



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 2019

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All Channels Summary

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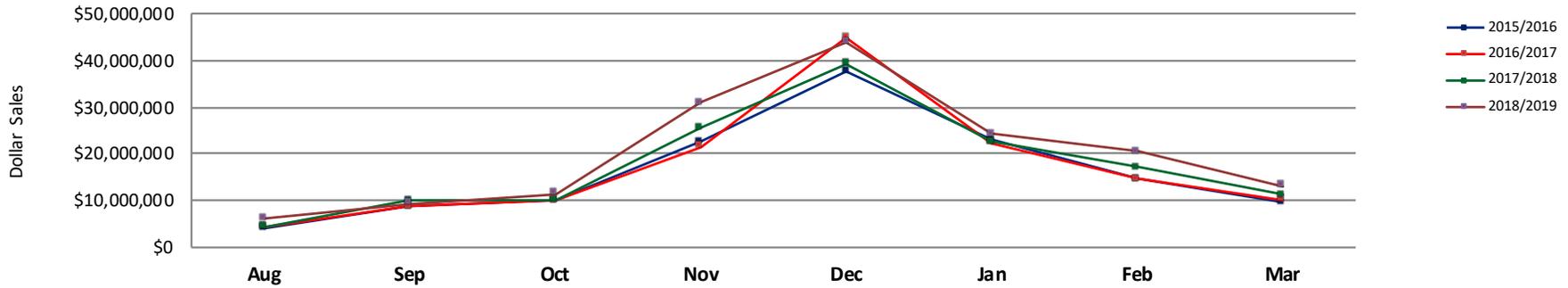
Current Period: Mar 2019

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
All Mountain Snowboards	Sales: \$6,230,459 Units: 15% Dollars: 10%	↑	↑	Sales: \$82,663,440 Units: 16% Dollars: 16%	↑	↑
Freeride Snowboards	Sales: \$1,713,828 Units: 14% Dollars: 35%	↑	↑	Sales: \$18,290,283 Units: -8% Dollars: 22%	↓	↑
Freestyle Snowboards	Sales: \$4,580,475 Units: 22% Dollars: 15%	↑	↑	Sales: \$54,065,388 Units: 6% Dollars: 8%	↑	↑
Splitboard Snowboards	Sales: \$579,404 Units: 33% Dollars: 42%	↑	↑	Sales: \$4,418,279 Units: 17% Dollars: 18%	↑	↑

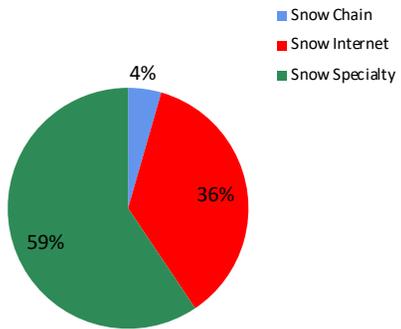


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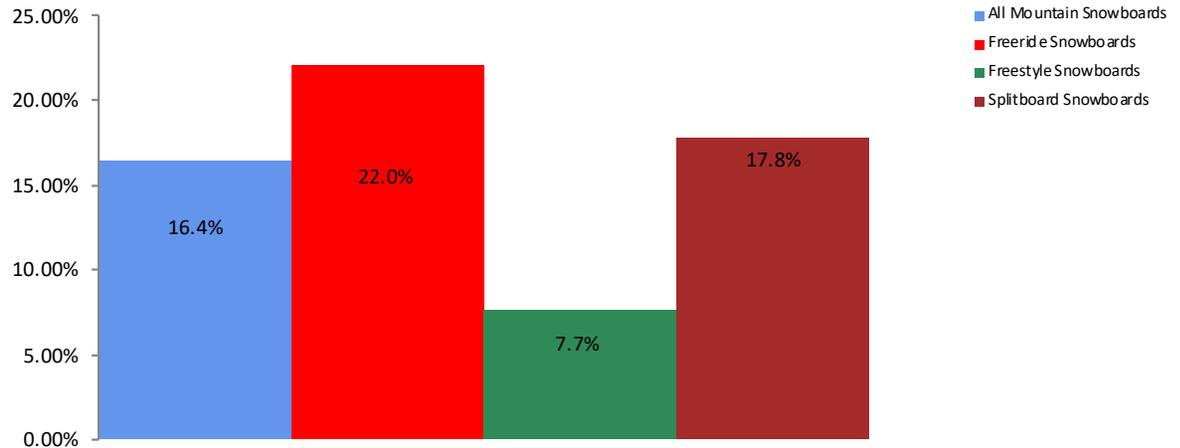
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



Dollar Sales By Channel, Season to Date



Snowboards Sales, All Stores, Season to Date

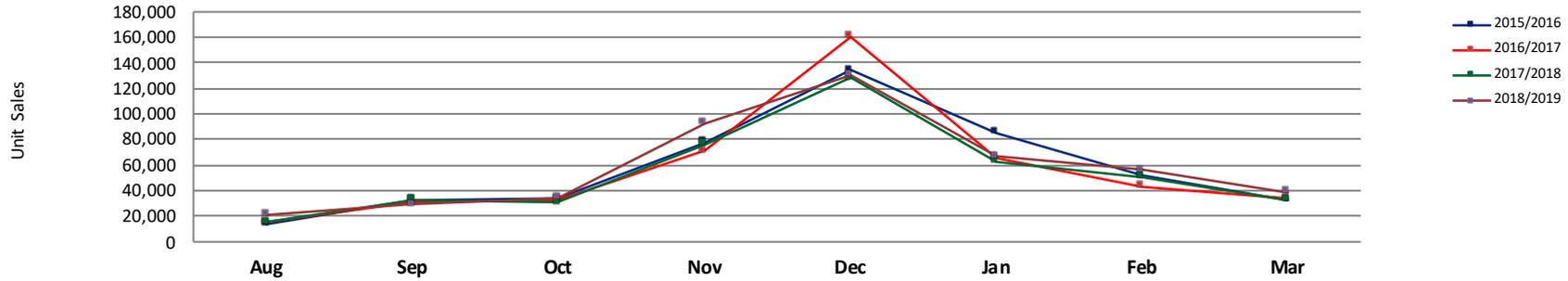




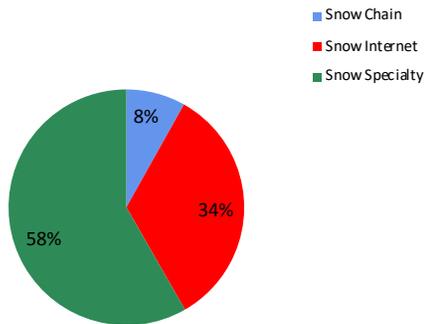
Unit Analysis, Snowboards

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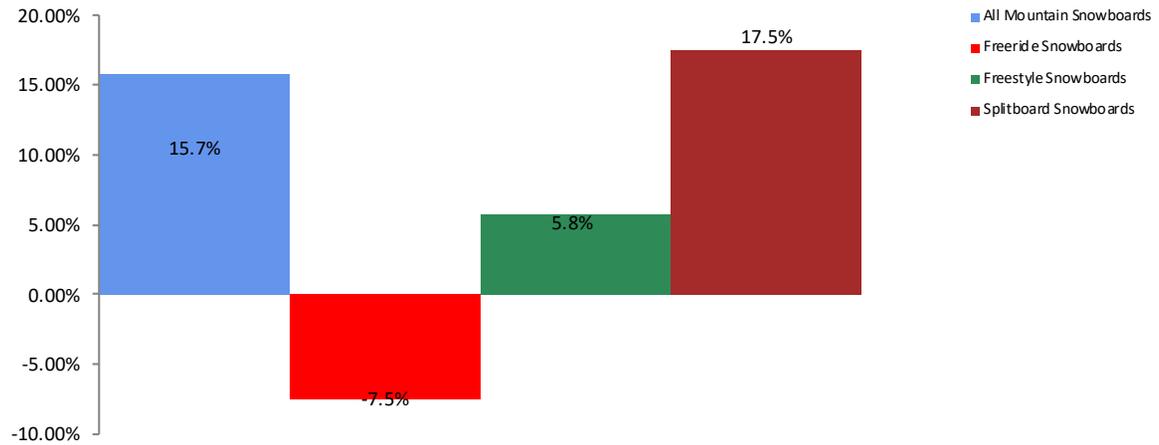
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



Snowboards Sales, All Stores, Season to Date





All Channels Topline

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Current Period: Mar 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	39,084	469,386	17.8%	8.9%	\$13,104,166	\$159,437,390	15.8%	13.9%	\$335.28	\$339.67	-1.7%	4.6%
All Mountain Snowboards	19,402	251,519	15.4%	15.7%	\$6,230,459	\$82,663,440	10.0%	16.4%	\$321.12	\$328.66	-4.7%	0.6%
Freeride Snowboards	4,923	60,470	14.4%	-7.5%	\$1,713,828	\$18,290,283	35.1%	22.0%	\$348.13	\$302.47	18.2%	31.9%
Freestyle Snowboards	13,915	151,143	21.8%	5.8%	\$4,580,475	\$54,065,388	15.2%	7.7%	\$329.18	\$357.71	-5.4%	1.8%
Splitboard Snowboards	844	6,254	33.3%	17.5%	\$579,404	\$4,418,279	42.1%	17.8%	\$686.50	\$706.47	6.6%	0.2%



Specialty Topline

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Current Period: Mar 2019

Snowboards Topline Specialty

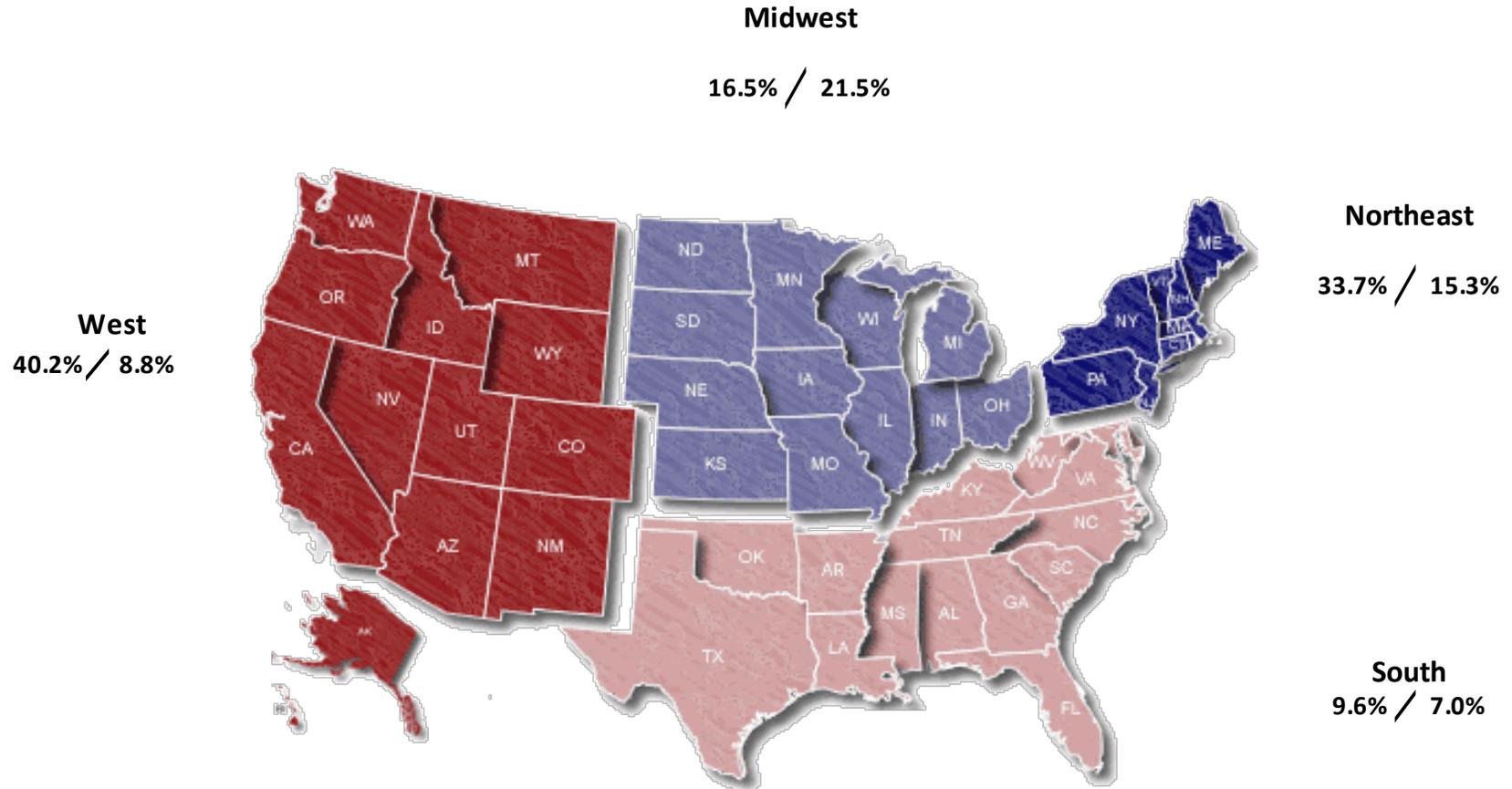
	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Snowboards	23,832	273,575	21.9%	10.9%	\$7,708,388	\$94,724,338	17.6%	12.7%	\$323.45	\$346.25	-3.5%	1.6%
All Mountain Snowboards	11,760	145,460	17.7%	14.2%	\$3,712,742	\$48,748,010	10.6%	13.8%	\$315.71	\$335.13	-6.0%	-0.4%
Freeride Snowboards	2,826	28,745	12.6%	5.0%	\$1,011,122	\$10,332,530	27.4%	22.4%	\$357.79	\$359.45	13.1%	16.6%
Freestyle Snowboards	9,104	98,037	31.0%	8.2%	\$2,889,300	\$34,733,022	22.9%	8.6%	\$317.37	\$354.28	-6.1%	0.4%
Splitboard Snowboards	142	1,333	44.9%	5.3%	\$95,224	\$910,776	67.5%	14.9%	\$670.59	\$683.25	15.6%	9.2%



Specialty Regional Sales

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Current Period: Mar 2019



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



Chain Topline

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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	1,306	38,147	-16.4%	-19.5%	\$344,664	\$7,103,329	1.9%	6.7%	\$263.91	\$186.21	21.9%	32.6%
All Mountain Snowboards	720	22,997	-5.3%	0.4%	\$201,585	\$4,849,618	0.4%	13.7%	\$279.98	\$210.88	5.9%	13.2%
Freeride Snowboards	365	11,709	-29.4%	-44.4%	\$38,024	\$867,507	16.0%	-23.8%	\$104.18	\$74.09	64.2%	36.9%
Freestyle Snowboards	152	3,021	-43.1%	-5.3%	\$54,882	\$1,071,632	-42.6%	1.3%	\$361.07	\$354.73	0.8%	7.0%
Splitboard Snowboards	69	420	283.3%	64.1%	\$50,173	\$314,572	465.7%	60.6%	\$727.14	\$748.98	47.6%	-2.1%



Internet Topline

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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	13,945	157,663	15.7%	15.1%	\$5,051,116	\$57,609,723	14.3%	17.0%	\$362.22	\$365.40	-1.2%	1.6%
All Mountain Snowboards	6,922	83,062	14.3%	23.8%	\$2,316,133	\$29,065,812	9.9%	21.5%	\$334.60	\$349.93	-3.8%	-1.8%
Freeride Snowboards	1,731	20,016	35.4%	18.1%	\$664,683	\$7,090,246	50.5%	31.2%	\$383.99	\$354.23	11.1%	11.1%
Freestyle Snowboards	4,659	50,085	10.8%	2.0%	\$1,636,293	\$18,260,734	7.0%	6.4%	\$351.21	\$364.59	-3.4%	4.2%
Splitboard Snowboards	633	4,500	22.7%	18.4%	\$434,007	\$3,192,931	26.9%	15.5%	\$685.64	\$709.54	3.4%	-2.4%