



**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: Nov 2019**

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## All Channels Summary

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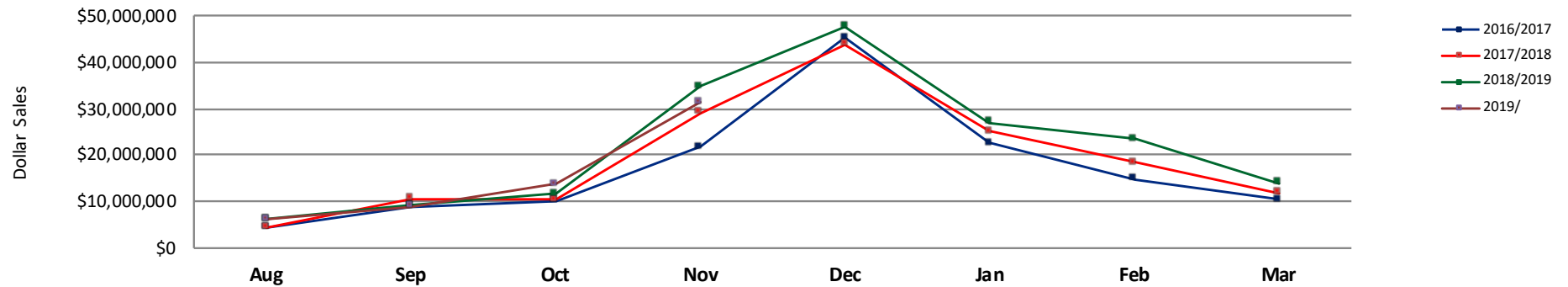
### Current Period: Nov 2019

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
All Mountain Snowboards	Sales: \$15,932,195 Units: -18% Dollars: -12%	↓	↓	Sales: \$29,180,613 Units: -11% Dollars: -8%	↓	↓
Freeride Snowboards	Sales: \$4,695,712 Units: -3% Dollars: 30%	↓	↑	Sales: \$10,372,691 Units: 15% Dollars: 60%	↑	↑
Freestyle Snowboards	Sales: \$10,024,312 Units: -17% Dollars: -17%	↓	↓	Sales: \$19,096,148 Units: -12% Dollars: -11%	↓	↓
Splitboard Snowboards	Sales: \$731,796 Units: -30% Dollars: -32%	↓	↓	Sales: \$1,678,005 Units: -10% Dollars: -16%	↓	↓

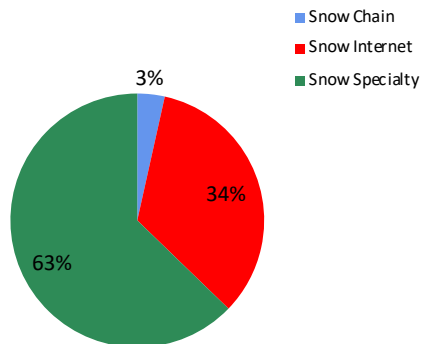


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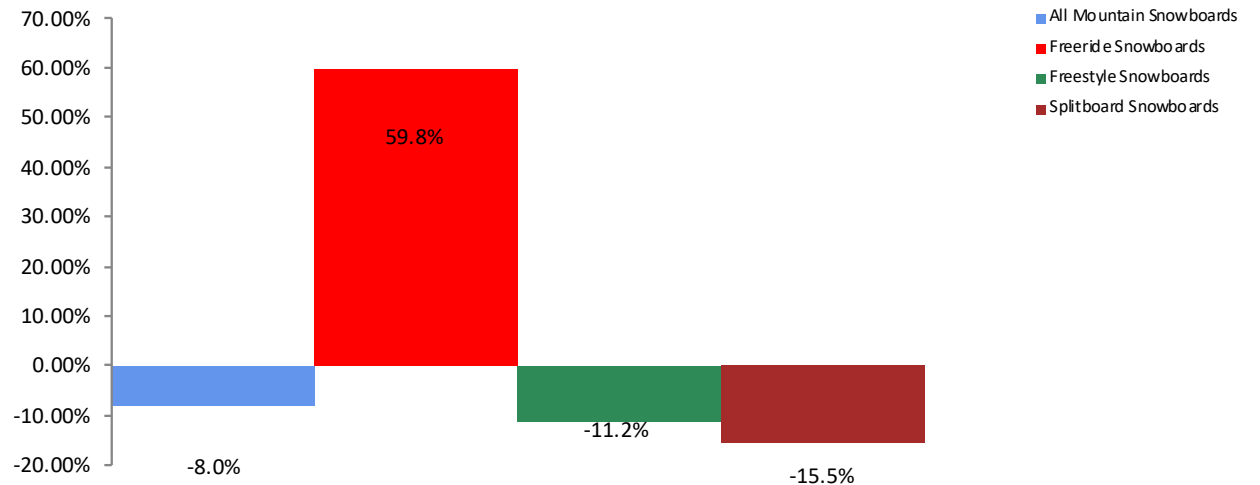
**All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold**



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



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

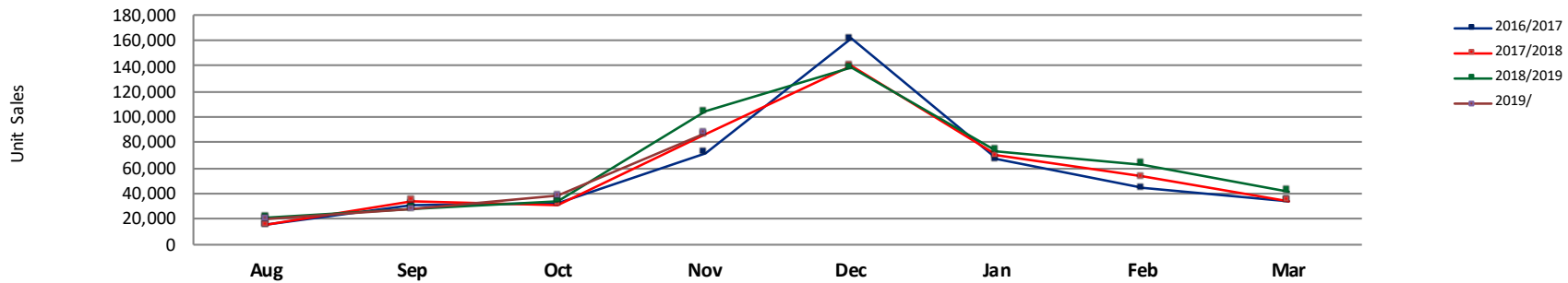




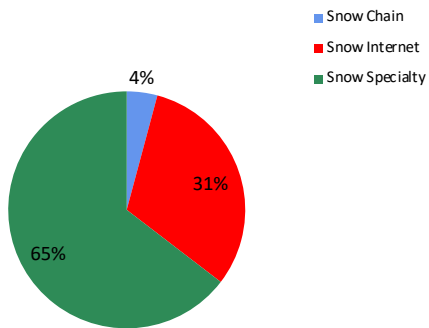
## Unit Analysis, Snowboards

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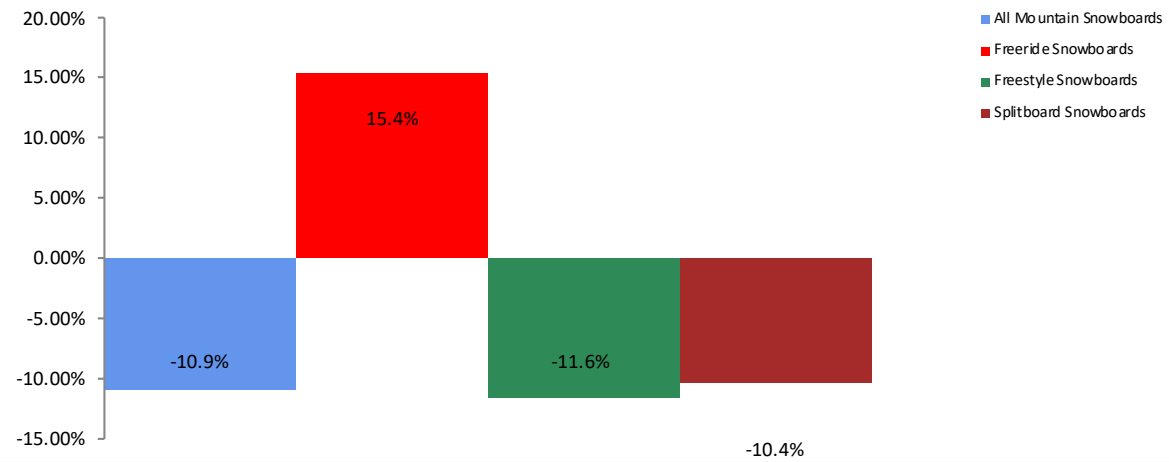
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



Snowboards Sales, All Stores, Season to Date





# All Channels Topline

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**Current Period: Nov 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	87,116	173,014	-16.3%	-7.9%	\$31,384,015	\$60,327,457	-9.8%	-2.3%	\$360.26	\$348.69	7.8%	6.1%
All Mountain Snowboards	46,137	88,790	-18.3%	-10.9%	\$15,932,195	\$29,180,613	-11.6%	-8.0%	\$345.32	\$328.65	8.3%	3.2%
Freeride Snowboards	12,247	26,850	-2.8%	15.4%	\$4,695,712	\$10,372,691	30.4%	59.8%	\$383.42	\$386.32	34.3%	38.5%
Freestyle Snowboards	27,662	54,778	-17.3%	-11.6%	\$10,024,312	\$19,096,148	-17.0%	-11.2%	\$362.39	\$348.61	0.3%	0.4%
Splitboard Snowboards	1,070	2,596	-30.0%	-10.3%	\$731,796	\$1,678,005	-31.9%	-15.5%	\$683.92	\$646.38	-2.7%	-5.8%



## Specialty Topline

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**Current Period: Nov 2019**

### Snowboards Topline Specialty

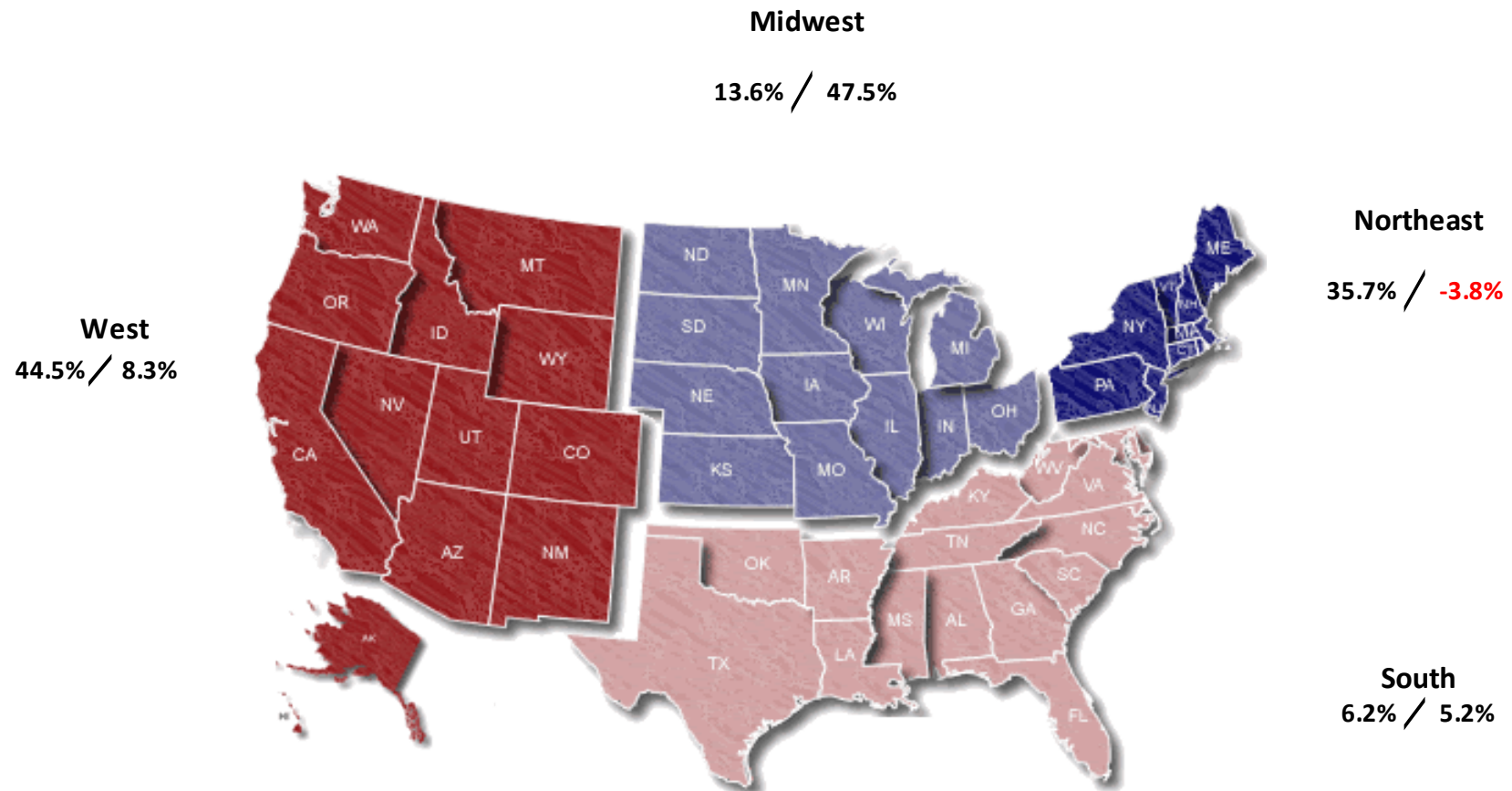
	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Snowboards	58,806	111,749	-5.2%	5.6%	\$21,279,983	\$37,864,767	-0.6%	7.2%	\$361.87	\$338.84	4.9%	1.5%
All Mountain Snowboards	31,175	58,021	-6.3%	1.6%	\$10,930,889	\$18,609,180	0.1%	1.9%	\$350.63	\$320.73	6.8%	0.3%
Freeride Snowboards	7,347	16,514	26.4%	61.9%	\$2,951,170	\$6,341,340	44.0%	85.5%	\$401.68	\$384.00	14.0%	14.6%
Freestyle Snowboards	19,846	36,408	-11.7%	-3.8%	\$7,124,233	\$12,442,976	-12.0%	-5.5%	\$358.98	\$341.76	-0.3%	-1.8%
Splitboard Snowboards	438	806	-8.9%	12.1%	\$273,691	\$471,271	-18.4%	-3.2%	\$624.87	\$584.70	-10.4%	-13.6%



## Specialty Regional Sales

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Current Period: Nov 2019



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





# Chain Topline

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**Current Period: Nov 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	4,352	7,221	-50.4%	-38.5%	\$1,084,947	\$2,103,045	-17.0%	-7.3%	\$249.30	\$291.24	67.4%	50.9%
All Mountain Snowboards	2,891	4,622	-42.1%	-33.3%	\$719,716	\$1,285,857	-18.5%	-15.2%	\$248.95	\$278.20	40.7%	27.0%
Freeride Snowboards	1,050	1,576	-66.2%	-55.0%	\$186,296	\$369,053	10.3%	53.2%	\$177.42	\$234.17	225.9%	240.8%
Freestyle Snowboards	358	844	-42.9%	-27.4%	\$134,818	\$318,299	-37.3%	-20.7%	\$376.59	\$377.13	9.8%	9.2%
Splitboard Snowboards	53	179	-3.6%	16.2%	\$44,117	\$129,836	10.7%	19.3%	\$832.40	\$725.34	14.9%	2.6%



# Internet Topline

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**Current Period: Nov 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	23,956	54,044	-27.9%	-23.0%	\$9,019,085	\$20,359,645	-25.3%	-15.6%	\$376.49	\$376.72	3.7%	9.6%
All Mountain Snowboards	12,070	26,147	-33.8%	-26.6%	\$4,281,590	\$9,285,577	-31.1%	-22.3%	\$354.73	\$355.13	4.0%	5.9%
Freeride Snowboards	3,849	8,760	4.3%	-8.4%	\$1,558,247	\$3,662,298	12.7%	29.2%	\$404.84	\$418.07	8.1%	41.1%
Freestyle Snowboards	7,458	17,526	-27.8%	-23.7%	\$2,765,261	\$6,334,872	-26.7%	-20.2%	\$370.78	\$361.46	1.5%	4.6%
Splitboard Snowboards	579	1,611	-41.7%	-20.3%	\$413,987	\$1,076,898	-40.8%	-22.6%	\$715.00	\$668.47	1.6%	-2.8%