



**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

## Snowboards Report

**Report Date: Dec 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

<a href="#">Table Of Contents</a>	2
<a href="#">Summary</a>	3
<a href="#">Dollar Analysis, Snowboards</a>	4
<a href="#">Unit Analysis, Snowboards</a>	5
<a href="#">All Channels Topline</a>	6
<a href="#">Specialty Topline</a>	7
<a href="#">Specialty Regional Sales</a>	8
<a href="#">Chain Topline</a>	9
<a href="#">Internet Topline</a>	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.**

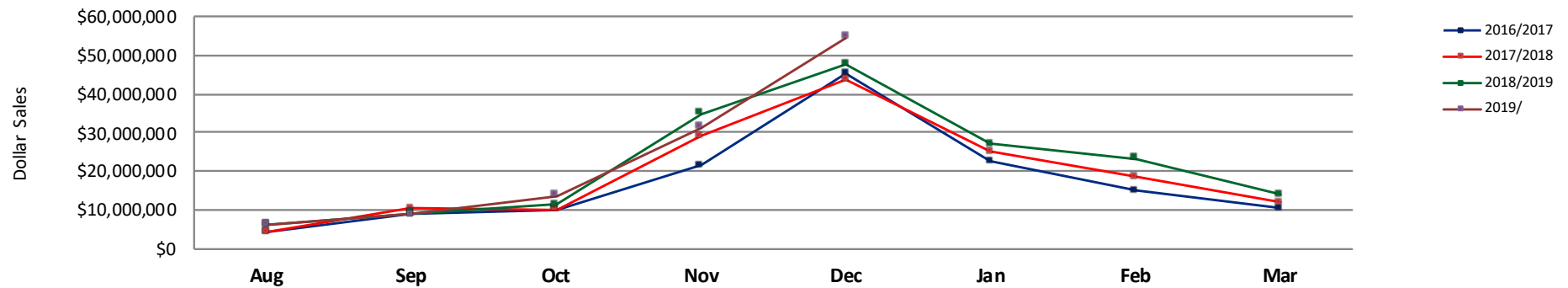
## Current Period: Dec 2019

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
All Mountain Snowboards	Sales: \$27,993,597 Units: 7% Dollars: 10%	↑	↑	Sales: \$57,257,863 Units: -3% Dollars: 0%	↓	↑
Freeride Snowboards	Sales: \$8,530,874 Units: 18% Dollars: 49%	↑	↑	Sales: \$18,933,958 Units: 17% Dollars: 55%	↑	↑
Freestyle Snowboards	Sales: \$16,845,697 Units: 7% Dollars: 9%	↑	↑	Sales: \$35,968,762 Units: -4% Dollars: -3%	↓	↓
Splitboard Snowboards	Sales: \$1,059,351 Units: 1% Dollars: -5%	↑	↓	Sales: \$2,752,451 Units: -6% Dollars: -12%	↓	↓

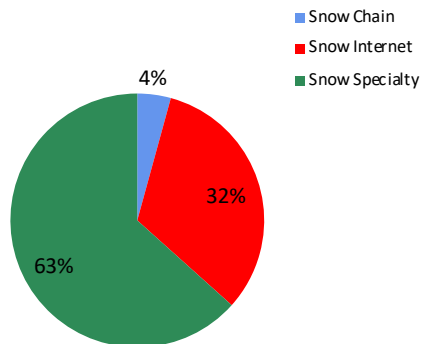


**NOTE: NPD POS data reports are based on the NRF calendar which may result in trends not in alignment with other reporting periods. Please contact your NPD account representative with questions.**

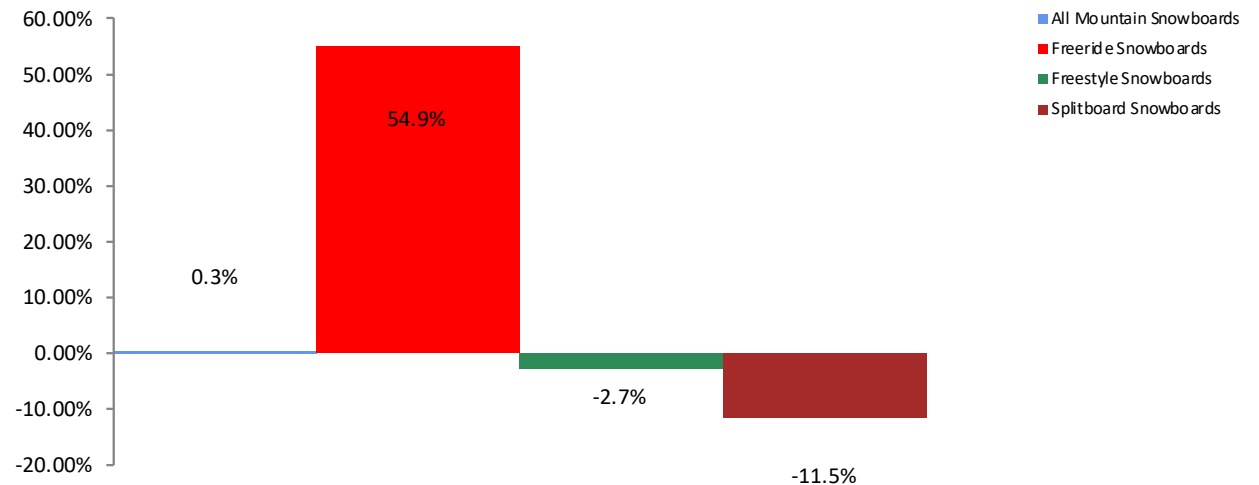
**All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold**



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



**Snowboards Sales, All Stores, Season to Date**

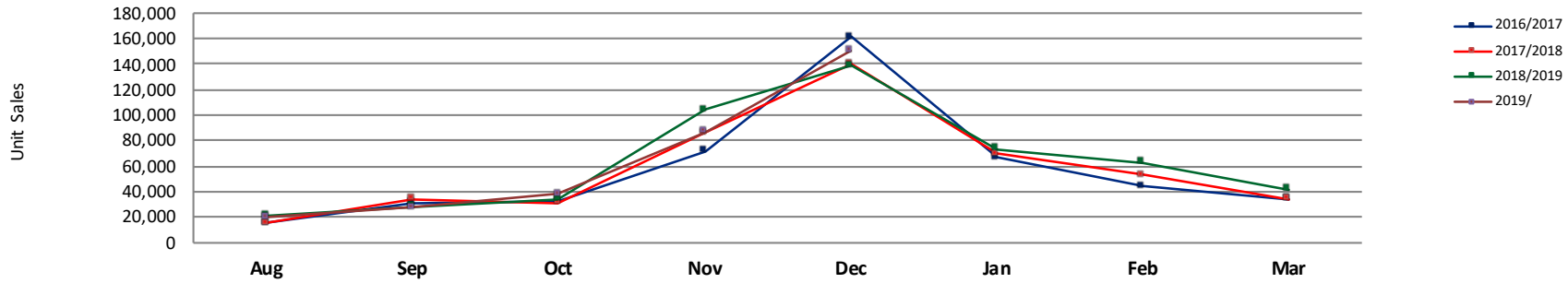




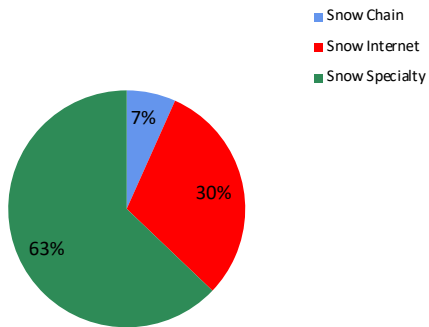
## Unit Analysis, Snowboards

**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.**

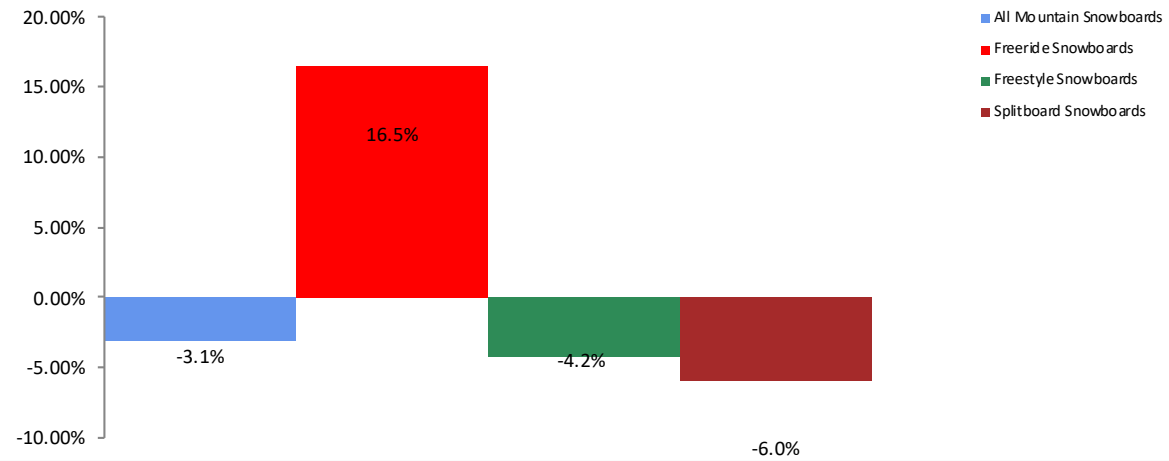
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



Snowboards 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: Dec 2019**

Snowboards 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
Snowboards	150,535	323,898	8.2%	-0.9%	\$54,429,519	\$114,913,034	14.3%	5.0%	\$361.57	\$354.78	5.6%	6.0%
All Mountain Snowboards	82,132	171,129	6.9%	-3.1%	\$27,993,597	\$57,257,863	10.5%	0.3%	\$340.84	\$334.59	3.4%	3.5%
Freeride Snowboards	22,599	49,503	17.7%	16.5%	\$8,530,874	\$18,933,958	48.9%	54.9%	\$377.49	\$382.48	26.5%	32.9%
Freestyle Snowboards	44,273	99,113	6.6%	-4.2%	\$16,845,697	\$35,968,762	9.0%	-2.7%	\$380.50	\$362.91	2.2%	1.6%
Splitboard Snowboards	1,531	4,153	1.2%	-6.0%	\$1,059,351	\$2,752,451	-5.2%	-11.5%	\$691.93	\$662.76	-6.3%	-5.9%



## 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: Dec 2019**

### Snowboards Topline Specialty

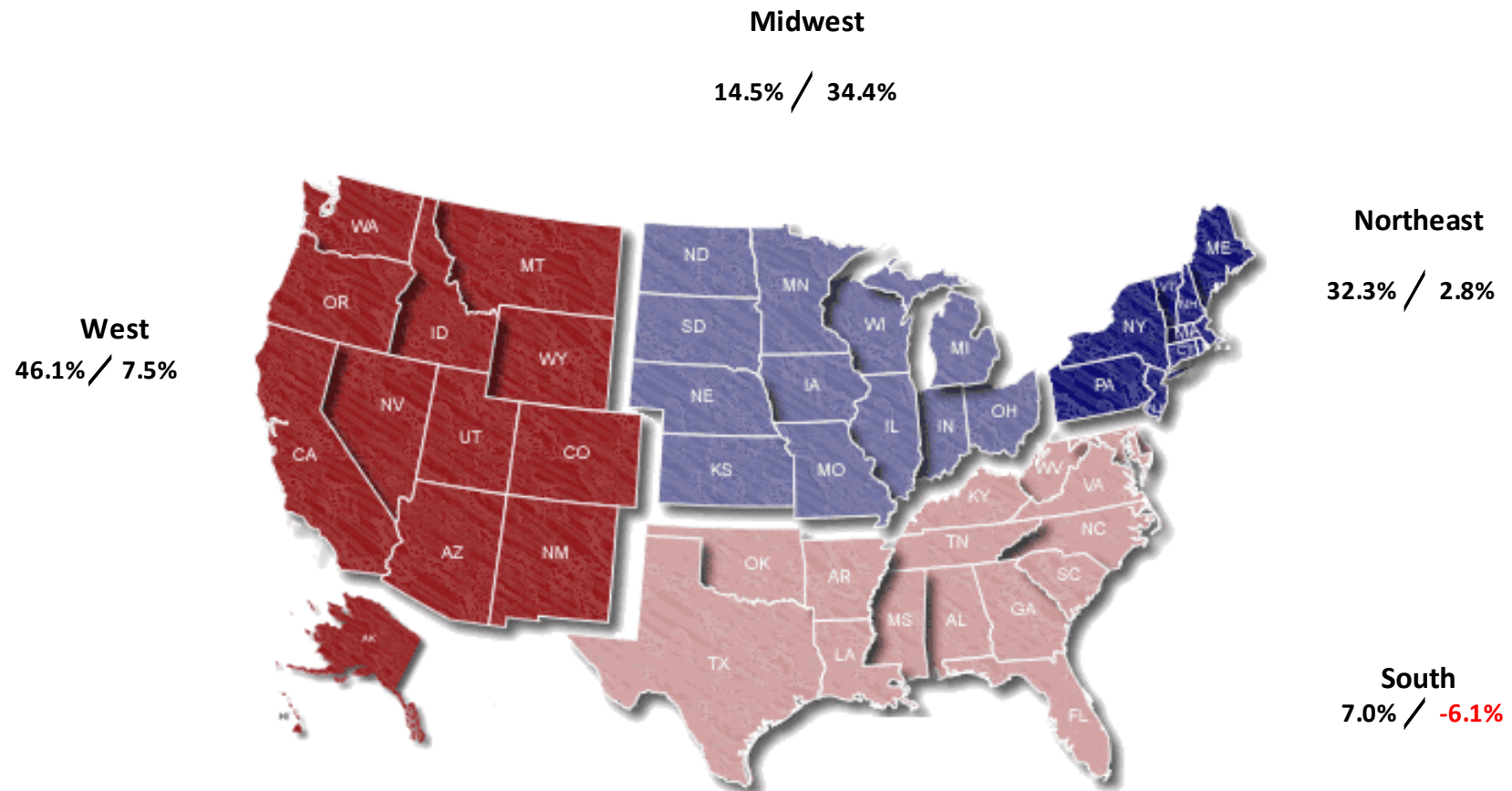
	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Snowboards	91,676	203,653	2.7%	4.3%	\$34,833,590	\$72,806,800	8.5%	7.9%	\$379.96	\$357.50	5.7%	3.4%
All Mountain Snowboards	48,601	106,740	1.3%	1.5%	\$17,739,904	\$36,400,185	6.7%	4.3%	\$365.01	\$341.02	5.3%	2.7%
Freeride Snowboards	11,957	28,521	19.8%	41.2%	\$5,071,971	\$11,441,754	34.7%	59.1%	\$424.18	\$401.17	12.4%	12.7%
Freestyle Snowboards	30,530	66,978	-0.9%	-2.4%	\$11,658,501	\$24,117,063	2.8%	-1.6%	\$381.87	\$360.07	3.7%	0.8%
Splitboard Snowboards	588	1,414	13.3%	13.3%	\$363,214	\$847,798	-0.8%	-1.4%	\$617.71	\$599.57	-12.5%	-13.0%



# 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: Dec 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: Dec 2019**

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
Snowboards	14,367	21,676	-10.5%	-22.0%	\$2,768,064	\$4,902,770	6.1%	0.5%	\$192.67	\$226.18	18.5%	28.9%
All Mountain Snowboards	9,562	14,255	-1.3%	-14.2%	\$1,866,004	\$3,174,813	2.6%	-4.9%	\$195.15	\$222.72	3.9%	10.9%
Freeride Snowboards	3,797	5,373	-28.0%	-38.8%	\$501,881	\$870,933	37.8%	44.3%	\$132.18	\$162.09	91.3%	135.6%
Freestyle Snowboards	935	1,796	-3.6%	-15.8%	\$339,987	\$666,996	2.8%	-8.9%	\$363.62	\$371.38	6.7%	8.2%
Splitboard Snowboards	73	252	-36.5%	-6.3%	\$60,192	\$190,028	-36.2%	-6.5%	\$824.55	\$754.08	0.4%	-0.2%



# 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: Dec 2019**

Snowboards 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
Snowboards	44,492	98,569	31.8%	-5.2%	\$16,827,865	\$37,203,464	30.2%	0.4%	\$378.22	\$377.44	-1.2%	5.9%
All Mountain Snowboards	23,969	50,134	24.8%	-8.6%	\$8,387,689	\$17,682,865	21.7%	-6.2%	\$349.94	\$352.71	-2.5%	2.6%
Freeride Snowboards	6,846	15,609	73.5%	15.5%	\$2,957,022	\$6,621,270	85.1%	49.4%	\$431.93	\$424.20	6.7%	29.3%
Freestyle Snowboards	12,807	30,339	31.5%	-7.3%	\$4,847,209	\$11,184,704	28.3%	-4.6%	\$378.48	\$368.66	-2.4%	2.9%
Splitboard Snowboards	870	2,487	-1.0%	-14.3%	\$635,945	\$1,714,625	-3.2%	-16.3%	\$730.97	\$689.44	-2.2%	-2.3%