



**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: Jan 2020**

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## All Channels Summary

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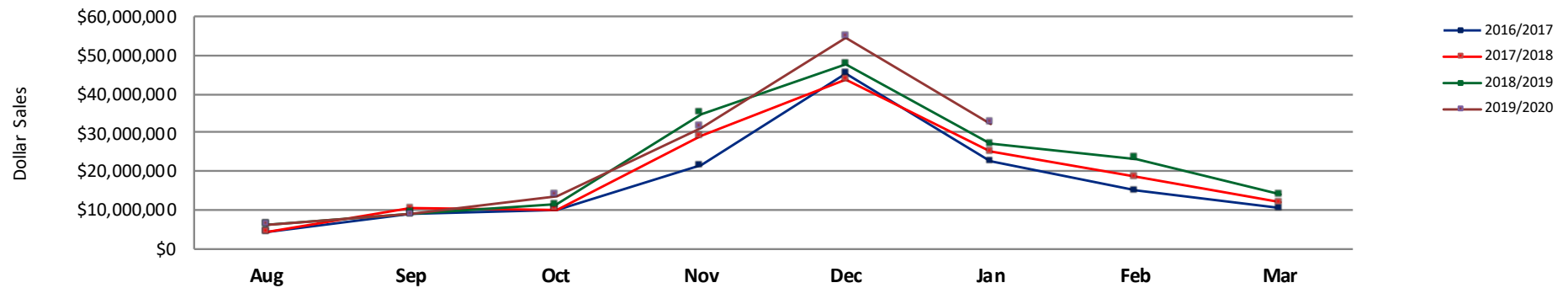
Current Period: Jan 2020

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
All Mountain Snowboards	Sales: \$16,544,020 Units: 10% Dollars: 16%	↑	↑	Sales: \$73,808,690 Units: -1% Dollars: 3%	↓	↑
Freeride Snowboards	Sales: \$5,197,127 Units: 27% Dollars: 62%	↑	↑	Sales: \$24,171,850 Units: 18% Dollars: 56%	↑	↑
Freestyle Snowboards	Sales: \$9,890,195 Units: 5% Dollars: 10%	↑	↑	Sales: \$45,862,888 Units: -3% Dollars: 0%	↓	↓
Splitboard Snowboards	Sales: \$779,709 Units: 24% Dollars: 23%	↑	↑	Sales: \$3,529,154 Units: -1% Dollars: -6%	↓	↓

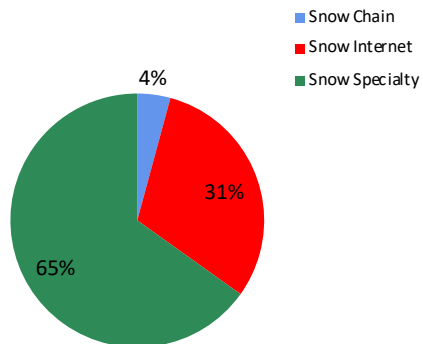


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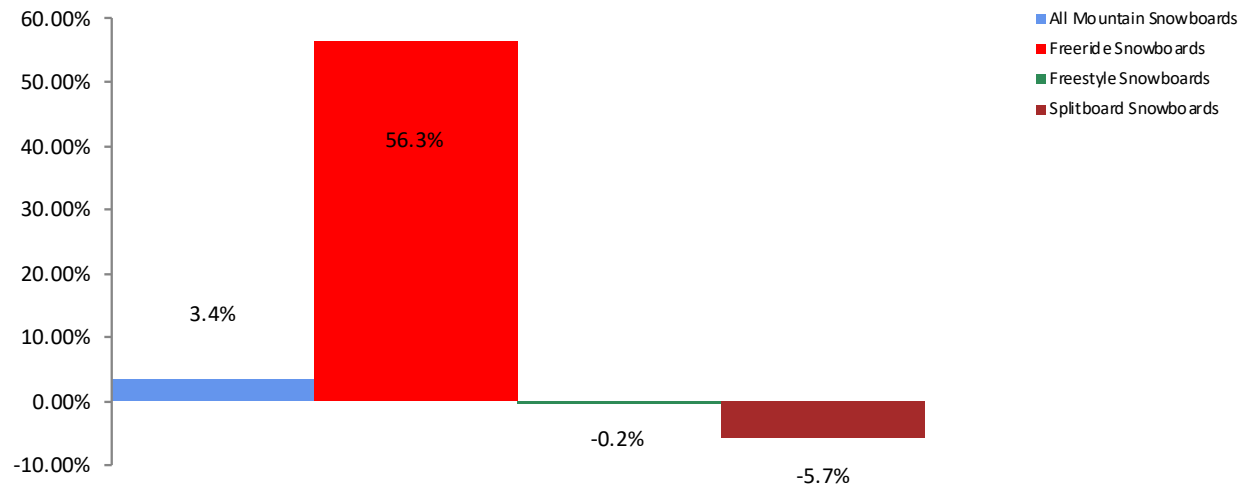
**All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold**



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



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

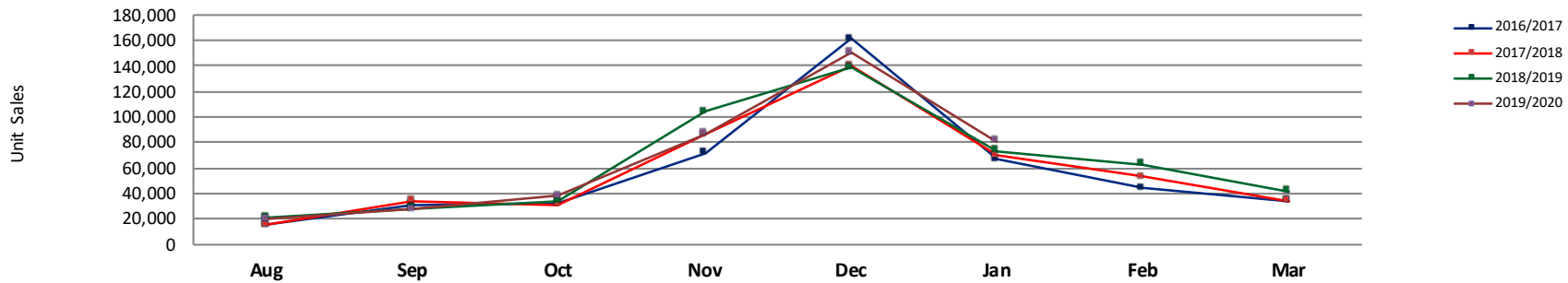




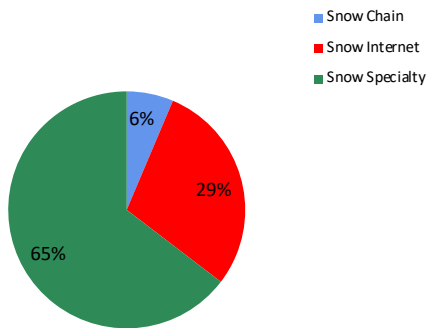
## Unit Analysis, Snowboards

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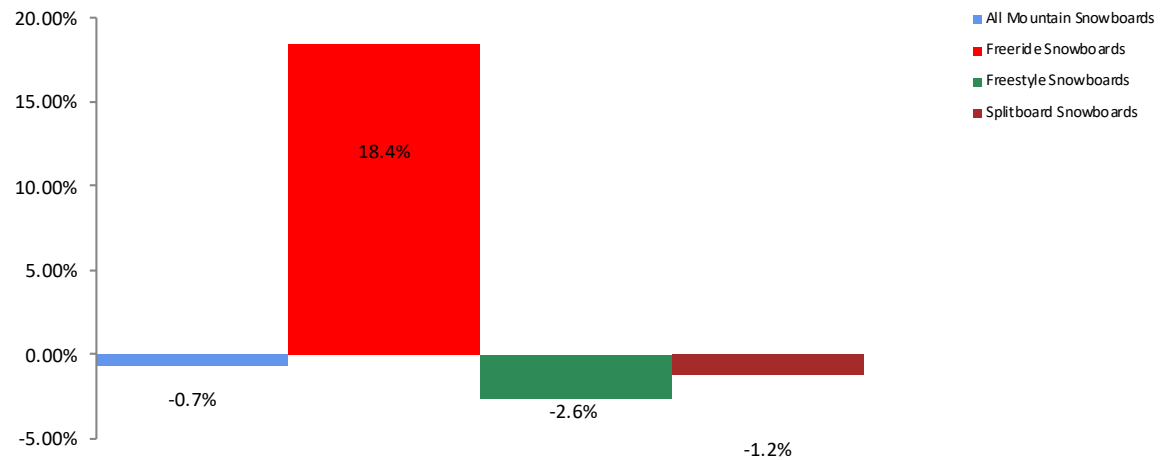
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



Snowboards Sales, All Stores, Season to Date





# All Channels Topline

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**Current Period: Jan 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	81,237	405,245	10.5%	1.2%	\$32,411,051	\$147,372,582	19.4%	7.9%	\$398.97	\$363.66	8.0%	6.7%
All Mountain Snowboards	43,876	215,020	10.0%	-0.7%	\$16,544,020	\$73,808,690	15.6%	3.4%	\$377.06	\$343.26	5.1%	4.1%
Freeride Snowboards	11,647	61,248	27.0%	18.4%	\$5,197,127	\$24,171,850	62.3%	56.3%	\$446.22	\$394.66	27.8%	32.0%
Freestyle Snowboards	24,616	123,738	4.6%	-2.6%	\$9,890,195	\$45,862,888	9.8%	-0.2%	\$401.78	\$370.65	5.0%	2.4%
Splitboard Snowboards	1,098	5,239	23.9%	-1.2%	\$779,709	\$3,529,154	23.4%	-5.7%	\$710.12	\$673.63	-0.5%	-4.6%



## Specialty Topline

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**Current Period: Jan 2020**

### Snowboards Topline Specialty

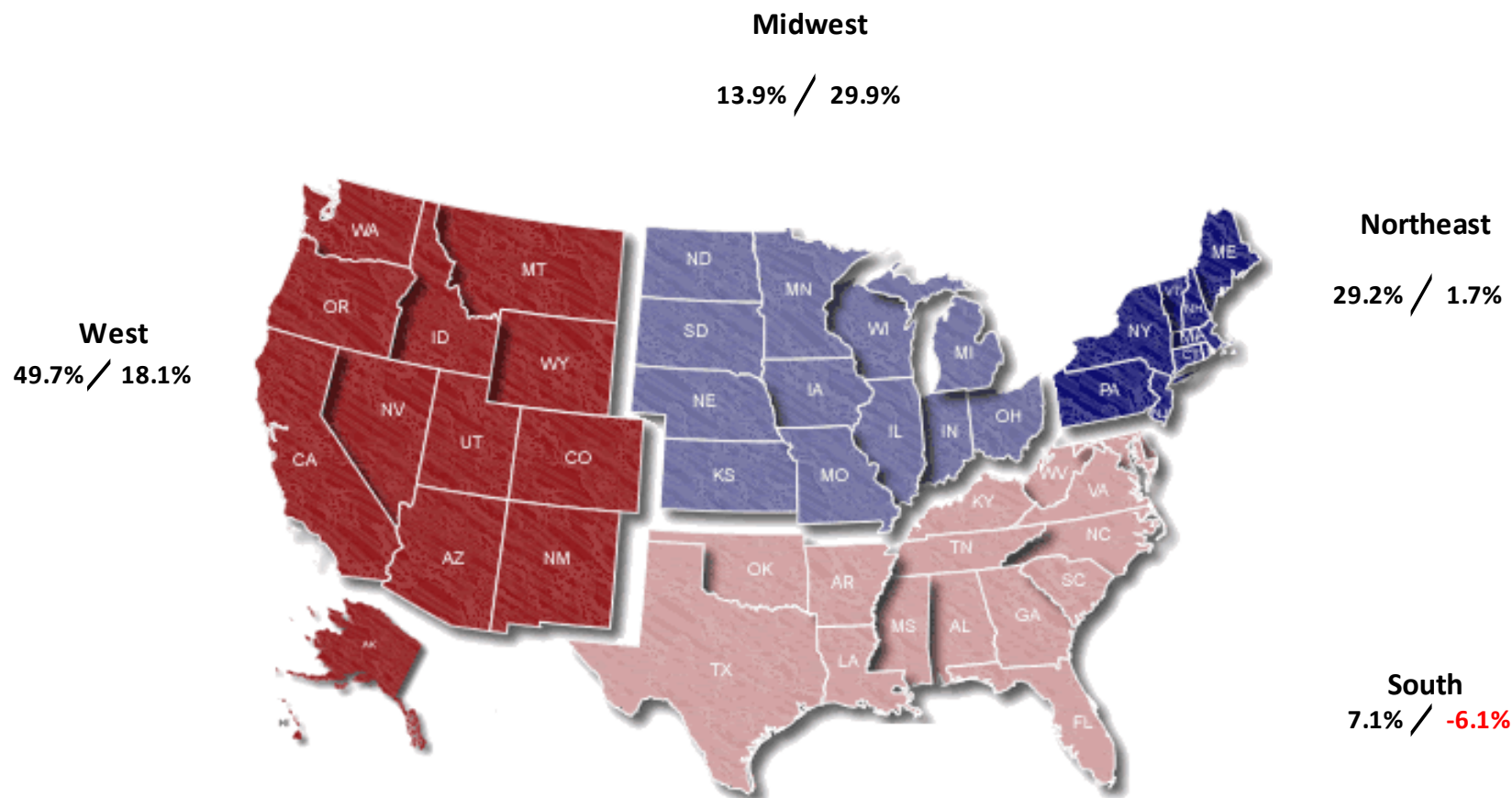
	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Snowboards	58,096	261,848	23.2%	8.0%	\$23,132,013	\$95,981,855	28.1%	12.2%	\$398.17	\$366.56	4.0%	3.9%
All Mountain Snowboards	30,713	137,461	24.5%	5.9%	\$11,701,431	\$48,105,499	25.8%	8.8%	\$380.99	\$349.96	1.0%	2.7%
Freeride Snowboards	8,357	36,961	60.3%	45.1%	\$3,741,703	\$15,218,684	77.6%	63.1%	\$447.73	\$411.75	10.8%	12.4%
Freestyle Snowboards	18,518	85,504	9.0%	-0.2%	\$7,348,057	\$31,469,052	13.8%	1.6%	\$396.81	\$368.04	4.4%	1.8%
Splitboard Snowboards	508	1,922	69.3%	24.2%	\$340,822	\$1,188,620	71.9%	12.3%	\$670.91	\$618.43	1.5%	-9.6%



## Specialty Regional Sales

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Current Period: Jan 2020



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





## Chain Topline

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**Current Period: Jan 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	4,164	25,845	-30.8%	-23.6%	\$1,307,760	\$6,211,794	14.8%	3.3%	\$314.06	\$240.35	65.8%	35.1%
All Mountain Snowboards	3,057	17,316	-21.5%	-15.6%	\$883,389	\$4,059,630	8.2%	-2.3%	\$288.97	\$234.44	37.7%	15.8%
Freeride Snowboards	572	5,945	-65.7%	-43.1%	\$183,701	\$1,054,634	41.6%	43.8%	\$321.16	\$177.40	313.1%	152.7%
Freestyle Snowboards	486	2,282	18.8%	-10.2%	\$200,036	\$867,032	25.4%	-2.7%	\$411.60	\$379.94	5.6%	8.3%
Splitboard Snowboards	49	302	6.5%	-3.8%	\$40,634	\$230,498	21.4%	-2.6%	\$829.27	\$763.24	14.0%	1.2%



# Internet Topline

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**Current Period: Jan 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	18,977	117,552	-6.6%	-5.4%	\$7,971,276	\$45,178,934	0.2%	0.4%	\$420.05	\$384.33	7.3%	6.2%
All Mountain Snowboards	10,106	60,243	-10.9%	-9.0%	\$3,959,199	\$21,643,561	-5.6%	-6.0%	\$391.77	\$359.27	6.0%	3.2%
Freeride Snowboards	2,718	18,342	18.6%	16.1%	\$1,271,723	\$7,898,532	31.6%	46.3%	\$467.89	\$430.63	11.0%	26.1%
Freestyle Snowboards	5,613	35,952	-8.6%	-7.5%	\$2,342,101	\$13,526,805	-2.2%	-4.2%	\$417.26	\$376.25	7.0%	3.6%
Splitboard Snowboards	540	3,015	0.0%	-12.4%	\$398,253	\$2,110,036	-0.5%	-13.8%	\$737.51	\$699.85	-0.5%	-1.6%