Welcome to SIA's Monthly Retail Reports!

From November through May, SIA, in partnership with The NPD Group, will be providing top line snow sports retail data that includes alpine, nordic, snowboard and outerwear and spans snow specialty, snow chain and snow internet — collectively called the **SIA US Snow Industry Retail Market Report**. These reports are only available to SIA Premium, Standard and Retailer/Rep members. Reports will be issued on/around the second Thursday of each month and will link to a monthly recording that helps you navigate each top line retail report.

In addition, in an effort to help provide additional context to the retail data, SIA will produce the **"SIA Retail Wrap-Up**" that will feature highlights from the Snow Industry Retail Market Report, general market indicators, and (where applicable) relevant insights from our monthly **Retail Pulse** surveys. Through these surveys, SIA is engaging with retailers and consumers to get a "pulse" from people close to the action. Insights are enhanced by the number of contributors. Therefore, we welcome your continued support and participation!

Contacts

For SIA membership questions, monthly Retail Pulse Survey participation and/or additional SIA reports, please call Colin Edwards 435.659.3713 or email at cedwards@snowsports.org

For questions on NPD retail data or other NPD reports, please reach out to Julia Day 303.402.5611 or julia.day@npd.com

Terms of Use

Retail Data Highlights[1]

Sales - Dollars (000s)

All	YTD	Aug. 2018 - Oct. 2018	$1,224,682
		Aug. 2019 - Oct. 2019	$1,223,082
	Current Period	Oct. 2018	$575,733
		Oct. 2019	$596,833

Sales - Channel - Dollars (000s)

Chain	YTD	Aug. 2018 - Oct. 2018	$592,959
		Aug. 2019 - Oct. 2019	$555,756
	Current Period	Oct. 2018	$288,334
		Oct. 2019	$280,047
Internet	YTD	Aug. 2018 - Oct. 2018	$380,148
		Aug. 2019 - Oct. 2019	$430,613
	Current Period	Oct. 2018	$108,773
		Oct. 2019	$103,799
Specialty	YTD	Aug. 2018 - Oct. 2018	$201,530
		Aug. 2019 - Oct. 2019	$216,228
	Current Period	Oct. 2018	$178,626
		Oct. 2019	$212,987

Sales - Region (Specialty Only) - Dollars (000s)

Midwest	YTD	Aug. 2018 - Oct. 2018	$70,888
		Aug. 2019 - Oct. 2019	$94,624
	Current Period	Oct. 2018	$39,529
		Oct. 2019	$51,637
Northeast	YTD	Aug. 2018 - Oct. 2018	$130,726
		Aug. 2019 - Oct. 2019	$143,957
	Current Period	Oct. 2018	$69,009
		Oct. 2019	$76,144
South	YTD	Aug. 2018 - Oct. 2018	$34,950
		Aug. 2019 - Oct. 2019	$35,128
	Current Period	Oct. 2018	$19,964
		Oct. 2019	$23,756
West	YTD	Aug. 2018 - Oct. 2018	$143,585
		Aug. 2019 - Oct. 2019	$156,904
	Current Period	Oct. 2018	$50,124
		Oct. 2019	$61,450

Sales - Gender - Dollars (000s)

Mens	YTD	Aug. 2018 - Oct. 2018	$639,466
		Aug. 2019 - Oct. 2019	$647,414
Womens	YTD	Aug. 2018 - Oct. 2018	$445,712
		Aug. 2019 - Oct. 2019	$429,505
Youth	YTD	Aug. 2018 - Oct. 2018	$117,337
		Aug. 2019 - Oct. 2019	$121,924
	Current Period	Oct. 2018	$60,922
		Oct. 2019	$64,246
Not Specified	YTD	Aug. 2018 - Oct. 2018	$22,167
		Aug. 2019 - Oct. 2019	$24,239
	Current Period	Oct. 2018	$9,307
		Oct. 2019	$9,993

Report Recording Notes

Each month, along with their report, NPD provides a video recording where they take the audience through the report explaining how to use it while they highlight key insights. The following are the notes from this recording.

- General description of data and how to use the report (0:00 - 5:15)
- Current period - Oct. 2019 (5:15 – 5:30)
    - Dollars are up 4%. Units are up 3% and average price is up 1%. This is an overall solid performance for Oct. 2019 compared to the same period in the previous year.
- Category breakdown (5:30 – 7:15)
    - Accessories: Dollars are down 3%. Units are down 4%. The average price is up 2%.
    - Apparel (largest category): Dollars are flat. Units are up 2%. The average price is down 2%.
    - Equipment: Dollars are up 20%. Units are up 9%. The average price is up 10%
- Channel breakdown (7:15 – 9:15)
    - Snow Chain: Dollars are down 3%. Units are up 2%. The average price is down 4%.
    - Snow Internet: Dollars are down 5%. Units are down 8%. The average price is up 4%.
    - Snow Specialty: Dollars are up 19%. Units are up 14%. The average price is up 4%.
- Show Specialty breakdown (9:15 – 13:27)
    - Strong performers include:
        - Accessories:
            - Backpacks and Sports Equipment Bags
        - Apparel:
            - All major subcategories performing well
                - Exceptions are: Shirts, Sweaters, Sweatshirts, Pants and Shorts
        - Equipment:
            - All major subcategories performing well

[1] Source: The NPD Group Inc., US Snow Industry Retail Market Report (Aug.-Oct., 2019)

Retail Pulse | What People Are Saying[2]

Retailers

North East

"Seasonal rentals [are going well]. Additionally, customers are more comfortable spending."

"The piece of the pie is getting smaller every year. Competition is fierce (whether online or brick and mortar) and prices along with margins are being driven lower and lower each season. Added to that now manufacturers are also getting in on the action with their own online stores. Curious to see how it all plays out in the coming years, who survives and who doesn't. Consumers don't seem to care, it's all about the cheapest price, not the best service (for the majority)."

Midwest

"Winter sales off to a very strong start here in the Midwest. Cold weather has helped as well as having a long ski snowboard season last spring."

"Shipping from vendors are late."

West

"Very early snows really kicked off our winter hard goods and apparel sales."

"Consumers are looking for advice and want to talk to knowledgeable people who can help guide them to a suitable product. They are spending but we have to work really hard to get the sale."

South

"The mountains advertising is noticeable"

"A consumer can find items on sale pretty regularly year-round, so 10-25% off doesn't create near the excitement it used to. Many vendors are aggressively marketing directly to consumers as well, bypassing traditional retail stores that have supported their brands for years, causing us to carefully consider which to bring in store and which to discontinue."

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[2] Each month SIA surveys panels of consumers and retailers. These insights reflect the answers from the respondents.

Consumers

For **snowboarders** that purchased or acquired gear, **35.7%** got **only new**, **14.3%** got **only used** and **50%** got some **new and used**.

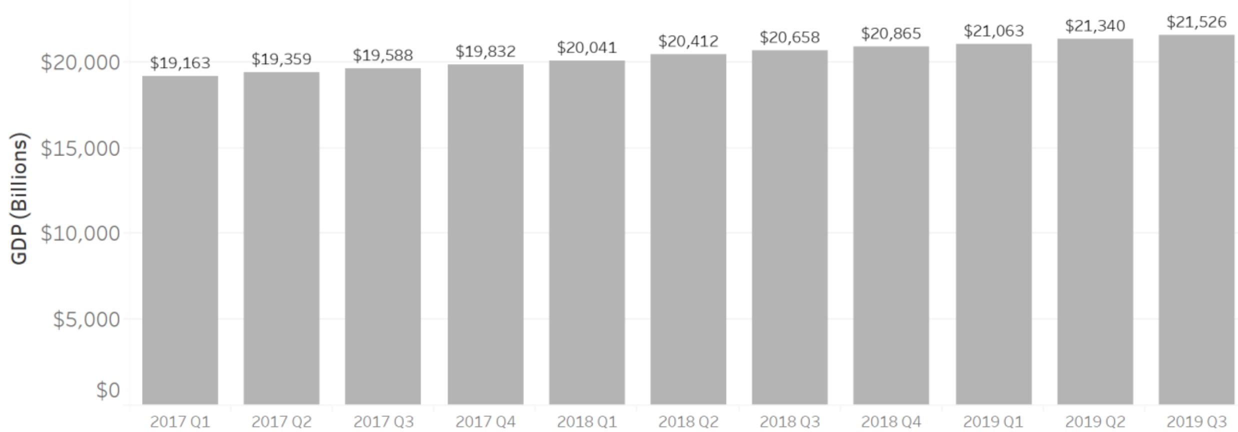
For **skiers** that purchased or acquired gear, **44.3%** got **only new** and **11.4%** got **only used**. The remaining **44.3%** got some **new and used**.

For **cross-country skiers** that purchased or acquired gear, **41.7%** got **only new** and **8.3%** got **only used**. The remaining **50%** got some **new and used**.

Market Data

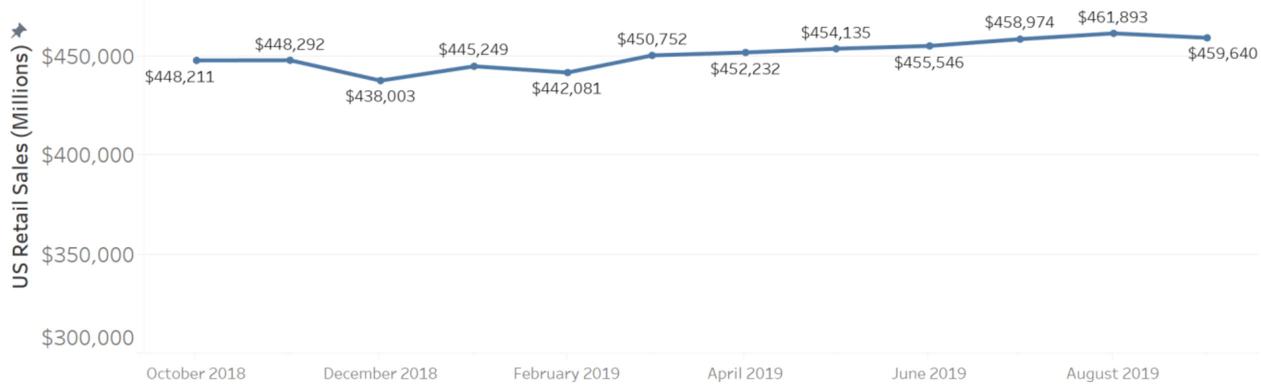
Gross Domestic Product[3]

The GDP growth rate measures how fast the economy is growing and is the most important indicator of economic health. The GDP growth rate is driven by four components: personal consumption, business investment, government spending, and net exports. The main driver of GDP growth is personal consumption. This includes the critical sector of retail sales.[4]



US Retail Sales[5]

The U.S. Retail Sales Report, published monthly by the U.S. Census Bureau, is a monthly measurement of the U.S. retail industry. Retail sales are used to predict consumer spending trends and are a timely measurement of economic health.[6]



[3] https://www.bea.gov/data/gdp/gross-domestic-product#gdp, accessed December 2019
[4] https://www.thebalance.com, accessed December 2019
[5] https://www.census.gov/retail/index.html, accessed December 2019
[6] https://www.thebalance.com, accessed December 2019