



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: Oct 2019

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All Channels Summary

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Current Period: Oct 2019

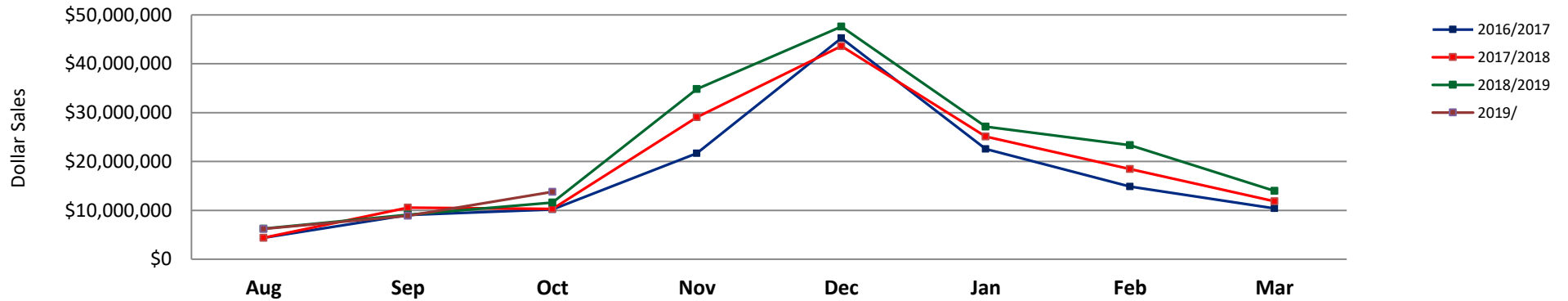
	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
All Mountain Snowboards	Sales: \$6,481,061 Units: 8% Dollars: 9%	↑	↑	Sales: \$13,218,130 Units: -1% Dollars: -4%	↓	↓
Freeride Snowboards	Sales: \$2,330,646 Units: 33% Dollars: 86%	↑	↑	Sales: \$5,671,374 Units: 37% Dollars: 96%	↑	↑
Freestyle Snowboards	Sales: \$4,504,418 Units: 9% Dollars: 12%	↑	↑	Sales: \$9,065,507 Units: -5% Dollars: -4%	↓	↓
Splitboard Snowboards	Sales: \$473,756 Units: 35% Dollars: 20%	↑	↑	Sales: \$944,931 Units: 12% Dollars: 4%	↑	↑



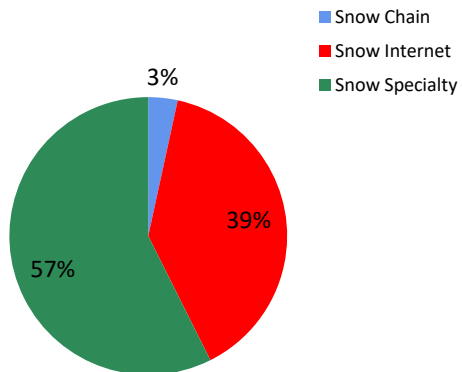
Dollar Analysis, Snowboards

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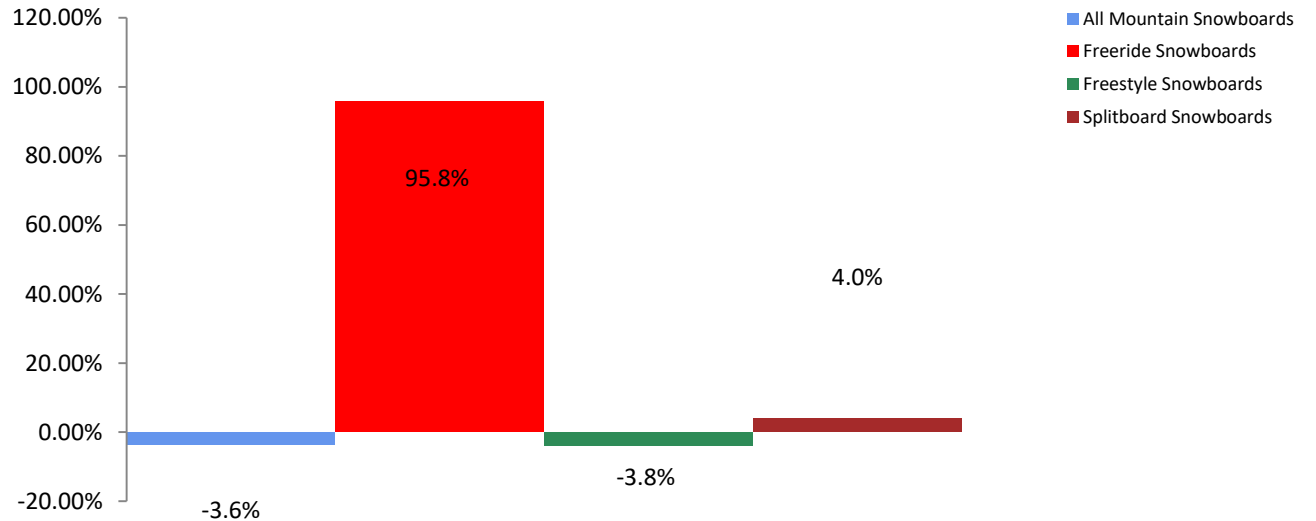
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



Dollar Sales By Channel, Season to Date



Snowboards Sales, All Stores, Season to Date

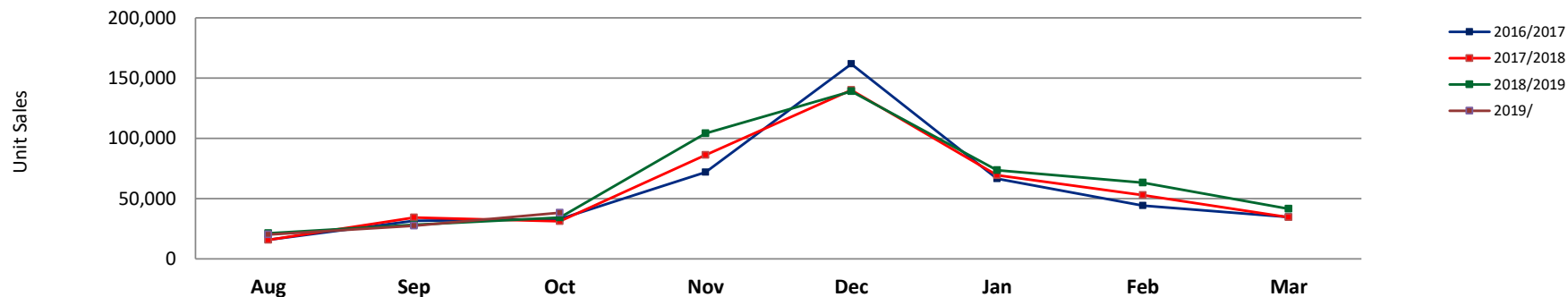




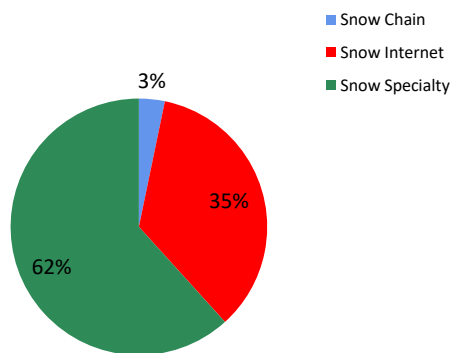
Unit Analysis, Snowboards

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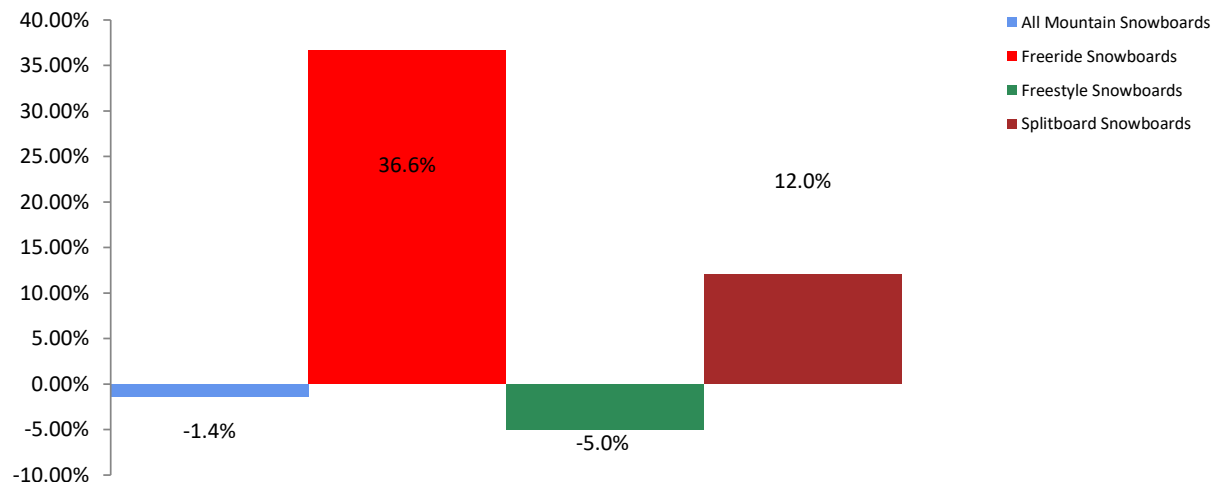
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



Snowboards Sales, All Stores, Season to Date





All Channels Topline

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Current Period: Oct 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	38,282	85,788	11.7%	2.4%	\$13,789,881	\$28,899,942	19.0%	7.3%	\$360.22	\$336.88	6.5%	4.7%
All Mountain Snowboards	19,162	42,575	7.8%	-1.4%	\$6,481,061	\$13,218,130	9.2%	-3.6%	\$338.22	\$310.47	1.3%	-2.2%
Freeride Snowboards	5,648	14,589	33.1%	36.6%	\$2,330,646	\$5,671,374	86.1%	95.8%	\$412.65	\$388.74	39.8%	43.4%
Freestyle Snowboards	12,720	27,100	8.8%	-5.0%	\$4,504,418	\$9,065,507	12.4%	-3.8%	\$354.12	\$334.52	3.4%	1.3%
Splitboard Snowboards	752	1,524	34.8%	12.1%	\$473,756	\$944,931	20.2%	4.0%	\$629.99	\$620.03	-10.8%	-7.2%



Specialty Topline

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Current Period: Oct 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	23,632	52,941	29.8%	20.8%	\$8,251,059	\$16,584,785	33.6%	19.0%	\$349.15	\$313.27	2.9%	-1.5%
All Mountain Snowboards	12,101	26,846	21.3%	12.6%	\$3,981,112	\$7,678,291	21.1%	4.5%	\$328.99	\$286.01	-0.1%	-7.2%
Freeride Snowboards	3,409	9,166	103.2%	108.4%	\$1,390,722	\$3,390,171	134.4%	147.1%	\$407.96	\$369.86	15.4%	18.6%
Freestyle Snowboards	7,873	16,562	21.4%	7.9%	\$2,749,573	\$5,318,743	21.8%	4.9%	\$349.24	\$321.14	0.3%	-2.8%
Splitboard Snowboards	249	367	295.2%	54.2%	\$129,652	\$197,580	239.0%	30.6%	\$520.69	\$538.37	-14.2%	-15.3%

Specialty Regional Sales

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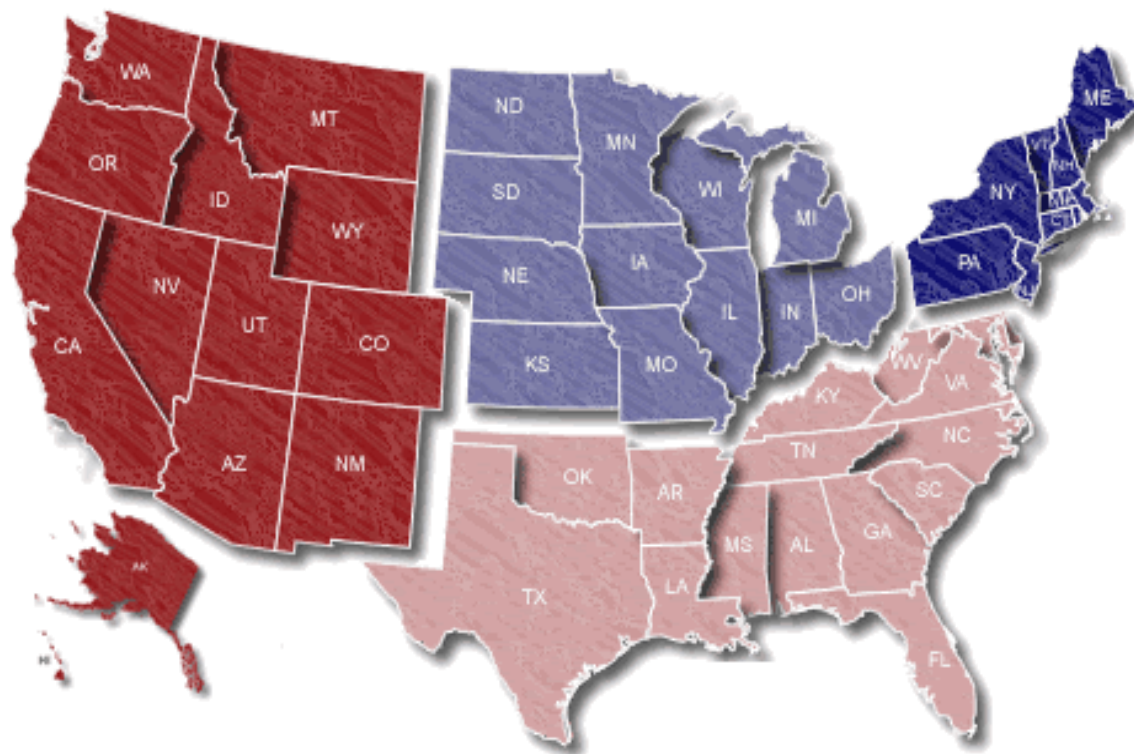
Midwest

12.2% / 76.8%

Northeast

36.1% / 5.1%

West
45.1% / 24.0%



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



Chain Topline

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Current Period: Oct 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	1,401	2,792	-15.1%	-6.1%	\$506,493	\$985,431	-2.7%	2.5%	\$361.52	\$352.95	14.6%	9.2%
All Mountain Snowboards	853	1,674	-17.3%	-13.5%	\$285,962	\$542,822	-15.2%	-14.4%	\$335.24	\$324.27	2.5%	-1.0%
Freeride Snowboards	217	515	-27.2%	27.5%	\$71,164	\$177,152	39.6%	146.2%	\$327.94	\$343.98	91.8%	93.2%
Freestyle Snowboards	272	479	0.7%	-10.6%	\$105,135	\$181,017	9.1%	-2.8%	\$386.53	\$377.91	8.3%	8.7%
Splitboard Snowboards	59	124	15.7%	25.3%	\$44,232	\$84,440	22.9%	22.4%	\$749.69	\$680.97	6.3%	-2.3%



Internet Topline

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Current Period: Oct 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	13,248	30,054	-8.1%	-18.6%	\$5,032,329	\$11,329,728	2.9%	-5.9%	\$379.86	\$376.98	11.9%	15.7%
All Mountain Snowboards	6,207	14,055	-8.2%	-19.2%	\$2,213,987	\$4,997,018	-4.2%	-12.8%	\$356.69	\$355.53	4.4%	7.9%
Freeride Snowboards	2,022	4,908	-10.8%	-16.5%	\$868,760	\$2,104,052	42.8%	44.9%	\$429.65	\$428.70	60.2%	73.5%
Freestyle Snowboards	4,575	10,059	-7.4%	-20.5%	\$1,649,710	\$3,565,747	-0.1%	-14.5%	\$360.59	\$354.48	7.8%	7.5%
Splitboard Snowboards	444	1,032	0.0%	0.9%	\$299,872	\$662,911	-6.3%	-3.7%	\$675.39	\$642.36	-6.3%	-4.6%