%	-22.4%	\$4,737,349	\$9,333,969	-19.4%	-14.9%	\$208.10	\$201.08	5.8%	9.7%