



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

Snowboard Boots Report

Report Date: Oct 2019

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All Channels Summary

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Current Period: Oct 2019

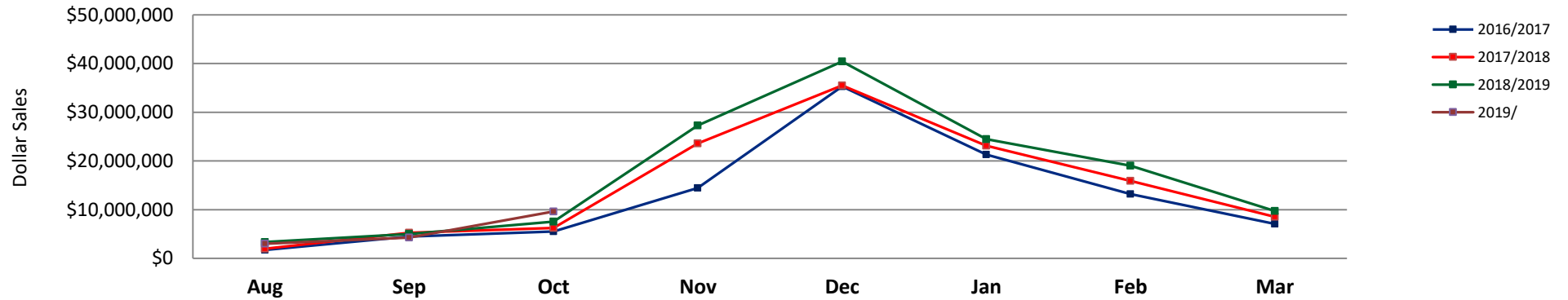
	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
Step In Snowboard Boots	Sales: \$853,367	↑	↑	Sales: \$1,316,476	↑	↑
	Units: 34%			Units: 24%		
	Dollars: 38%			Dollars: 31%		
Traditional Snowboard Boots	Sales: \$8,769,279	↑	↑	Sales: \$15,564,093	↓	↑
	Units: 13%			Units: -3%		
	Dollars: 27%			Dollars: 5%		



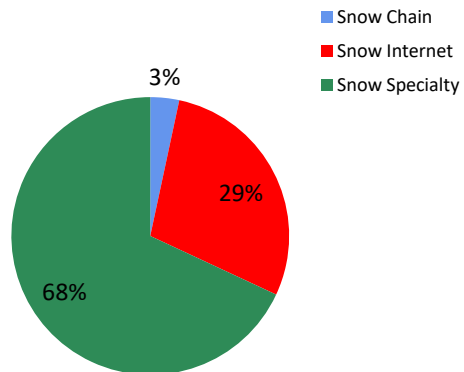
Dollar Analysis, Snowboard Boots

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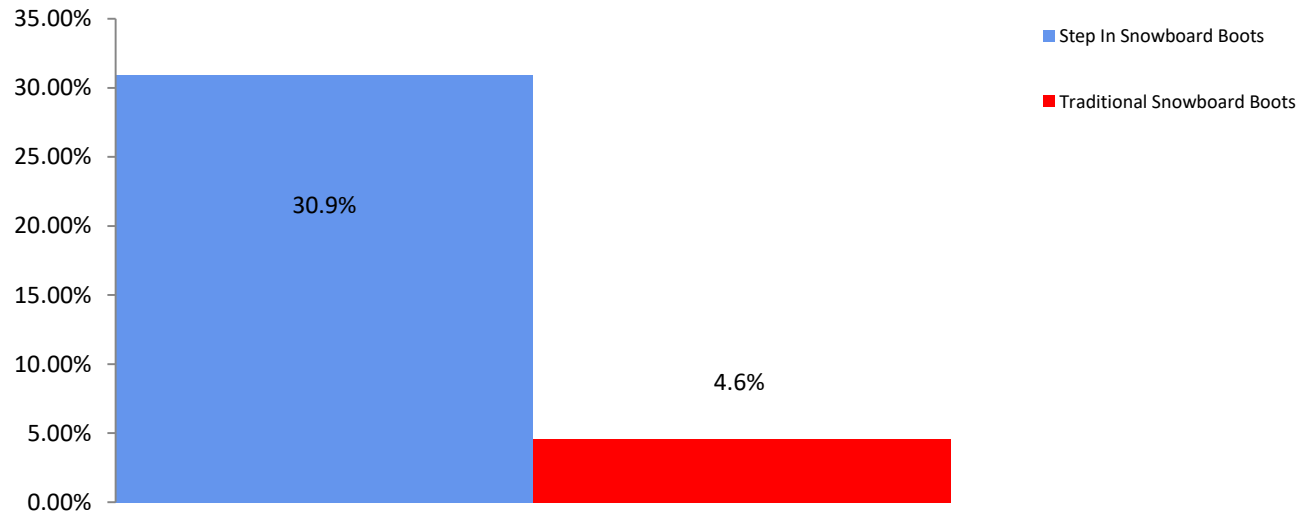
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



Dollar Sales By Channel, Season to Date



Snowboard Boots Sales, All Stores, Season to Date

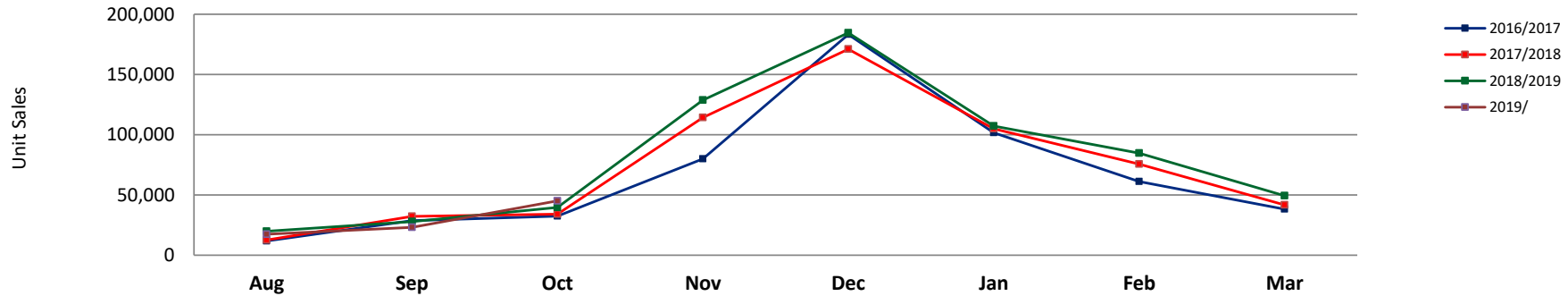




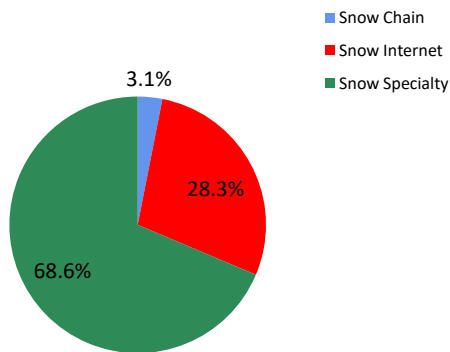
Unit Analysis, Snowboard Boots

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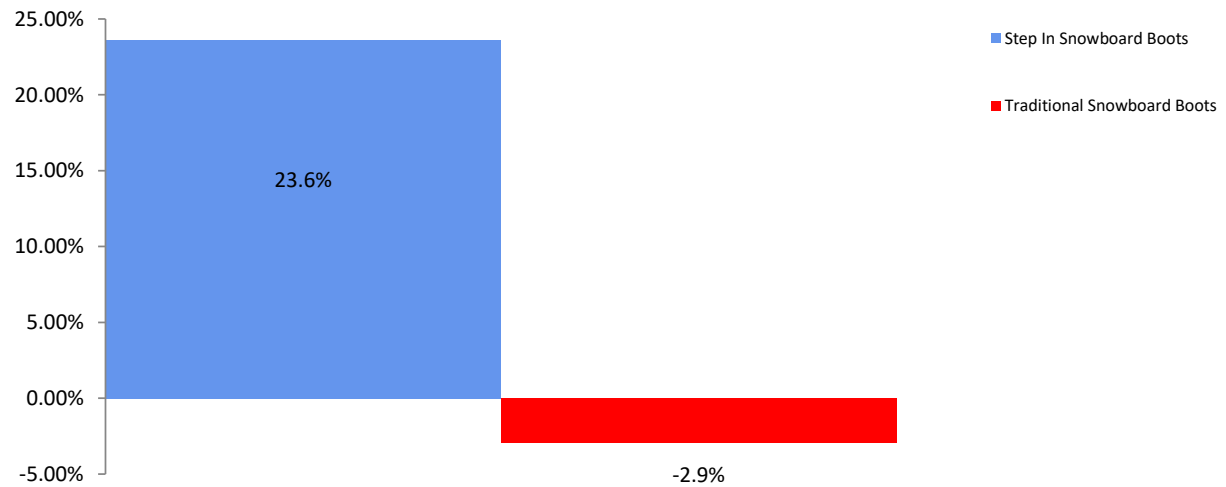
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



Snowboard Boots Sales, All Stores, Season to Date





All Channels Topline

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Current Period: Oct 2019

Snowboard Boots 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
Snowboard Boots	45,120	85,741	13.6%	-2.0%	\$9,622,646	\$16,880,569	27.6%	6.2%	\$213.27	\$196.88	12.3%	8.5%
Step In Snowboard Boots	2,359	3,678	34.4%	23.6%	\$853,367	\$1,316,476	38.1%	30.9%	\$361.75	\$357.93	2.7%	5.9%
Traditional Snowboard Boots	42,761	82,063	12.7%	-2.9%	\$8,769,279	\$15,564,093	26.7%	4.6%	\$205.08	\$189.66	12.4%	7.7%



Specialty Topline

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Snowboard Boots Topline Specialty

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
Snowboard Boots	30,734	58,853	23.1%	6.9%	\$6,595,324	\$11,490,059	35.4%	11.6%	\$214.59	\$195.23	10.0%	4.4%
Step In Snowboard Boots	1,875	3,050	12.1%	6.3%	\$670,664	\$1,075,265	13.5%	10.6%	\$357.69	\$352.55	1.2%	4.0%
Traditional Snowboard Boots	28,859	55,803	23.9%	6.9%	\$5,924,660	\$10,414,794	38.4%	11.7%	\$205.30	\$186.64	11.7%	4.4%

Specialty Regional Sales

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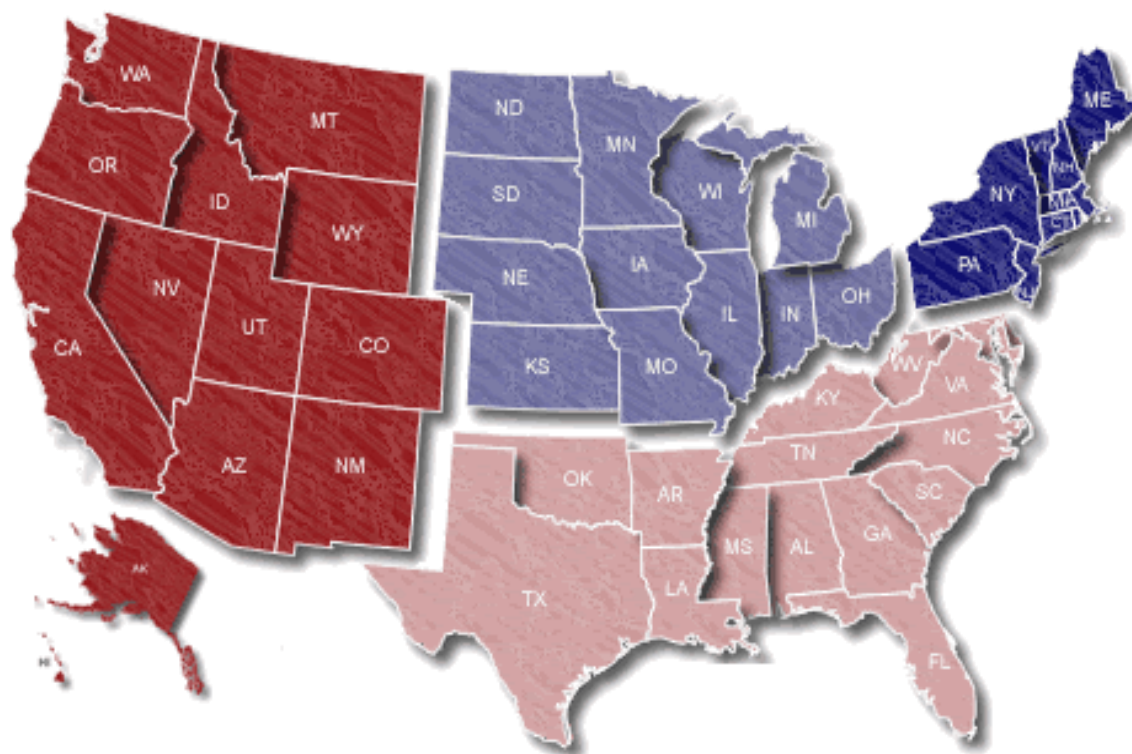
Midwest

9.5% / 54.2%

Northeast

35.3% / 2.2%

West
48.6% / 13.8%



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



Chain Topline

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Snowboard Boots Chain												
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
Snowboard Boots	1,868	2,654	31.7%	10.0%	\$425,859	\$566,649	40.3%	20.5%	\$227.98	\$213.51	6.4%	9.6%
Step In Snowboard Boots	27	27	1250.0%	0.0%	\$10,509	\$10,929	2930.2%	0.0%	\$389.22	\$404.78	124.5%	0.0%
Traditional Snowboard Boots	1,841	2,627	30.0%	8.9%	\$415,350	\$555,720	37.0%	18.2%	\$225.61	\$211.54	5.4%	8.6%



Internet Topline

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Snowboard Boots 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
Snowboard Boots	12,517	24,233	-6.1%	-19.4%	\$2,601,462	\$4,823,860	9.9%	-5.8%	\$207.83	\$199.06	17.0%	16.9%
Step In Snowboard Boots	456	600	463.0%	471.4%	\$172,194	\$230,282	540.3%	597.7%	\$377.62	\$383.80	13.7%	22.1%
Traditional Snowboard Boots	12,061	23,633	-9.0%	-21.1%	\$2,429,268	\$4,593,578	3.8%	-9.7%	\$201.42	\$194.37	14.0%	14.5%