



**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: Feb 2020**

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# All Channels Summary

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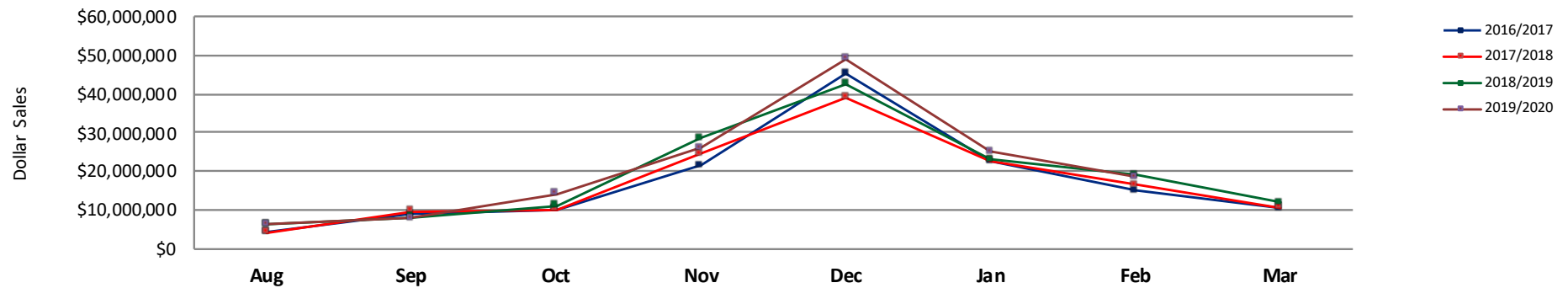
**Current Period: Feb 2020**

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
<b>All Mountain Snowboards</b>	Sales: \$9,013,624 Units: -2% Dollars: -3%	↓	↓	Sales: \$72,698,823 Units: -4% Dollars: 1%	↓	↑
<b>Freeride Snowboards</b>	Sales: \$2,848,833 Units: -7% Dollars: 10%	↓	↑	Sales: \$25,094,112 Units: 14% Dollars: 49%	↑	↑
<b>Freestyle Snowboards</b>	Sales: \$6,085,166 Units: -8% Dollars: -8%	↓	↓	Sales: \$45,384,749 Units: -3% Dollars: -1%	↓	↓
<b>Splitboard Snowboards</b>	Sales: \$665,019 Units: 16% Dollars: 11%	↑	↑	Sales: \$4,078,404 Units: -1% Dollars: -5%	↓	↓

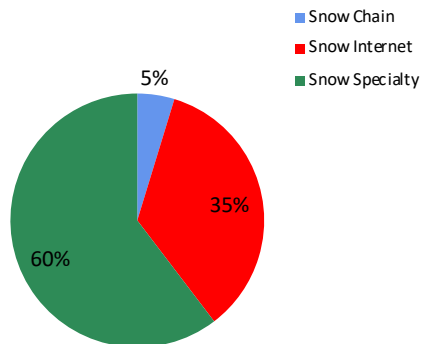


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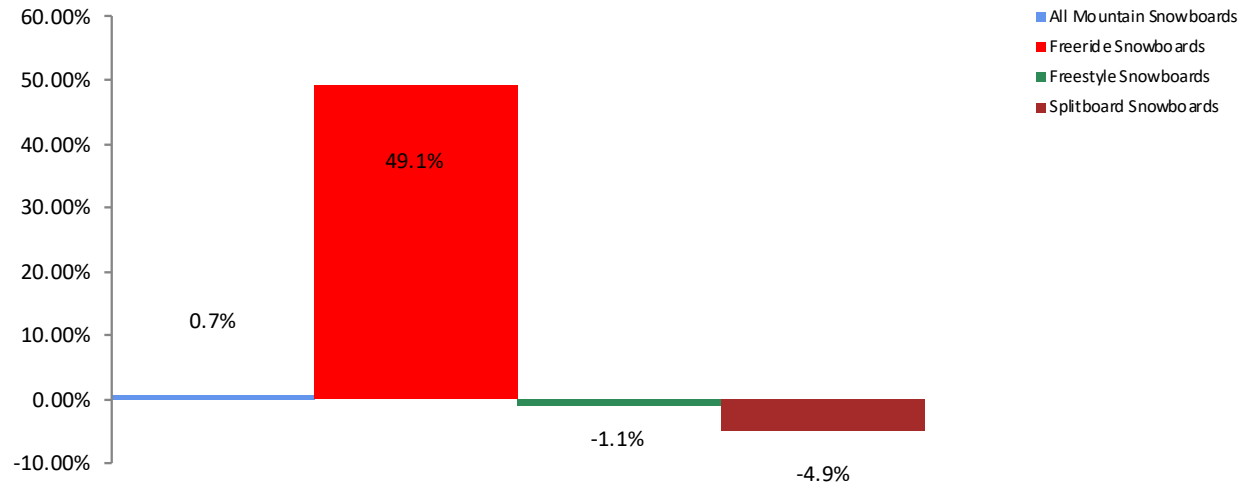
**All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold**



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



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

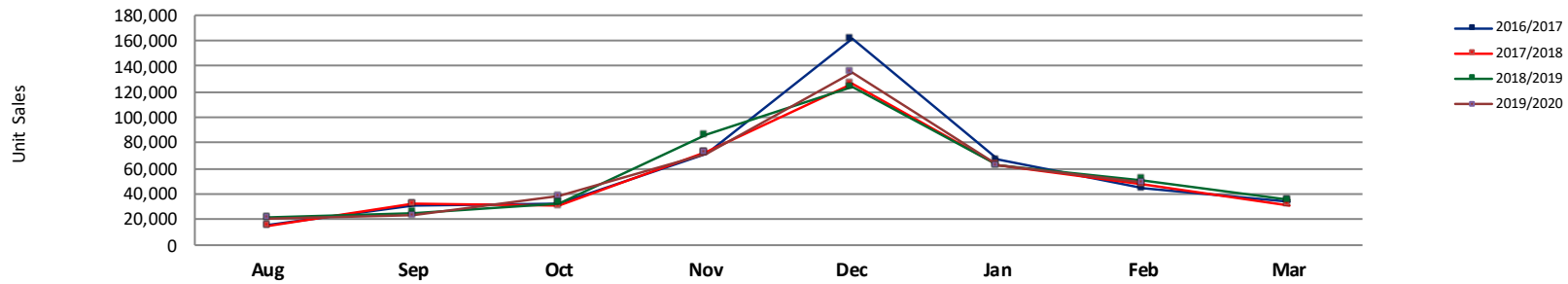




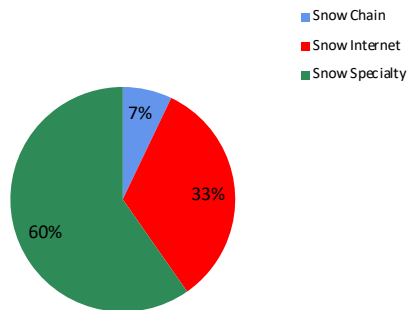
## Unit Analysis, Snowboards

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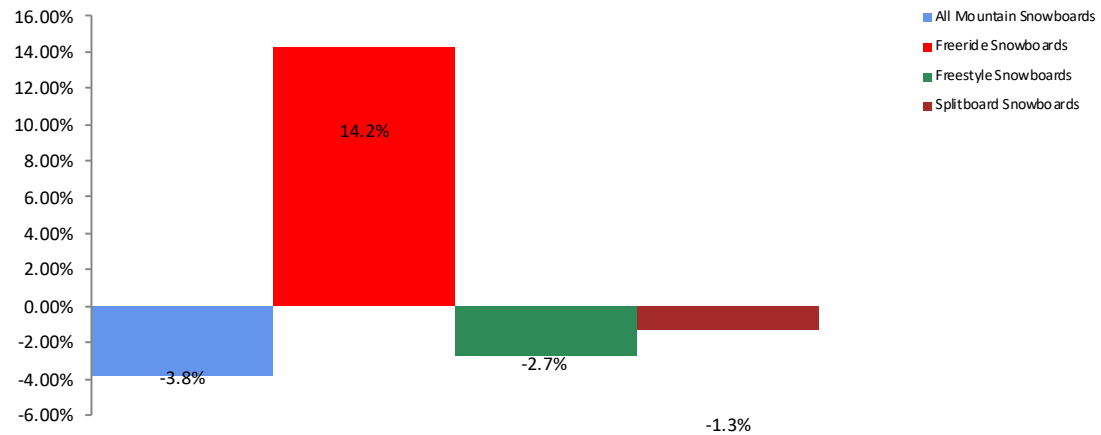
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



Snowboards Sales, All Stores, Season to Date





# All Channels Topline

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**Current Period: Feb 2020**

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	48,873	400,240	-4.6%	-1.0%	\$18,612,642	\$147,256,088	-2.4%	5.8%	\$380.84	\$367.92	2.3%	6.8%
All Mountain Snowboards	25,014	207,801	-2.3%	-3.8%	\$9,013,624	\$72,698,823	-3.0%	0.7%	\$360.34	\$349.85	-0.7%	4.7%
Freeride Snowboards	6,673	63,400	-7.0%	14.2%	\$2,848,833	\$25,094,112	9.6%	49.1%	\$426.92	\$395.81	17.8%	30.6%
Freestyle Snowboards	16,229	123,072	-8.0%	-2.7%	\$6,085,166	\$45,384,749	-7.6%	-1.1%	\$374.96	\$368.77	0.4%	1.7%
Splitboard Snowboards	957	5,967	15.6%	-1.3%	\$665,019	\$4,078,404	11.1%	-4.9%	\$694.90	\$683.49	-3.9%	-3.7%



## Specialty Topline

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**Current Period: Feb 2020**

### Snowboards Topline Specialty

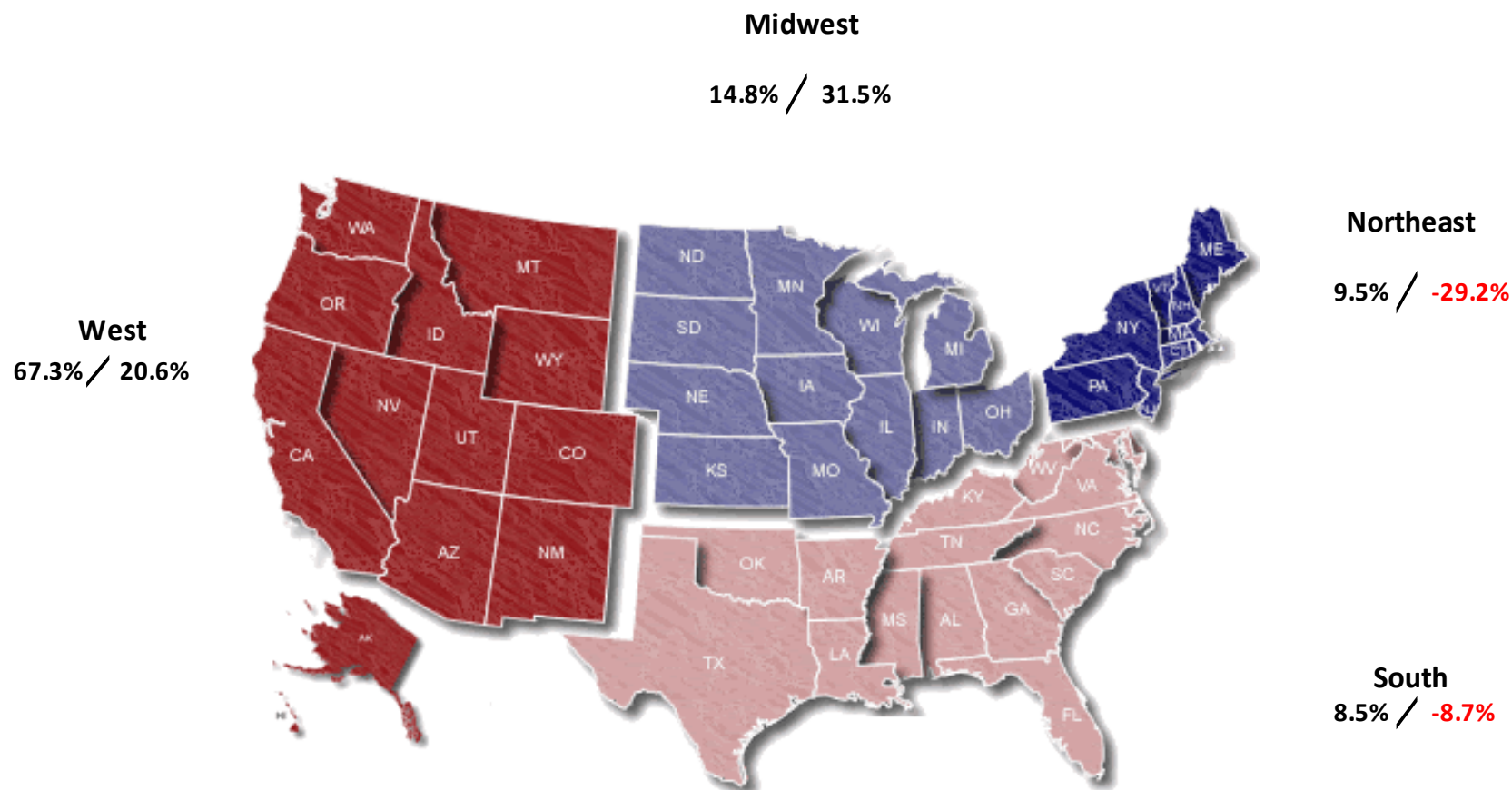
	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Snowboards	31,088	238,941	9.1%	7.0%	\$11,693,157	\$88,882,610	10.1%	11.5%	\$376.13	\$371.99	0.9%	4.2%
All Mountain Snowboards	15,365	120,565	11.4%	2.6%	\$5,559,016	\$43,529,744	10.0%	6.8%	\$361.80	\$361.05	-1.3%	4.1%
Freeride Snowboards	4,471	36,894	18.4%	42.7%	\$1,933,346	\$15,214,511	31.8%	59.1%	\$432.42	\$412.38	11.3%	11.5%
Freestyle Snowboards	10,970	79,559	2.7%	1.8%	\$4,011,403	\$28,910,453	2.1%	2.5%	\$365.67	\$363.38	-0.6%	0.7%
Splitboard Snowboards	282	1,923	18.0%	13.1%	\$189,392	\$1,227,902	12.9%	4.7%	\$671.60	\$638.53	-4.3%	-7.4%



## Specialty Regional Sales

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Current Period: Feb 2020



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





## Chain Topline

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**Current Period: Feb 2020**

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	2,487	28,411	-19.8%	-23.0%	\$713,779	\$6,965,277	-8.2%	2.5%	\$287.00	\$245.16	14.4%	33.2%
All Mountain Snowboards	1,796	19,134	0.0%	-14.2%	\$473,690	\$4,541,735	-6.7%	-2.6%	\$263.75	\$237.36	-6.7%	13.6%
Freeride Snowboards	369	6,325	-59.1%	-44.3%	\$98,069	\$1,157,652	1.4%	39.5%	\$265.77	\$183.03	148.0%	150.2%
Freestyle Snowboards	276	2,574	-22.5%	-11.2%	\$105,981	\$978,806	-22.8%	-4.9%	\$383.99	\$380.27	-0.5%	7.1%
Splitboard Snowboards	46	378	0.0%	5.0%	\$36,039	\$287,084	0.5%	5.3%	\$783.46	\$759.48	0.5%	0.3%



## Internet Topline

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**Current Period: Feb 2020**

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	15,299	132,887	-22.1%	-7.7%	\$6,205,705	\$51,408,201	-19.2%	-2.4%	\$405.63	\$386.86	3.7%	5.7%
All Mountain Snowboards	7,853	68,102	-21.5%	-10.6%	\$2,980,918	\$24,627,344	-20.1%	-8.0%	\$379.59	\$361.62	1.8%	2.9%
Freeride Snowboards	1,833	20,181	-26.6%	10.3%	\$817,417	\$8,721,949	-21.1%	35.6%	\$445.94	\$432.19	7.5%	22.9%
Freestyle Snowboards	4,983	40,938	-24.5%	-9.9%	\$1,967,782	\$15,495,490	-22.0%	-6.8%	\$394.90	\$378.51	3.3%	3.4%
Splitboard Snowboards	630	3,666	16.0%	-8.0%	\$439,588	\$2,563,418	11.3%	-9.8%	\$697.76	\$699.24	-4.1%	-2.0%