



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: Mar 2020

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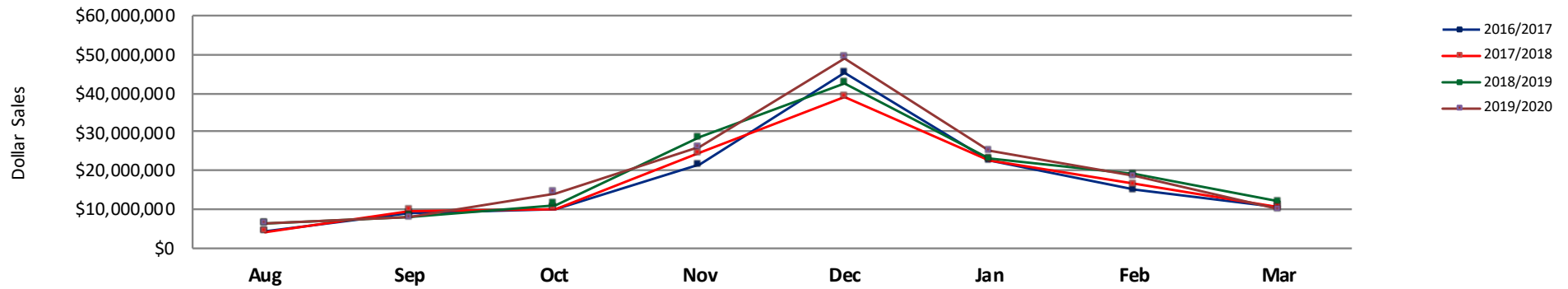
All Channels Summary

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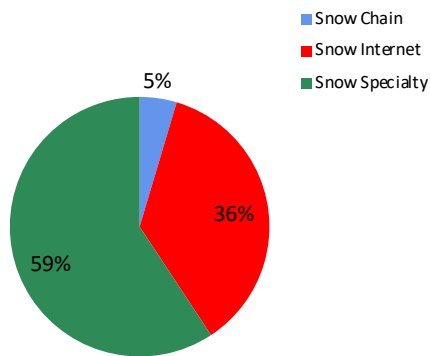
Current Period: Mar 2020

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
All Mountain Snowboards	Sales:	\$4,492,453	↓	Sales:	\$77,188,020	↓
	Units:	-15%	↓	Units:	-5%	↓
	Dollars:	-19%		Dollars:	-1%	
Freeride Snowboards	Sales:	\$1,562,183	↓	Sales:	\$26,663,436	↑
	Units:	-6%	↓	Units:	13%	↑
	Dollars:	-7%		Dollars:	44%	
Freestyle Snowboards	Sales:	\$2,931,994	↓	Sales:	\$48,320,053	↓
	Units:	-27%	↓	Units:	-5%	↓
	Dollars:	-28%		Dollars:	-3%	
Splitboard Snowboards	Sales:	\$1,097,369	↑	Sales:	\$5,175,773	↑
	Units:	90%	↑	Units:	11%	↑
	Dollars:	82%		Dollars:	6%	

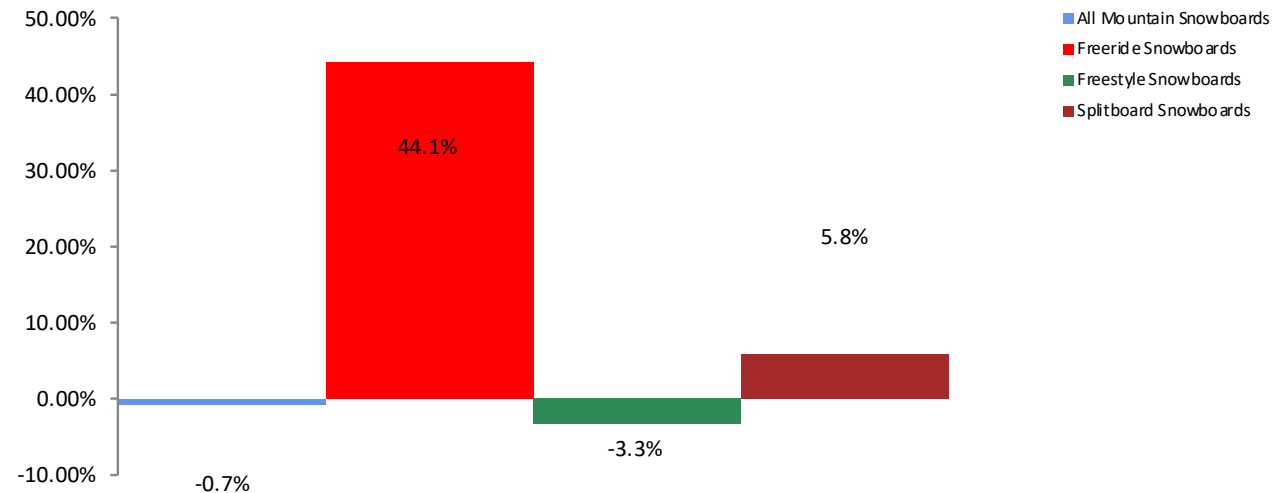
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



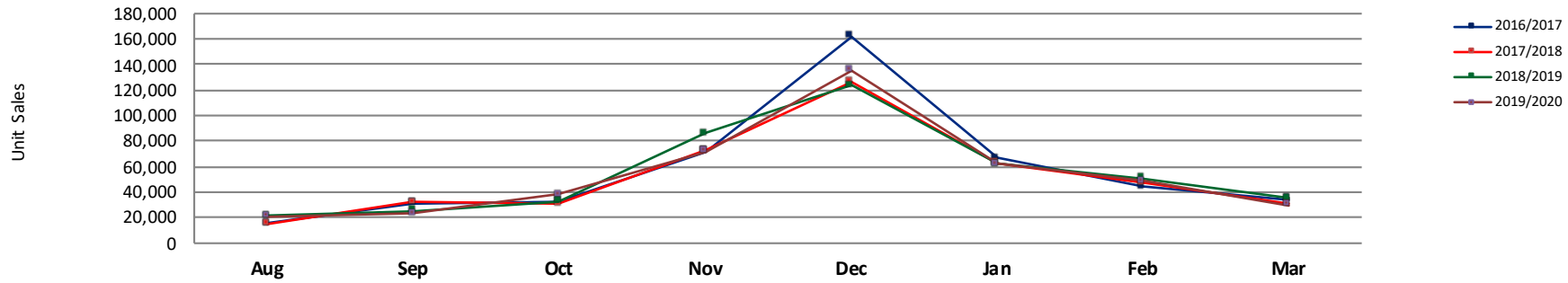
Dollar Sales By Channel, Season to Date



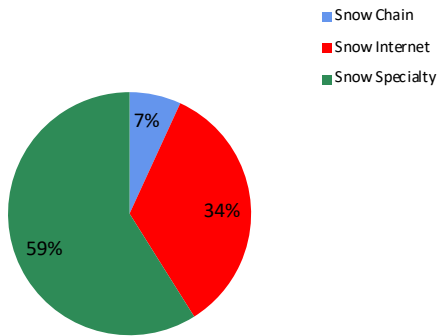
Snowboards Sales, All Stores, Season to Date



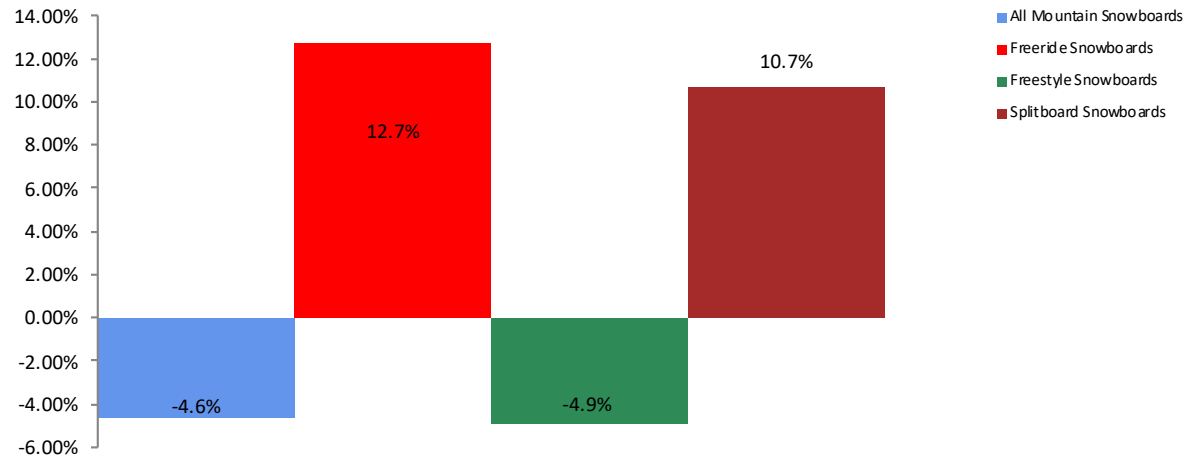
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



Snowboards Sales, All Stores, Season to Date





All Channels Topline

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Current Period: Mar 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	29,672	430,158	-15.2%	-2.1%	\$10,083,999	\$157,347,282	-15.5%	4.1%	\$339.85	\$365.79	-0.3%	6.3%
All Mountain Snowboards	14,460	222,259	-14.8%	-4.6%	\$4,492,453	\$77,188,020	-19.1%	-0.7%	\$310.68	\$347.29	-5.1%	4.1%
Freeride Snowboards	4,482	68,118	-5.5%	12.7%	\$1,562,183	\$26,663,436	-6.5%	44.1%	\$348.55	\$391.43	-1.1%	27.9%
Freestyle Snowboards	8,999	132,083	-27.2%	-4.9%	\$2,931,994	\$48,320,053	-28.4%	-3.3%	\$325.81	\$365.83	-1.6%	1.7%
Splitboard Snowboards	1,731	7,698	90.0%	10.7%	\$1,097,369	\$5,175,773	81.7%	5.8%	\$633.95	\$672.35	-4.4%	-4.4%



Specialty Topline

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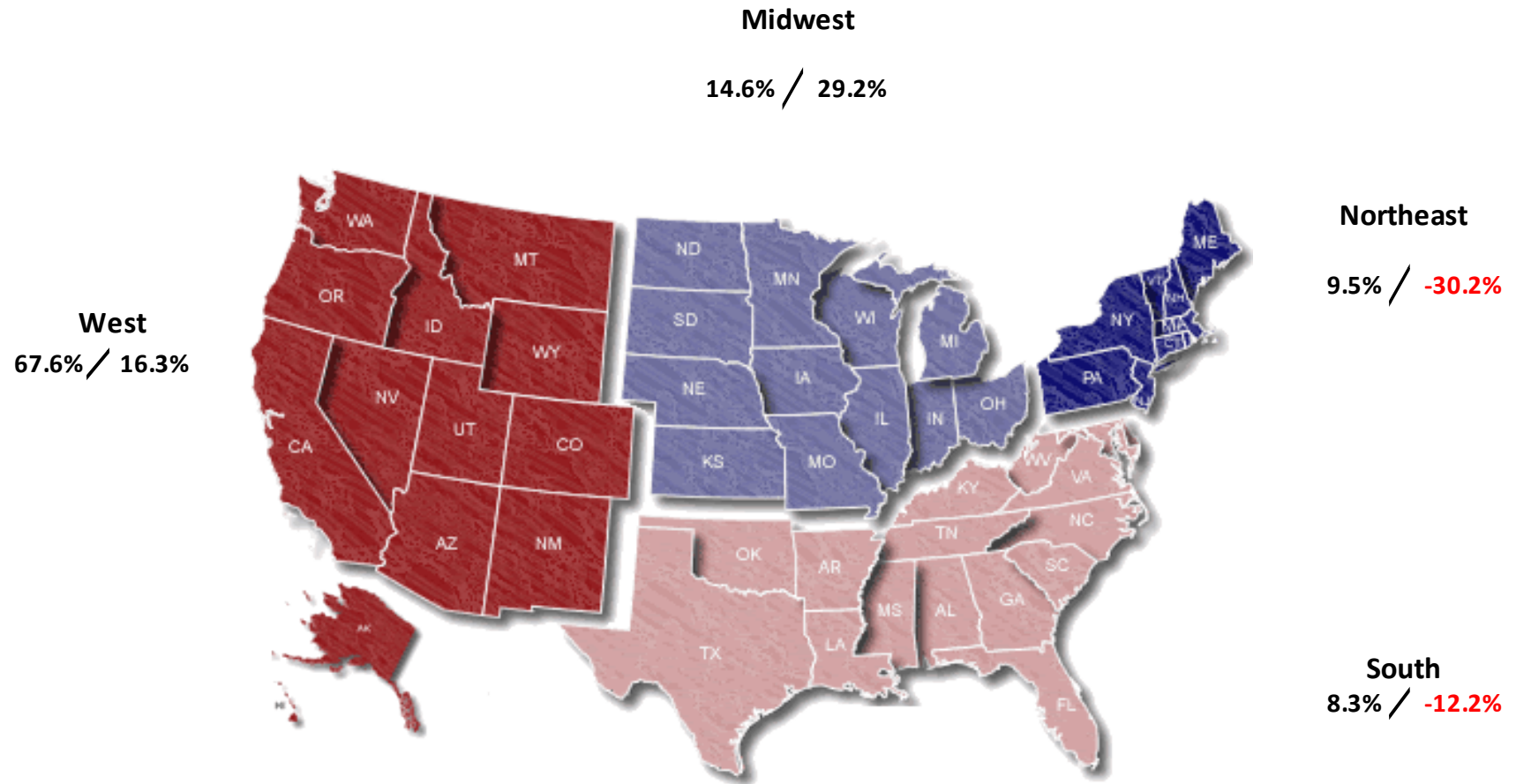
Current Period: Mar 2020

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	14,522	253,473	-26.2%	4.3%	\$4,382,337	\$93,267,687	-32.6%	8.2%	\$301.77	\$367.96	-8.7%	3.7%
All Mountain Snowboards	7,470	128,035	-19.7%	0.9%	\$2,157,358	\$45,687,102	-28.7%	4.3%	\$288.80	\$356.83	-11.2%	3.3%
Freeride Snowboards	2,156	39,050	-18.2%	37.0%	\$681,543	\$15,896,054	-29.2%	51.0%	\$316.11	\$407.07	-13.5%	10.2%
Freestyle Snowboards	4,658	84,227	-38.3%	-1.7%	\$1,403,851	\$30,317,044	-41.6%	-1.0%	\$301.38	\$359.94	-5.3%	0.8%
Splitboard Snowboards	238	2,161	24.0%	14.2%	\$139,585	\$1,367,487	26.3%	6.6%	\$586.49	\$632.80	1.9%	-6.7%

Specialty Regional Sales

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Current Period: Mar 2020



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

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	822	29,472	-37.2%	-23.3%	\$285,744	\$7,259,689	-17.4%	1.6%	\$347.62	\$246.32	31.4%	32.4%
All Mountain Snowboards	490	19,623	-31.9%	-14.8%	\$148,944	\$4,690,679	-26.1%	-3.6%	\$303.97	\$239.04	8.6%	13.2%
Freeride Snowboards	133	6,697	-63.6%	-43.7%	\$48,583	\$1,214,903	27.8%	38.9%	\$365.29	\$181.41	250.6%	146.7%
Freestyle Snowboards	155	2,730	2.0%	-10.5%	\$58,109	\$1,036,915	6.0%	-4.3%	\$374.90	\$379.82	3.9%	6.9%
Splitboard Snowboards	44	422	-38.0%	-2.1%	\$30,108	\$317,192	-41.5%	-2.1%	\$684.27	\$751.64	-5.6%	0.0%



Internet Topline

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Current Period: Mar 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	14,328	147,212	2.4%	-6.8%	\$5,415,920	\$56,819,906	6.7%	-1.6%	\$378.00	\$385.97	4.2%	5.5%
All Mountain Snowboards	6,501	74,600	-6.4%	-10.2%	\$2,186,152	\$26,810,240	-6.1%	-7.8%	\$336.28	\$359.39	0.3%	2.7%
Freeride Snowboards	2,193	22,371	25.8%	11.6%	\$832,058	\$9,552,479	24.1%	34.5%	\$379.42	\$427.00	-1.3%	20.5%
Freestyle Snowboards	4,185	45,126	-10.2%	-9.9%	\$1,470,034	\$16,966,094	-10.3%	-7.1%	\$351.26	\$375.97	-0.1%	3.1%
Splitboard Snowboards	1,449	5,115	123.6%	10.4%	\$927,676	\$3,491,093	109.9%	6.3%	\$640.22	\$682.52	-6.1%	-3.8%