



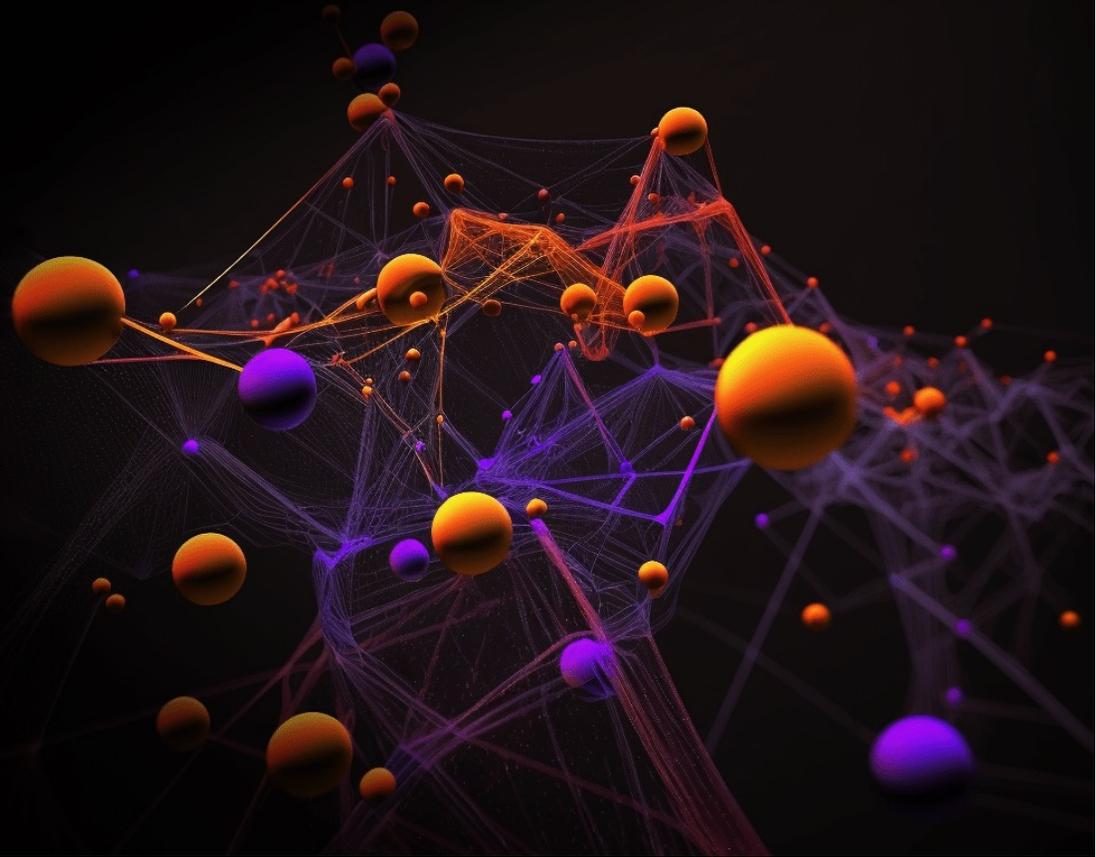
# US Sports WinterSports

Retail Sales Trends

Julia Day, [julia.day@circana.com](mailto:julia.day@circana.com)

October 2025

# About Circana



# We have the broadest coverage

Spanning more than 2,000 categories across 26 industries



APPAREL



APPLIANCES



AUTOMOTIVE



BEAUTY



BEVERAGE  
ALCOHOL



BOOKS



CBD & CANNABIS



FASHION  
ACCESSORIES



FOOD &  
BEVERAGE\*



FOODSERVICE  
& ON-PREMISE



FOOTWEAR



HEALTH &  
BEAUTY CARE



HOME



HOME  
IMPROVEMENT



HOUSEHOLD  
CLEANING



JUVENILE



MEDIA  
ENTERTAINMENT



MOBILE



OFFICE  
SUPPLIES



OTC  
PHARMACEUTICALS



PET



SPORTS



TECHNOLOGY  
CONSUMER & B2B



TOBACCO



TOYS



VIDEO GAMES



*\*Including consumption*

# Circana's Sports Tracking in the U.S.

## Equipment, Apparel, Footwear and Accessories



### Athletics & Team

Racquet  
Golf  
Football  
Soccer  
Volleyball  
Hockey  
Lacrosse  
Baseball  
Basketball



### Run / Fitness

Running  
Fitness  
Training  
Exercise  
Yoga



### Cycling

Bikes  
Road  
Mountain  
Fitness  
Transit  
Lifestyle  
Ebikes  
Cycling Parts  
& Accessories



### Outdoor

Hiking  
Camping  
Climbing  
Accessories:  
(Coolers/Lights/Hydration  
Portable Power/Car Racks/etc.)  
Paddle Sports:  
(SUP/Kayaks/Canoes/Rafts)  
Watersports



### Snow

Alpine Ski  
Snowboard  
AT  
Tele  
Nordic  
Backcountry  
Snowshoe



### Fishing

Rods & Reels  
Lines, Lures &  
Terminal Tackle  
Fishing  
Accessories  
Marine  
Electronics



### Hunting & Shooting

Archery  
Firearms  
Components  
& Accessories  
Airguns & Airsoft  
Shooting Sports  
Accessories  
Knives, GPS  
& Optics



# Circana Solutions: Measure and Accelerate Demand

## MEASURE



### POS Retail Tracking

Retail sales data: participating retailers  
 Granular levels: Brick & Mortar/.com, brand, item, attribute, pricing  
 Supports product, pricing and distribution strategies.



### Consumer Tracking & Buyer Metrics

Market size, channel, retailer, demographics.  
 Buyer metrics/analytics  
 Longitudinal cross-purchase behavior, loyalty, new/lost/retained

## TEST



### Analytics

Forecasting  
 Pricing Elasticity  
 Price Monitoring  
 Promotional Performance



### Voice of the Consumer

Brand Equity / Love: Awareness & Perceptions  
 Concept Evaluation / Product Testing  
 Needs Assessment / Attitudes & Usage  
 Consumer Segmentation

## ACTIVATE / ACCELERATE



### Media

Demand: Audiences – which consumer receives which message via which platform  
 Measurement: Market Lift and Marketing Mix - Campaign analyses across markets or marketing channels to improve ROAS.



### Growth Consulting

Leverages unparalleled data, deep insights, growth strategy experts  
 Focus on where to Play, How to Win, M&A  
 Speed to Delivery, ROI, expertise



# What's Inside

01 Total Retail Results & Consumer Behavior Shifts

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02 U.S. Sports Industry Trends

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03 Snow Season Re-Cap

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The background features a complex, abstract pattern of wavy, horizontal lines in shades of purple and orange, creating a sense of depth and movement. Overlaid on the left side of the image is a large, white outline of the number '01'.

01

Total Retail  
Results

# Macro trends affecting how consumers shop



## Headwinds (Challenges to spend)

- **Inflation sensitivity**
  - As of July 2025, inflation saw another slight uptick<sup>1</sup>.
- **Labor market cooling**
  - Unemployment rate is stable at 4.2%, but job growth is slowing—only 73,000 jobs added in July 2025<sup>3</sup>.
- **Higher prices and income pressure**
  - Retail average price growth continues to outpace wage growth<sup>2</sup>.
- **Recession concerns and tariff induced tradeoffs**
  - Consumer anxiety about a potential recession remains high<sup>4</sup>.



## Tailwinds (Growth drivers)

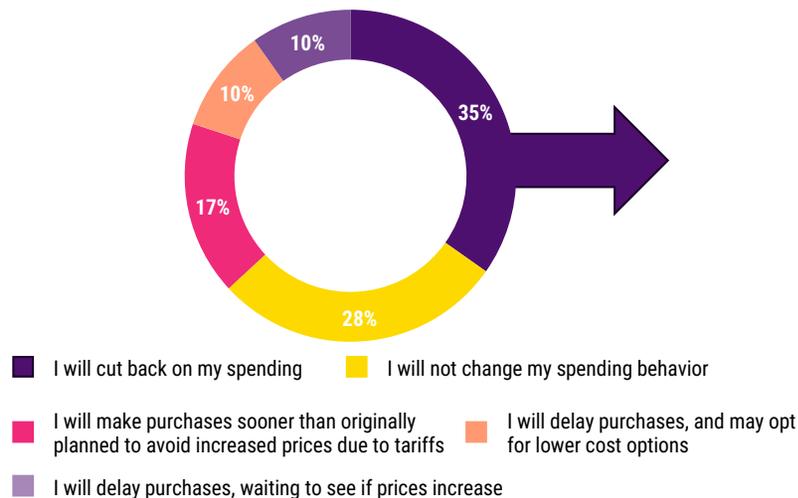
- **Digital and e-commerce shopping**
  - Continued e-commerce growth and a focus on social commerce.
- **Lifestyle changes and priorities**
  - Health & wellness focus: Rising interest in fitness, nutrition, and mental health.
  - Post-COVID norms: Remote/hybrid work and a focus on personal time, hobbies, and experiences.
- **Desire for innovation**
  - New and innovative products drive consumer spending and inspire continued manufacturer innovation.



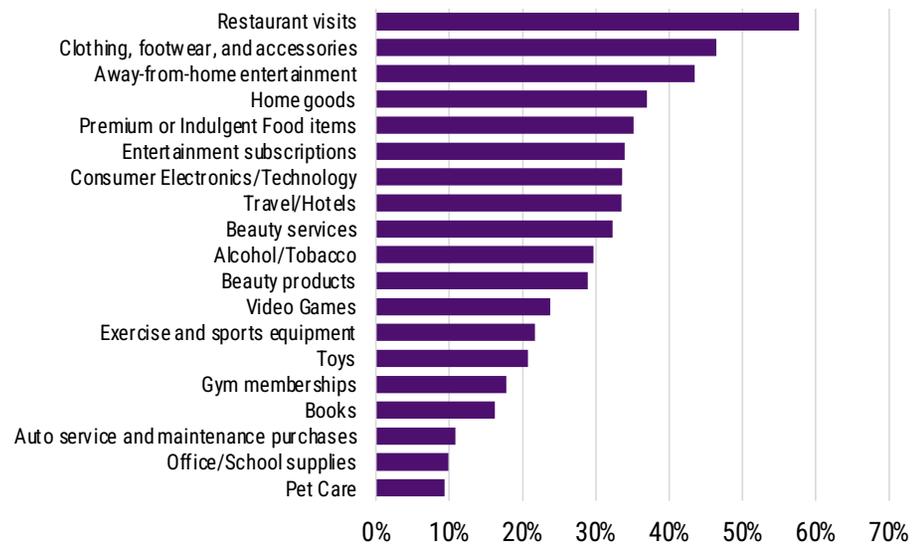
# 35% of consumers plan to cut back on spend due to anticipated tariff implications, down vs. May

Majority of consumers stated they would spend less on restaurants and fashion categories.

**Will anticipated tariff implications impact your spending plans over the next few months?<sup>1</sup>**



**What do you plan to cut back your spending on?<sup>2</sup>**



Source: Circana, Omnibus Survey, July 2025

<sup>1</sup>Q: Will anticipated tariff implications impact your spending plans over the next few months? Base: 1,009

<sup>2</sup>Q: If 'I will cut back on spending', what do you plan to cut back your spending on? Base: Plan to cut back your spending, 350; \*other' excluded

# Understand headwinds and plan tariff-impact scenarios



“Consumers are expressing uncertainty about tariffs, but until tariff impacts become visible at retailers, consumers may focus on headwinds like continued price elevation. Understanding those headwinds and planning for tariff-impact scenarios are what every retailer and manufacturer should focus on while we wait for tariffs’ realities to reach the consumer.”

**Marshal Cohen, Chief Retail Advisor**



**Understand price sensitivity for each category: consumers tend to accept 10–12% price elevation.**



**Manufacturers, suppliers, freight forwarders, and brokers are likely to feel tariff impacts more strongly than retailers.**



**Larger retailers will be in a better inventory position to grab market share.**



**Scenario planning should strategically emphasize nimbleness.**

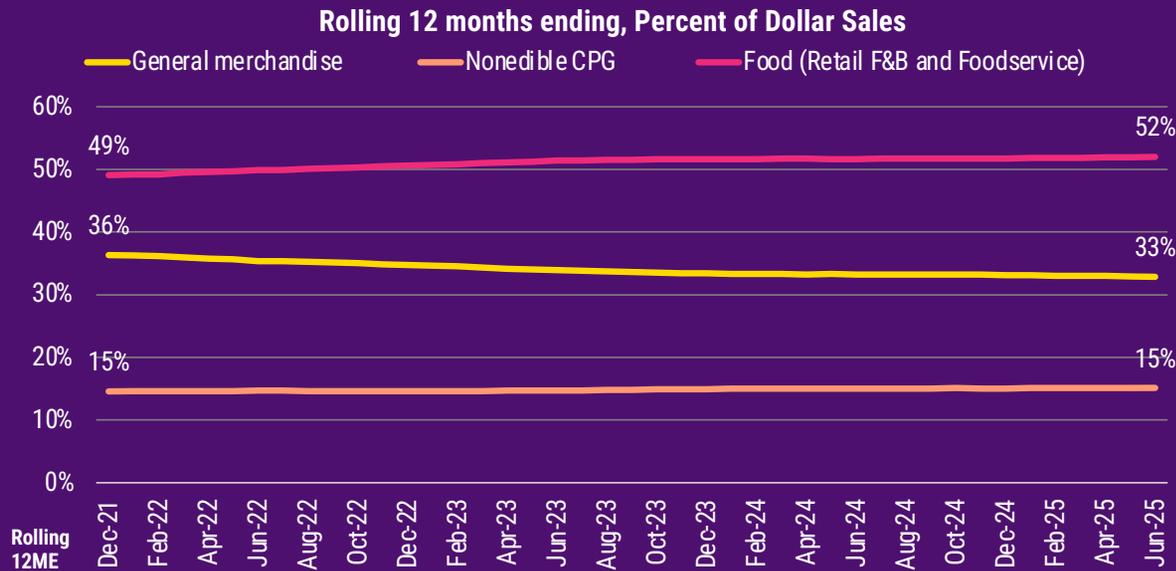
*Source: Circana, Thought Leadership*

**[Read More →](#)**



# Food gains erode general merchandise dollar share

Compared to 2021, total food dollars increased by 3 points, accounting for 52% of annual dollars, gaining share at the expense of general merchandise industries.



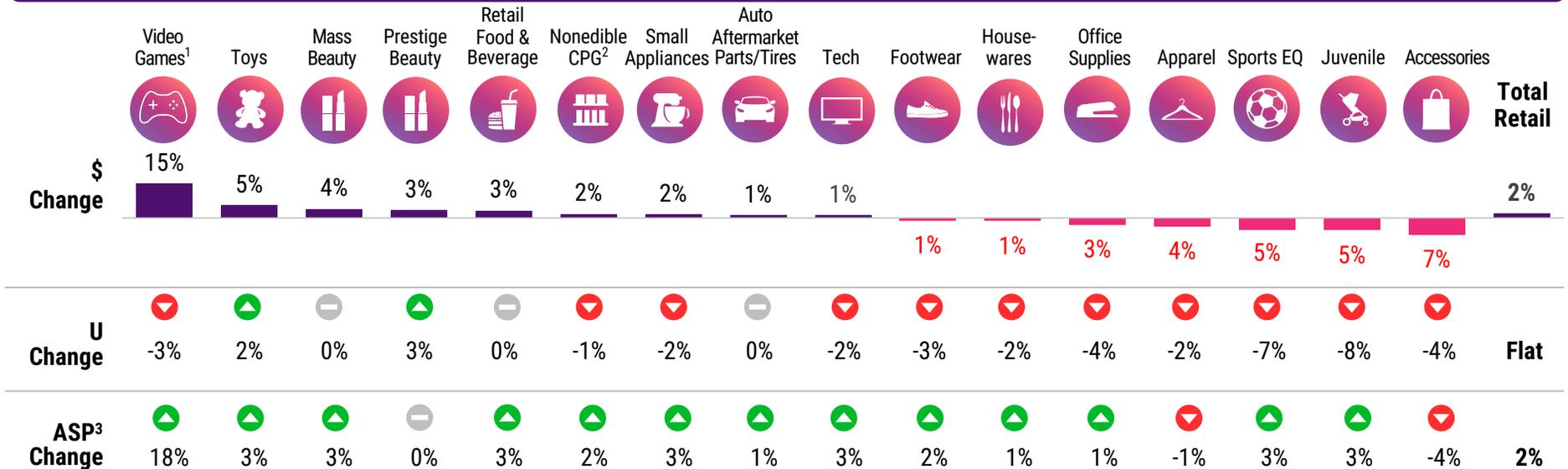
Source: Circana, Checkout (accessories, auto aftermarket, consumer electronics, furniture, home décor, home improvement, home textiles, housewares, juvenile, office supplies- excludes janitorial/breakroom, small appliances, sports equipment- includes team sports, toys); Consumer Tracking Service (apparel, footwear); Retail Tracking Service (auto tires, cycling, prestige beauty); BookScanTM (books- MSRP sales); Market Dynamics Report (video games); CREST® (foodservice- includes Commercial and Non-Commercial Foodservice, Direct Consumer Spend); Total Market View MULO+ with Conv & Perimeter and EMI 3P (F&B and non-edible CPG - 444, data ends on a Sunday) General merchandise January 2024 dollars multiplied by 0.8 to adjust for the 53rd week General merchandise through 12ME Nov 2022 data should be used directionally

# Total retail performance by industry: YTD 2025

Video games was the fastest growth industry in early 2025, associated with the newly released Nintendo Switch 2.



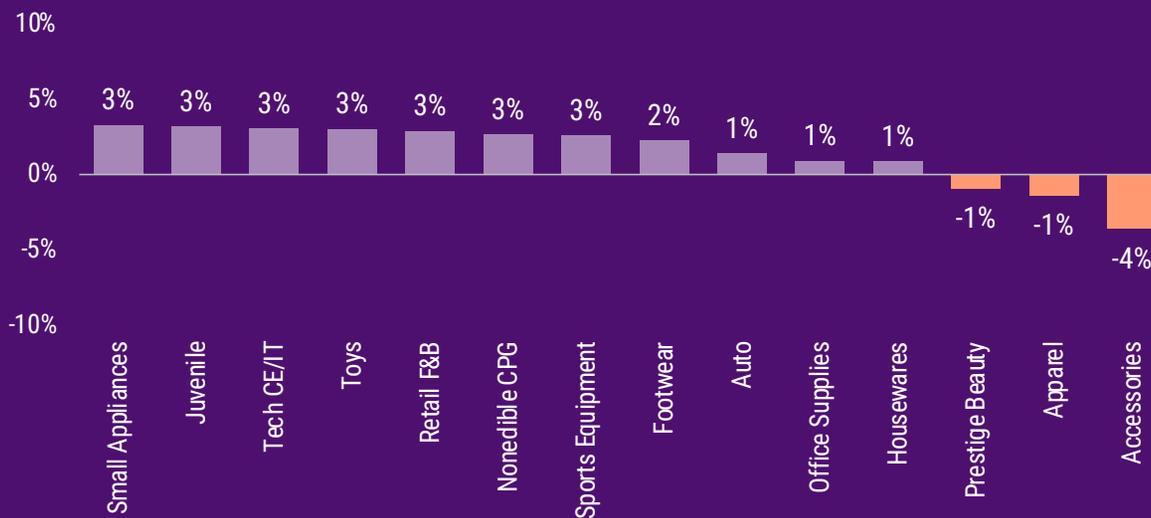
Year-to-Date % Change, 30 weeks ending August 2, 2025



Source: Circana, Retail Early Indicator (general merchandise), <sup>1</sup>video games includes physical hardware and accessories. Does not capture digital software or downloads; Retail Tracking Service (prestige beauty) Circana, Total Market View MUL0+ with Conv & Perimeter (F&B/nonedible CPG-<sup>2</sup>excluding tobacco and mass beauty)- week ends on a Sunday <sup>3</sup>ASP reflects average price per unit

# Average price trends in retail: Building 2025

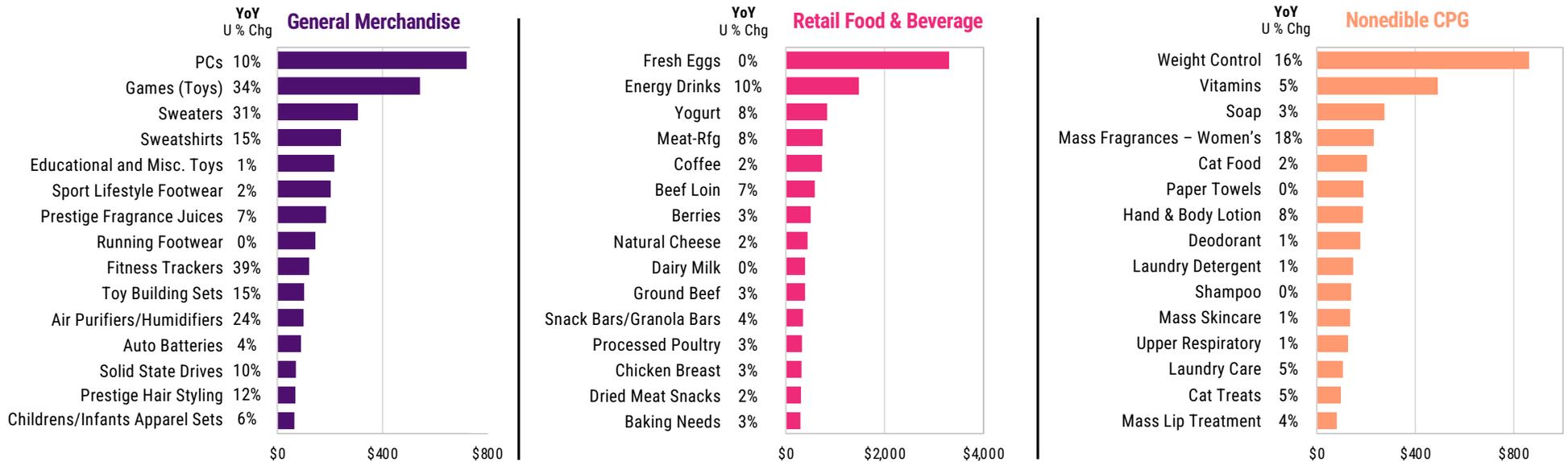
Average Price per Unit Percent Change vs. Last Year: 30WE August 2, 2025



# Year-to-date top growth categories tell a story

Top growth categories highlight various stories that have inspired retail spend throughout the first half of 2025. Year-to-date categories emphasize the stories of newness, prioritization, and trends like eating at home and health and wellness.

Top 15 Growth Categories by Absolute Dollar Change (\$M); 26 Weeks Ending July 5, 2025, vs. same weeks prior year



Source: Circana, Retail Tracking Service (general merchandise, excl. janitorial/breakroom); Circana, Total Market View MULO+ with Conv, (Retail F&B incl. edible and perimeter, nonedible CPG- excluding tobacco, standard hierarchy) – week ends on a Sunday, 26WE 7/06/2025 vs. Prior Year Top growth based on absolute dollar change vs. last year and positive unit growth vs. last year; Please note: Easter 2024 fell in Q1 with data for March, but Easter 2025 will fall in Q2 with data for April.

# Nostalgia across retail helps drive demand

Whether its parents buying nostalgic items for children, or the younger consumers' desire for vintage items.

## Digital Cameras

**+120%**

Digital point & shoot cameras grew over 100% in units. According to CivicScience, Gen Z adults are most likely to own a digital camera.



## Pokémon

**+10%**

Pokémon property units grew 10%. Nearly 20% of consumers bought Pokémon cards in the last 6 months, mostly collecting/trading as a hobby<sup>1</sup>.



## Furby

**+59%**

Furby property units grew 59%, driven by the 2" mini Furblets.



UNIT %  
GROWTH



## New Balance

**+24%**

New Balance footwear grew 24%, re-energized in part by re-released vintage styles.



## Fanny/Waist Packs

**+8%**

while the total accessories market declined 3%. Fanny packs offer consumers a vintage, and hands-free bag option.



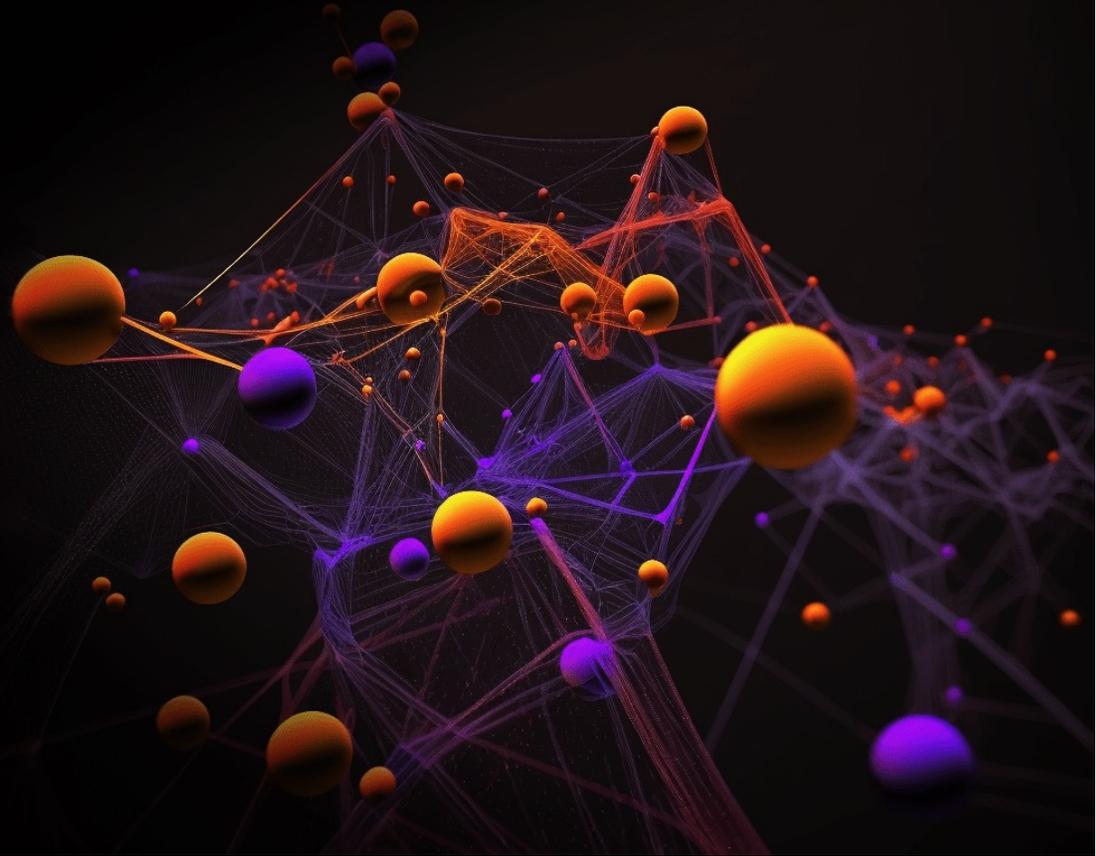
## Taco Bell

**+1% traffic**

while total QSR traffic declined 2%. In Q4'24, Taco Bell brought back iconic menu items from its first 50 years to unlock core Taco Bell memories, and spark nostalgia for a new era of fans.

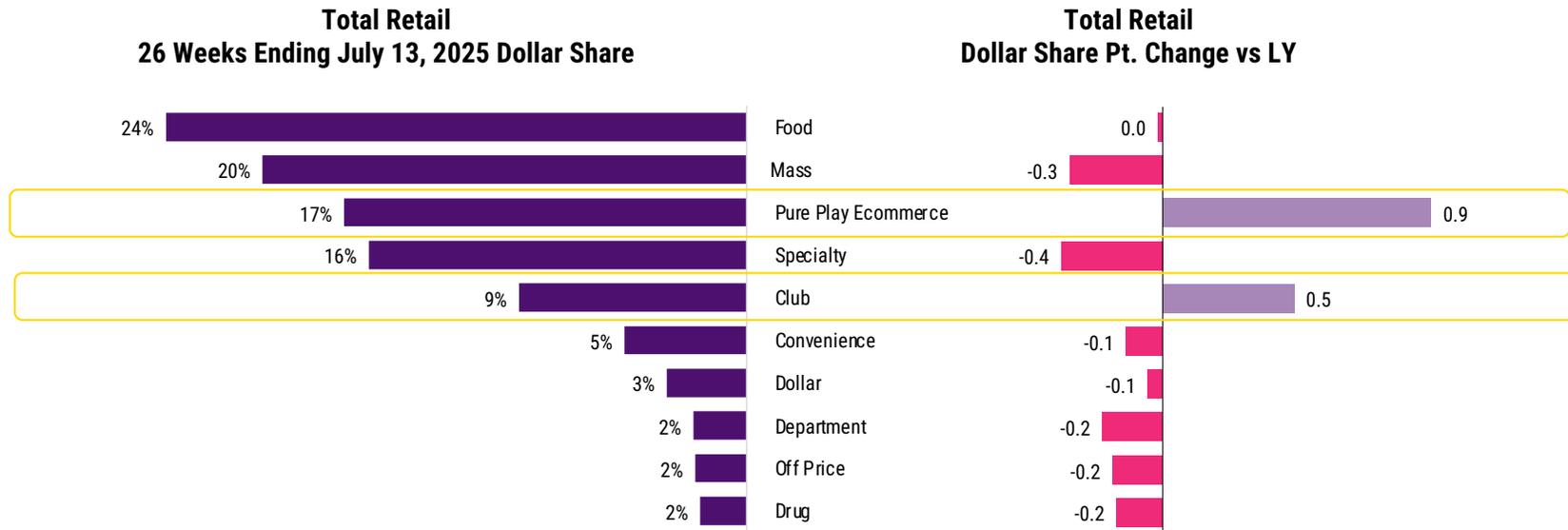


# E-commerce Performance



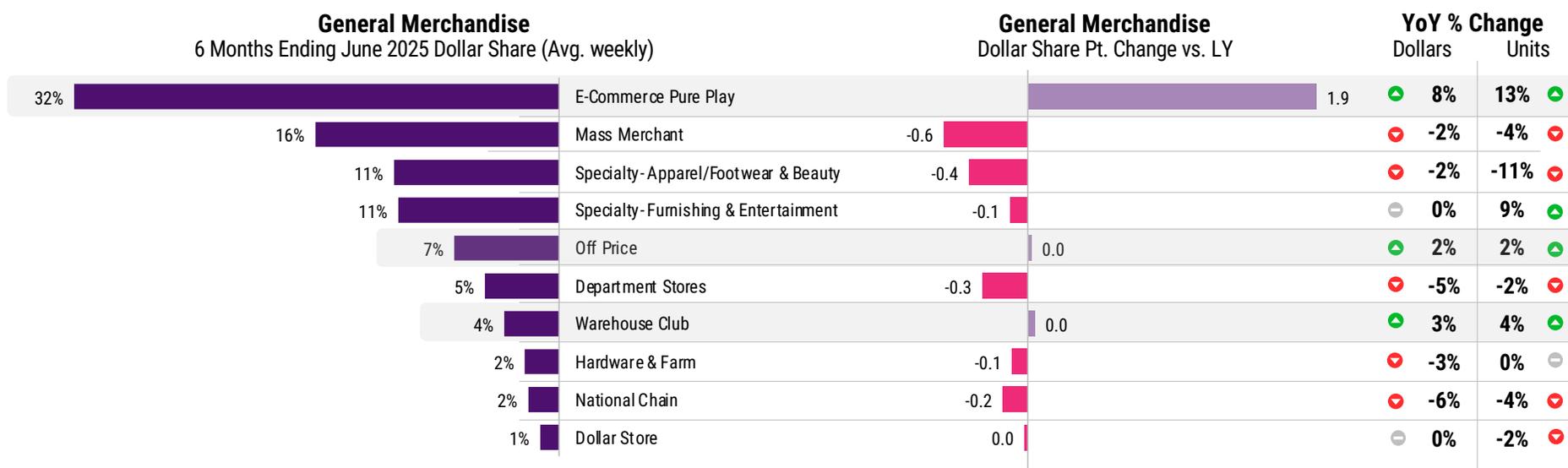
# Total retail annual spend shifted towards e-commerce and club channels

In the first half of 2025, latest 26 weeks, dollars shifted towards e-commerce pureplay and club channels, while specialty and mass saw the largest pullback.



Source: Circana, Complete Consumer (food & beverage CPG, nonedible CPG – excl. Tobacco, general merchandise)

# In general merchandise, e-commerce, club, and off-price channels outpaced in the first half of 2025

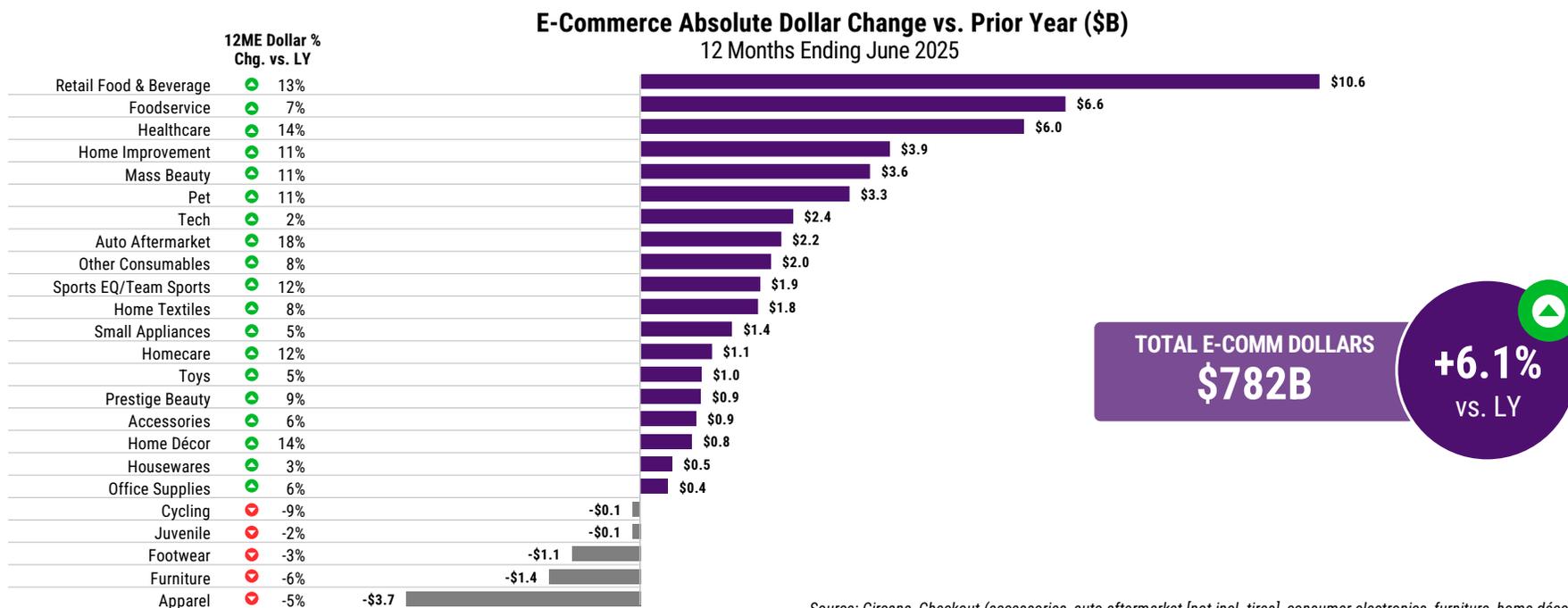


Source: Circana, Checkout, Jan-Jun 2025  
 Industries include: Accessories, Apparel, Auto Products, Footwear, Home Décor, Home Textiles, Housewares, Juvenile, Office Supplies, Sports EQ/Team Sports, Prestige Beauty, Small Appliances, Technology, Toys, Video Games  
 \*Excluding Grocery/Drug, Convenience/Gas, Restaurant channels; not displaying "all other" channels  
 Excluding Home Improvement, Furniture and the Remaining GM industries



# E-commerce growth outpaced total retail growth

Annual e-commerce retail spend totaled \$782B, up 6% compared to last year. Despite food & beverage e-commerce penetration in its infancy, it was the top growth e-commerce area, and outpaced total retail, up 13%.



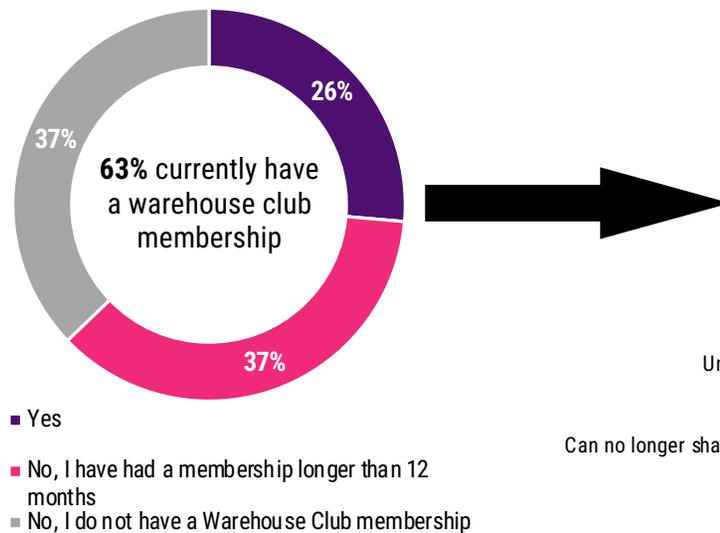
Source: Circana, Checkout (accessories, auto aftermarket [not incl. tires], consumer electronics, furniture, home décor, home improvement, home textiles, housewares, juvenile, office supplies [excludes janitorial/breakroom], small appliances, sports equipment [includes team sports], toys); Consumer Tracking Service (apparel, footwear); Retail Tracking Service (cycling, prestige beauty); CREST® (foodservice), 12ME June 2025; Omnichannel model for F&B (UPC-scans products) and nonedible (excl. tobacco), 52WE June 29, 2025  
General merchandise January 2024 dollars multiplied by 0.8 to adjust for the 53rd week



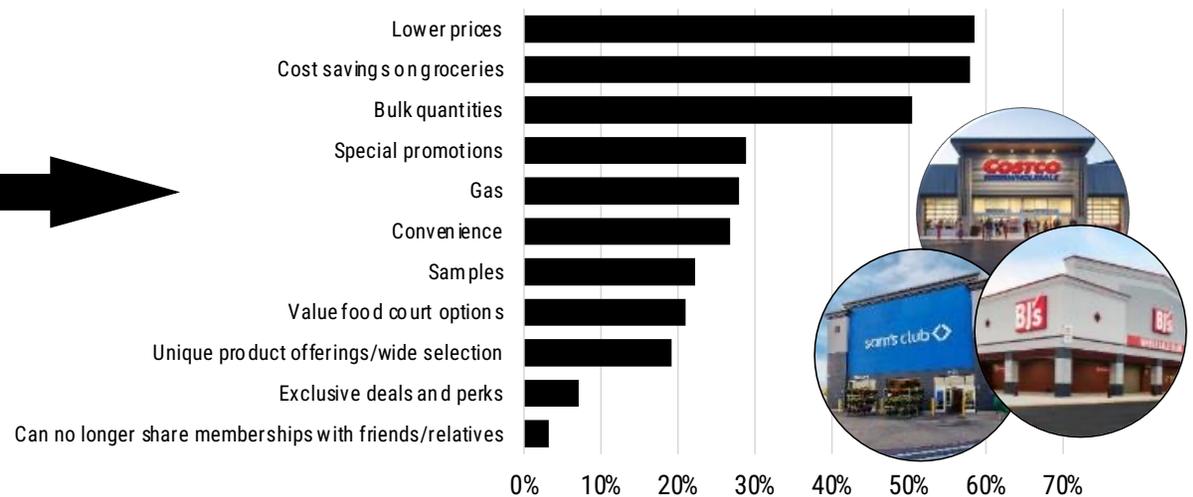
# Consumers lean into club channel for lower prices

Among those who currently have a warehouse club membership, majority stated that lower prices were the main driver behind why they signed up. As a result, club members stated they are spending less at grocery stores and mass merchants<sup>3</sup>.

**Have you signed up for a new Warehouse Club Membership (i.e. Costco, Sam's Club) in the past 12 months?<sup>1</sup>**



**What was the reason you signed up for a new Warehouse Club Membership?<sup>2</sup>**



Source: Circana, Omnibus Survey, May 2025

<sup>1</sup>Q: Have you signed up for a new Warehouse Club Membership (i.e. Costco, Sam's Club) in the past 12 months? Base: 1,010

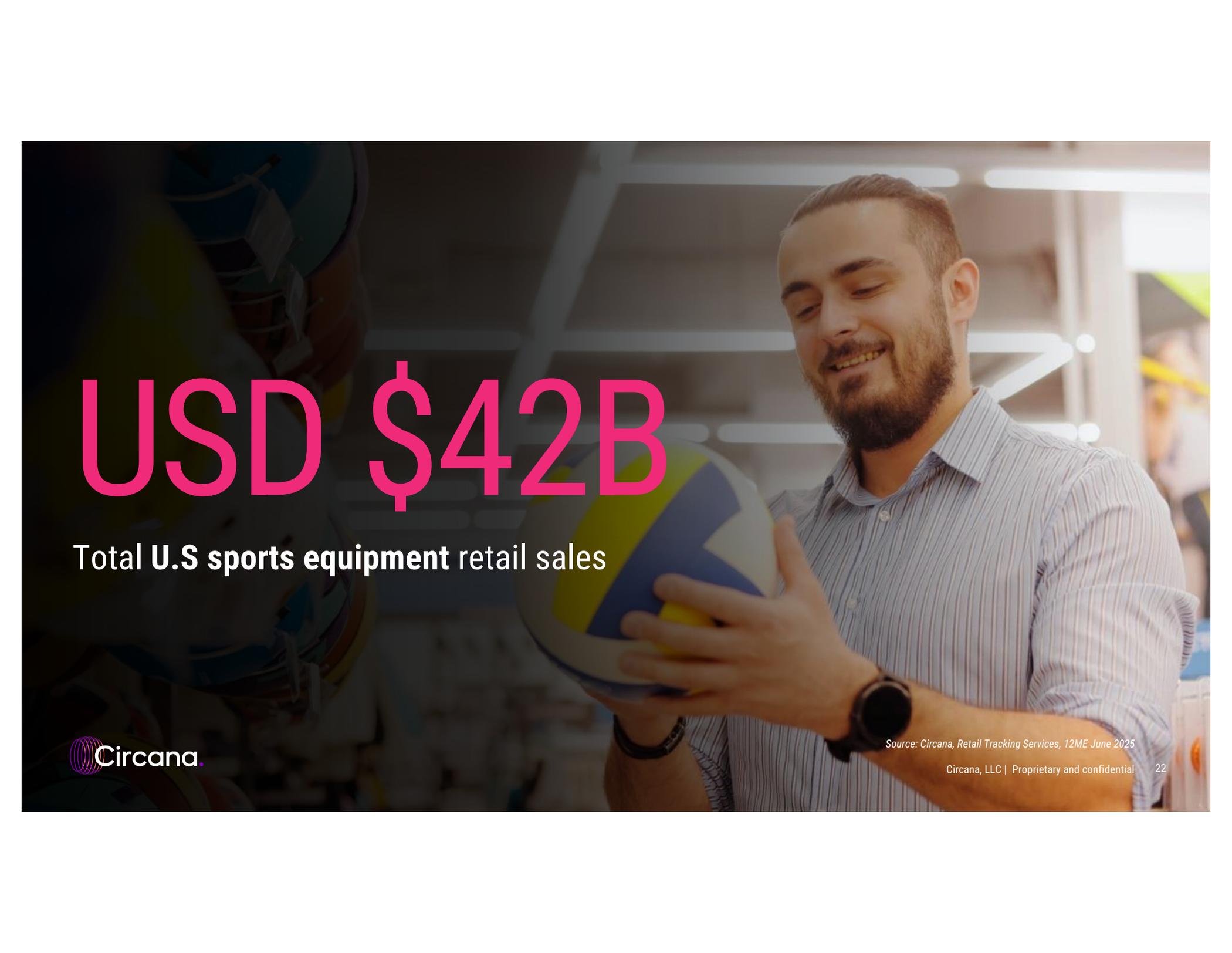
<sup>2</sup>Q: What is the reason? Base: Signed up for a new Warehouse Club Membership, 266

<sup>3</sup>Q: Where are you spending less now that you have a club membership? Base: Have a club membership, 634



02

Sports  
Industry  
Trends

A man with a beard and short hair, wearing a light blue and white striped button-down shirt, is smiling and looking down at a colorful beach ball he is holding with both hands. The background is a blurred indoor setting, likely a store or gym, with shelves and other people visible in the distance. The overall lighting is bright and modern.

# USD \$42B

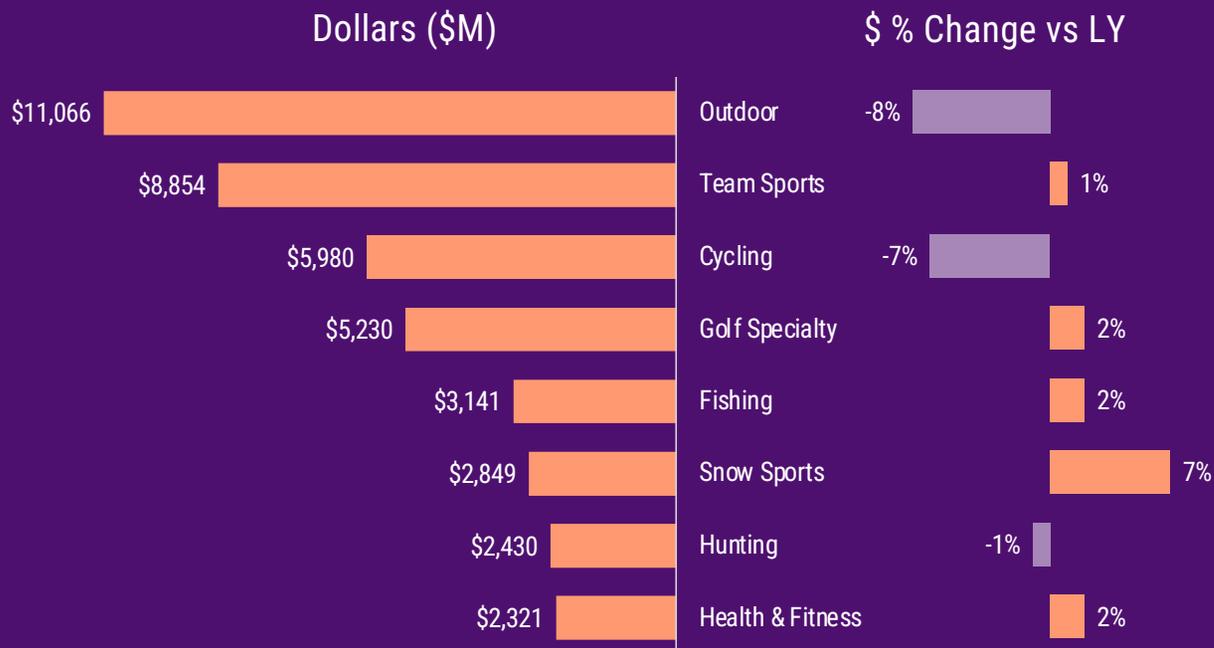
Total U.S sports equipment retail sales



Source: Circana, Retail Tracking Services, 12ME June 2025

Circana, LLC | Proprietary and confidential 22

# U.S. Sports Equipment



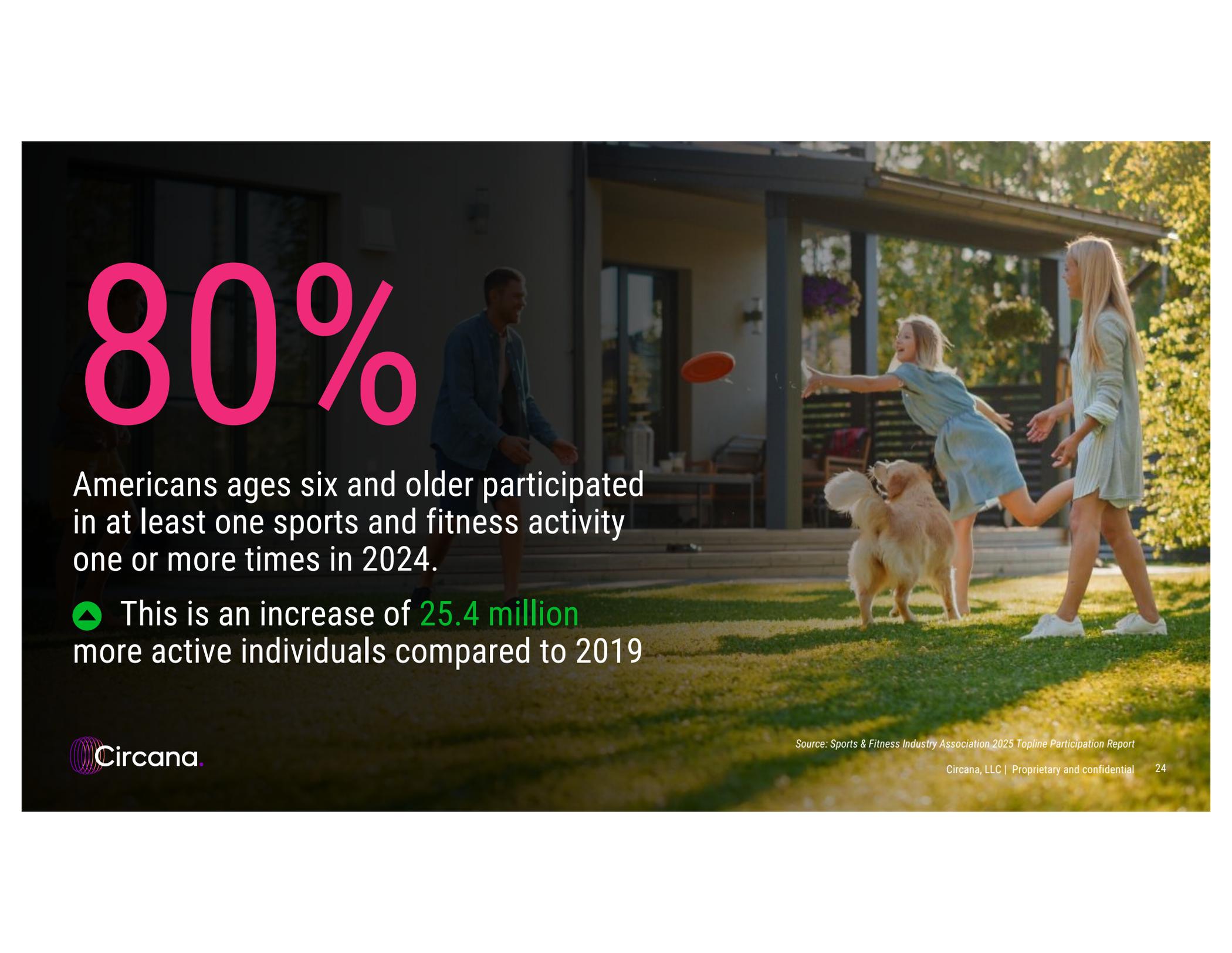
## Active Involvement

Strong consumer interest and high participation rates continued to drive success across team sports, golf, fishing, and snow sports. Health & Fitness equipment returned to growth in 2025.



## Challenges

Growth in total sports equipment sales was constrained by the pull-forward of outdoor and cycling purchases during the pandemic boom, as well as extended replenishment cycles.

A photograph of a family of four playing frisbee on a lawn in front of a modern house. A man in a blue jacket is on the left, a woman in a light blue dress is in the center reaching for a red frisbee, and another woman in a light green dress is on the right. A golden retriever is in the foreground. The scene is set during the day with sunlight filtering through the trees.

# 80%

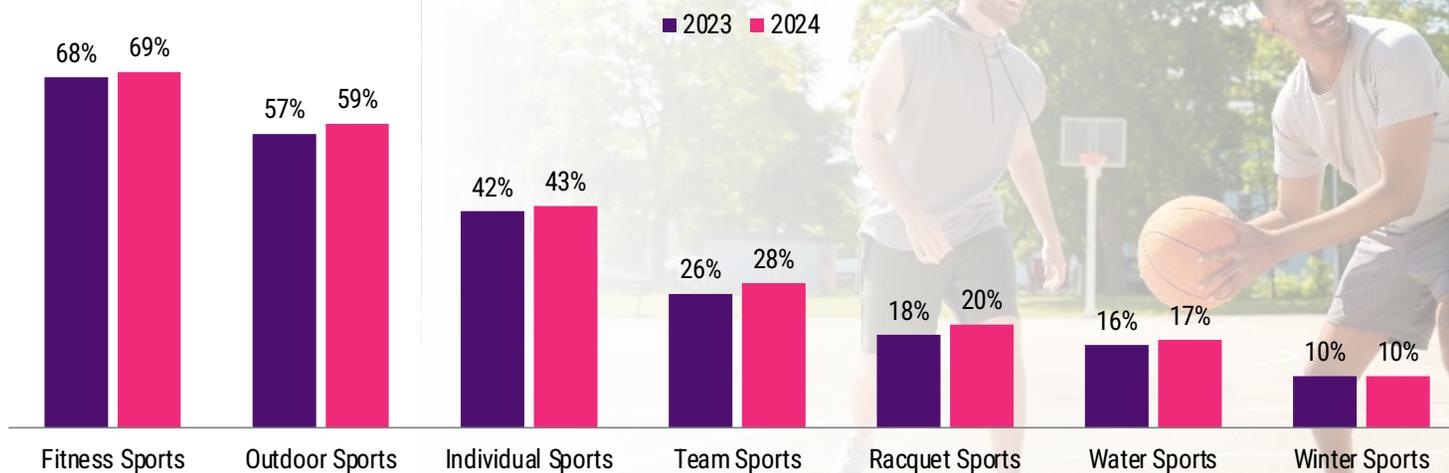
Americans ages six and older participated in at least one sports and fitness activity one or more times in 2024.

▲ This is an increase of **25.4 million** more active individuals compared to 2019

# Americans value and pursue active lifestyles post-pandemic

Pickleball continued its growth streak as the fastest growing sport in the US, with 19.8 million participants – a 46% increase from 2023.

Annual Total U.S. Participation Rates<sup>1</sup>



Source: <sup>1</sup>Sports & Fitness Industry Association 2025 Topline Participation Report, participation rates for U.S. population aged 6+; Note that this is not a comprehensive list of all sports-related subcategories.  
Circana, LLC | Proprietary and confidential

# Pickleball sales have grown **50%** over the last two years

Low barrier of entry

Health and fitness benefits

Multigenerational appeal

Engaging social activity



Source: Circana, Retail Tracking Services, US Sports Equipment, 12ME June 2025

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# 2024-2025 Snow Season Recap

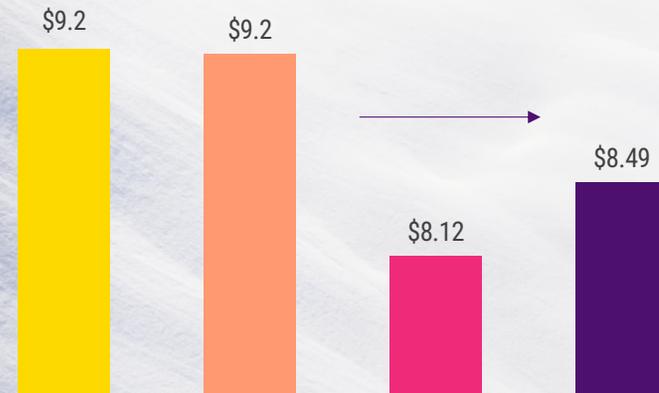


# Snow Industry Retailers by Channel

Snow Sports Measured Market			
Snow Chain		Snow Specialty	Snow Internet
Participating Retailers	Projecting For:	Examples who are projected for/or may be participating retailers**	
Academy Sports + Outdoors	<i>BSN Sports</i>	Alpine Ski Center	appoutdoors.com
Bass Pro Shops	<i>Sierra Trading Post</i>	Backwoods	backcountry.com
Big 5 Sporting Goods	<i>Sportsman's Warehouse</i>	Bahnhof Sports	camp saver.com
Cabela's	<i>West Marine</i>	Boyne Resorts	christysports.com
Chelsea Collective	<i>Zumiez</i>	Buckman's Ski Shops	evo.com
Dick's Sporting Goods		Christy Sports	gearcoop.com
Downtown Locker Room		Cole Sports	highcountryoutfitters.com
Dunham's Sports		Erik's Bikes and Boards	levelninesports.com
Eastern Mountain Sports		Equipe Sport	moosejaw.com
Field & Stream		Evogear	mountaingear.com
Golf Galaxy		Jackson Hole Mt. Resort	rei.com
Hibbett Sports		Neptune Mountaineering	skipro.com
L.L. Bean		Peter Glenn	ski.com
Modell's Sporting Goods*		Ski Haus	skirack.com
Olympia Sports		Summit Sports	sportsbasement.com
REI (B&M only)		Sports Basement	summitsports.com
Road Runner Sports Catalog		Sportsman & Ski Haus	sunandski.com
Scheels		Summit Sports	the-house.com
Schuykill Valley Sports		Sun & Ski Sports	theskibum.com
		Vail Resorts Retail	usoutdoor.com

# Snow Season 24/25, Up +5% over 23/24 Season

US Snow Industry Sales (\$B)



Source: Circana/Retail Tracking, US Snow Industry View 8 Months August-March

# U.S. Snow Industry Ends Up 5%

Units up 4% and ASPs grew 1%



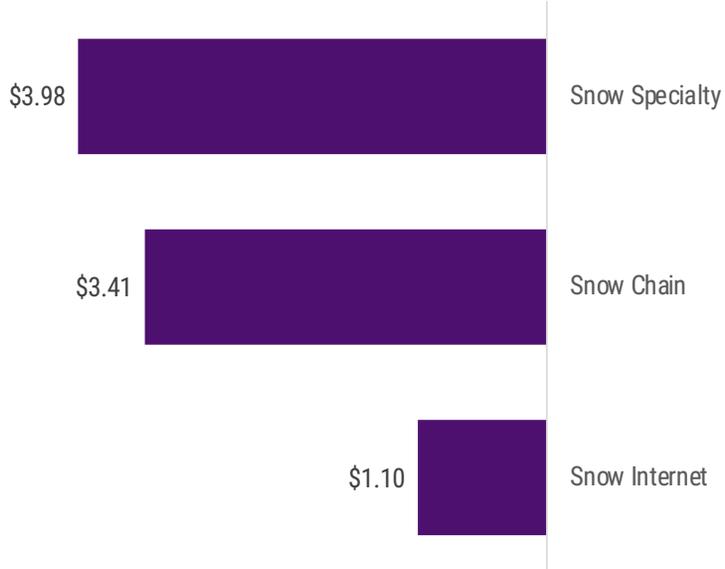
Source: Circana/Retail Tracking, US Snow Industry View 8 Months August-March

Circana, Inc. and Circana Group, L.P. | Proprietary and confidential 30

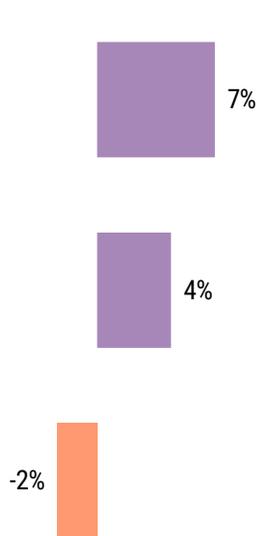
# Performance by Channel

Snow Specialty saw continued growth in the recent season, with 7%

Dollars Sold Aug '24-Mar'25 (\$B)



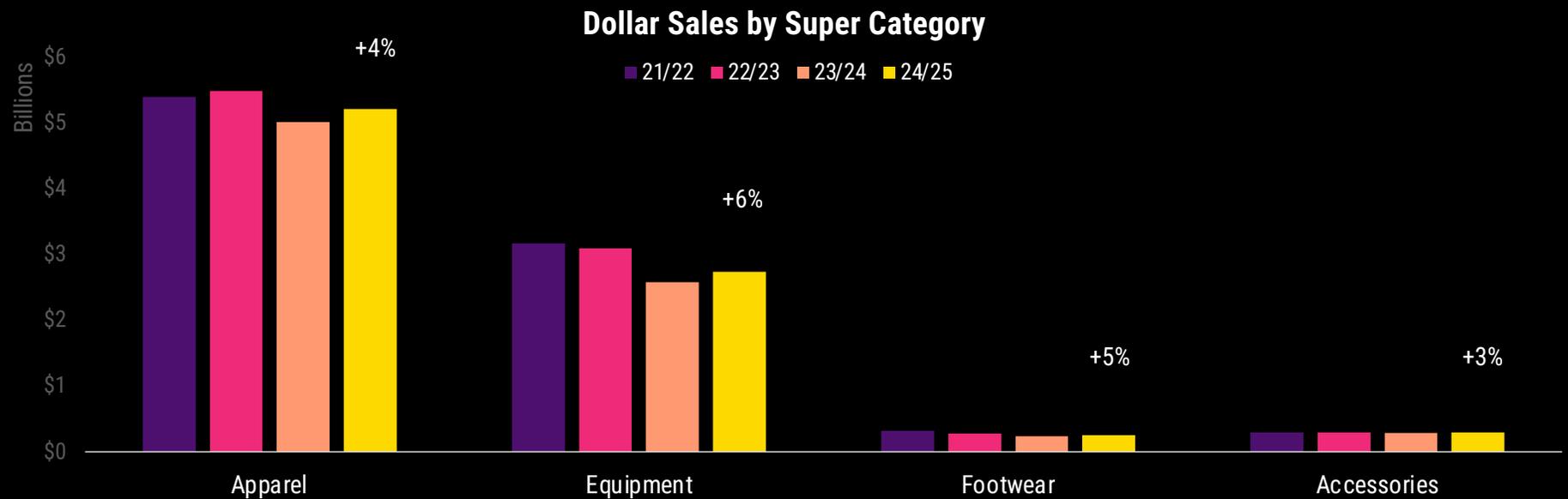
% Change vs LY



Source: Circana/Retail Tracking, US Snow Industry View 8 Months August-March

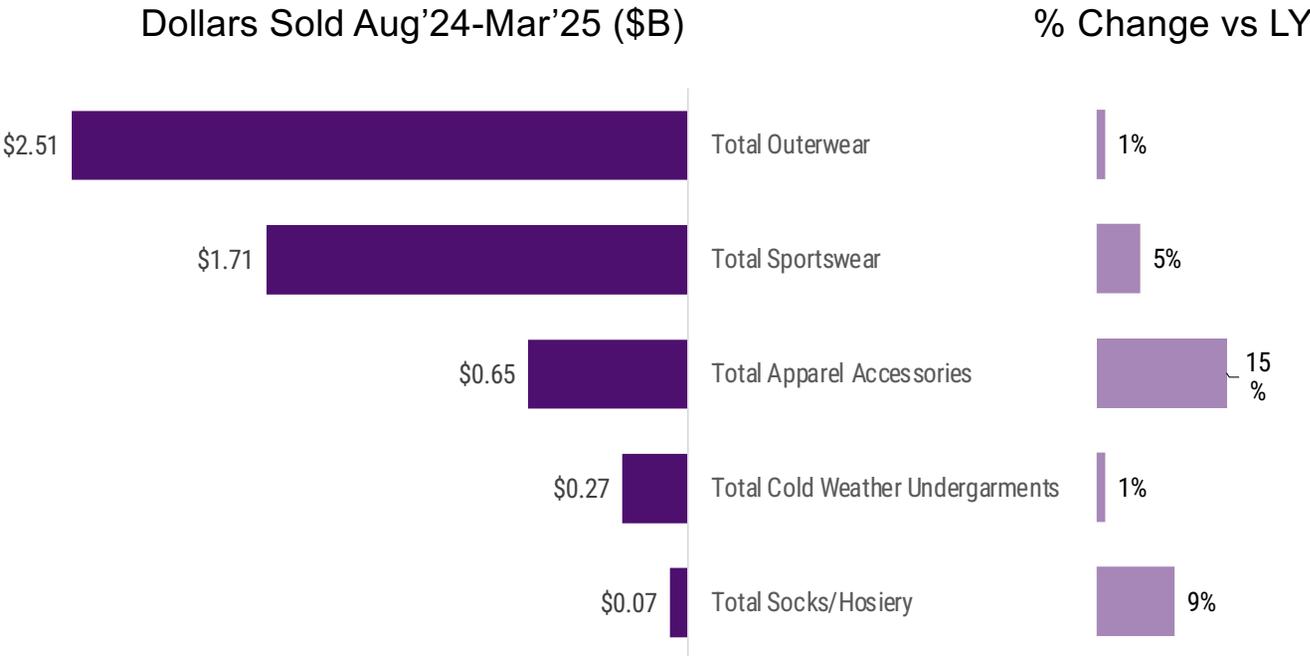
# Snow Industry Gains Across the Board

Total sales remained 5% above last season (August-March).



# Snow Apparel Dollars Grew +4%, Units +3%

All apparel categories had growth – The category up to \$5.2Billion



Source: Circana/Retail Tracking, US Snow Industry View 8 Months thru March 2025

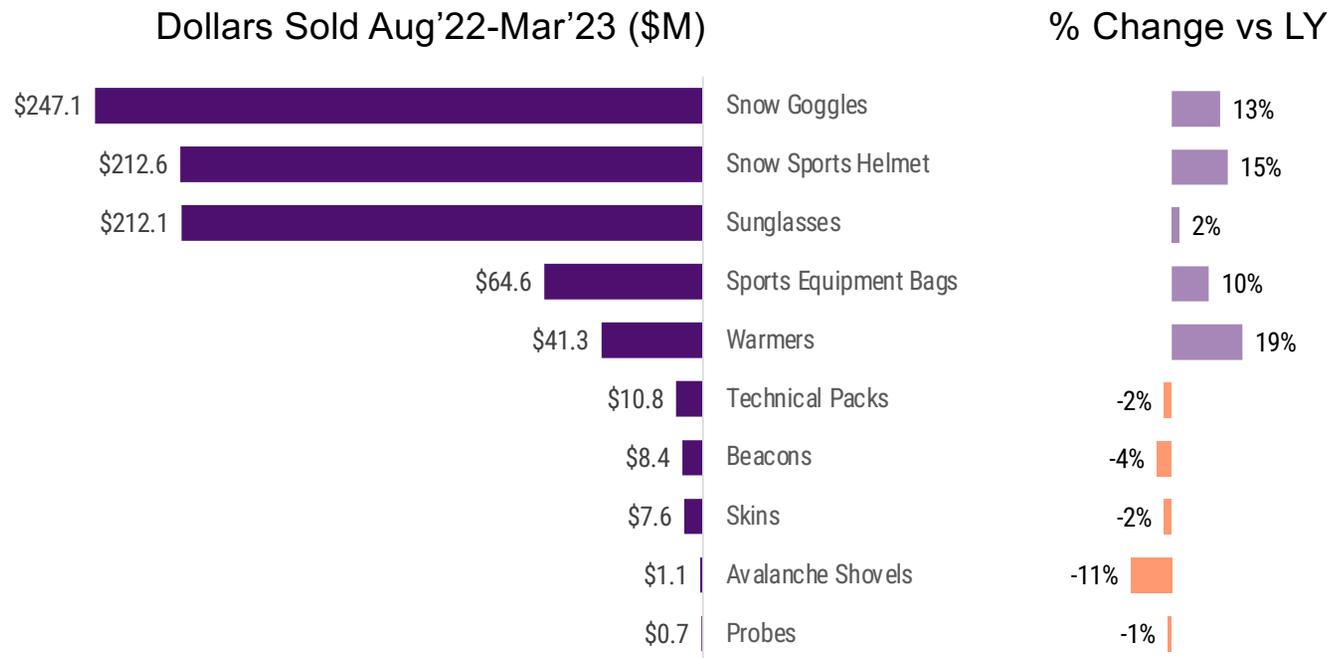
# Equipment Sales Grew 6% in Units and 6% Dollars to \$2.7Billion



Source: Circana/Retail Tracking, US Snow Industry View 8 Months thru March 2025

# Winter/Snow Accessories Performance

Up 10% in Dollars and 13% in Units to \$806M

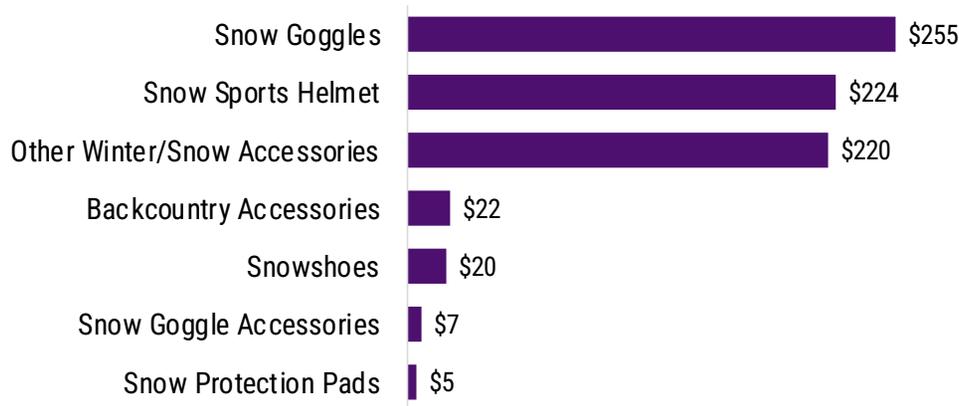


Source: Circana/Retail Tracking, US Snow Industry View 8 Months thru March 2025

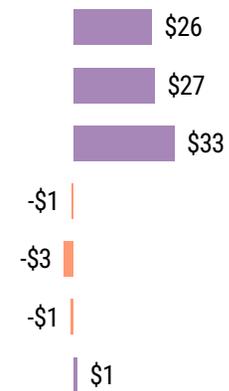
The National Ski Areas Association reported **90% helmet usage** for the 2023–24 season, a significant increase from just 25% in the 2002–03 season.

Combined, snow goggles and helmets sales grew 12% to \$479M in annual retail sales

### Winter/Snow Accessories Sales (\$M)



### Absolute Dollar Change (\$M)



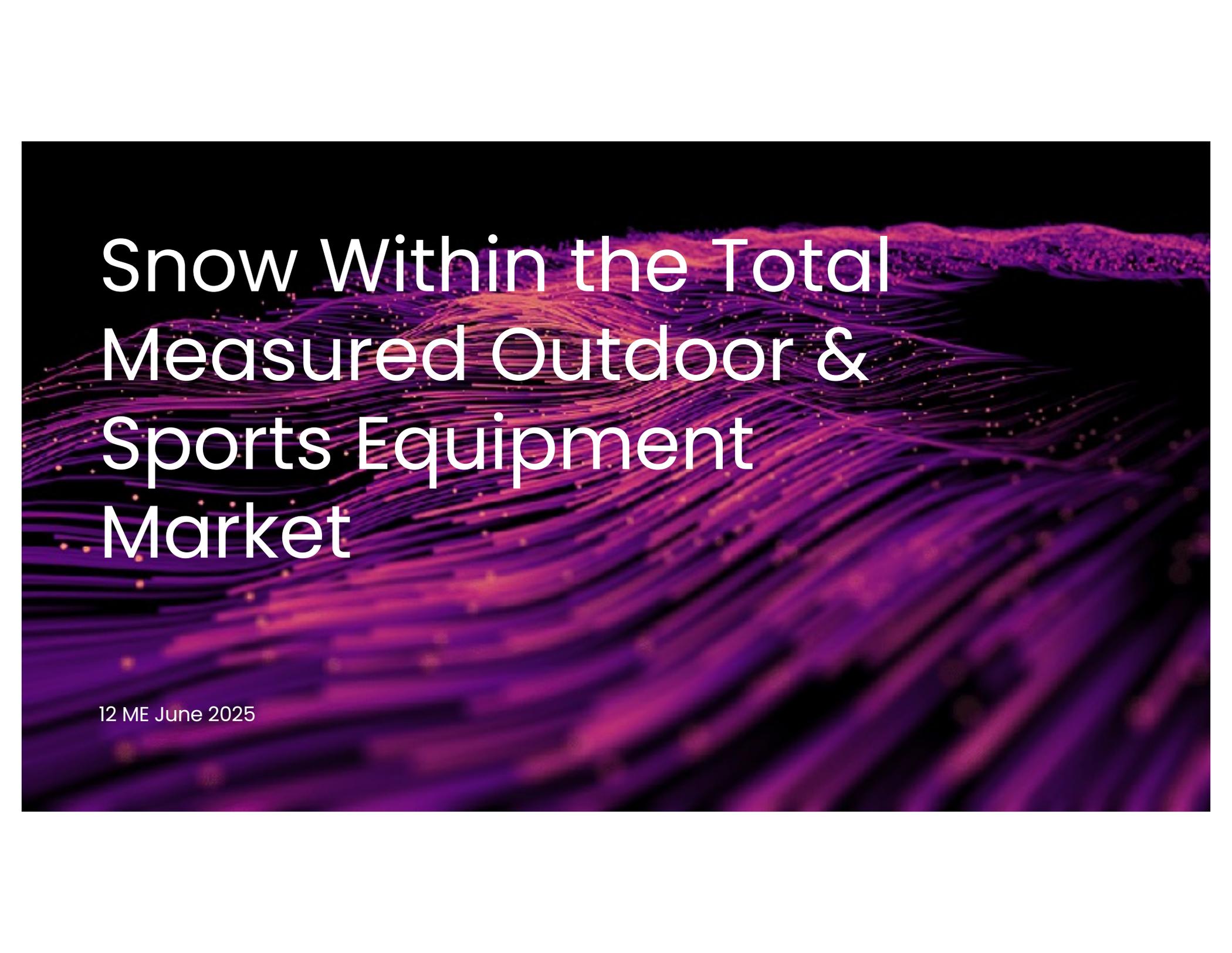
Source: Circana, Retail Tracking, US Sports Equipment TMM, Dollars Adjusted, 12ME June 2025



# Strong November and December Sales for Alpine (+1%) and Snowboard Equipment (+14%)

Dollars Growth By Month								
	Aug 2024	Sep 2024	Oct 2024	Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025
Alpine Equipment	22.0	2.1	-0.6	-3.4	6.0	1.5	-1.2	-5.1
Snowboard Equipment	34.3	11.3	0.3	19.9	15.7	11.7	13.1	8.2

Unit Growth By Month								
	Aug 2024	Sep 2024	Oct 2024	Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025
Alpine Equipment	20.0	0.2	2.6	-0.6	8.4	0.5	-0.2	-9.5
Snowboard Equipment	42.6	12.9	5.1	22.7	14.2	11.4	12.8	7.7

The background of the slide is a dark, abstract composition. It features a series of wavy, horizontal lines in shades of purple and blue, creating a sense of depth and movement. Scattered throughout these lines are numerous small, glowing particles in white and light blue, resembling stars or digital data points. The overall effect is a futuristic and dynamic visual.

# Snow Within the Total Measured Outdoor & Sports Equipment Market

12 ME June 2025

# Total Measured Market

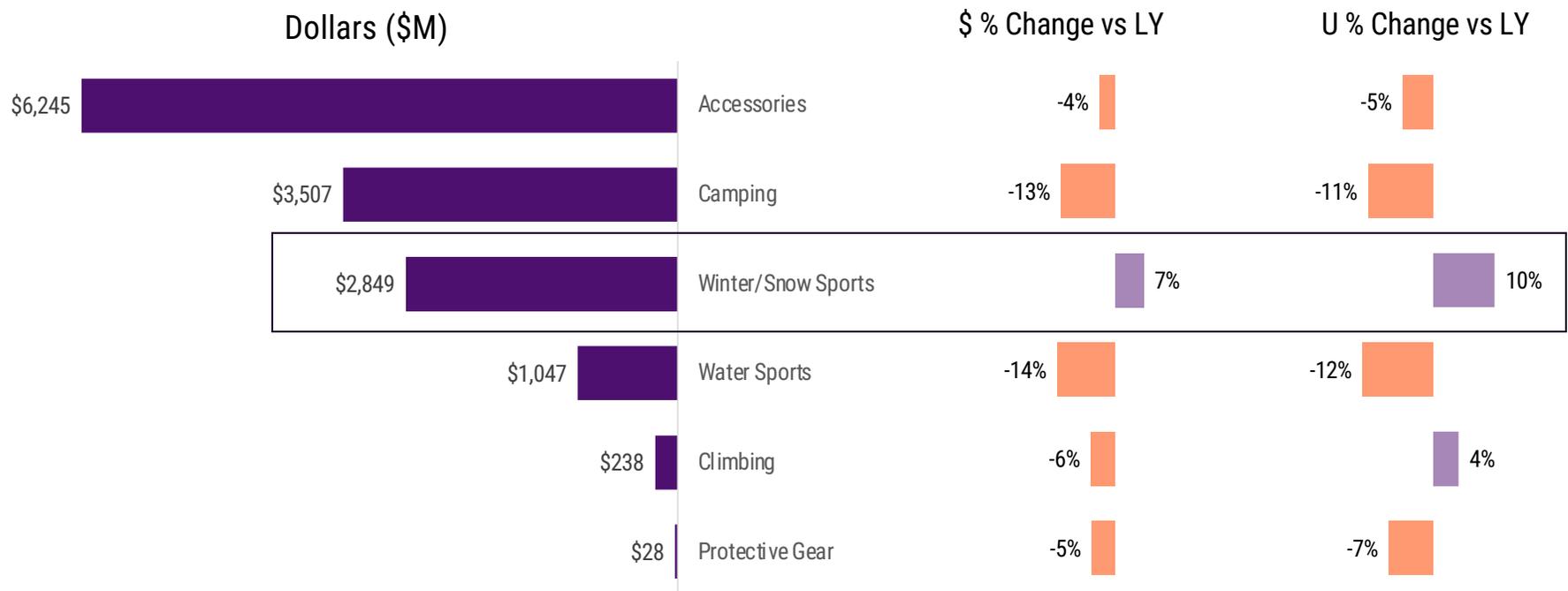
Total Sports Measured Market (TMM)							
Mass/Other/Athletic Specialty/Sporting Goods							
ASSG				SPORTS SPECIALTY			
Participating Retailers:				Examples of the types of Sport Spec. retailers who are projected for and /or may be participating retailers**			
AAFES	Hunt's Photo & Video	Academy Sports	Roadrunner Sports	Aspen Skiing Company	1st Place Sports	Bike Therapy	backcountry.com
ABC Warehouse	JCPenney	Baseball Express	SHEELS	Backwoods	A Snail's Pace	Bike Barn - TX	campmor.com
ABT	jet.com*	Bass Pro Shops	softball.com	Boyne Resorts	American Running Company	Boulder Cycle Sport	camp saver.com
Adorama	Kenmore Camera	Blain's Farm & Fleet	sunnysports.com	Buckman's Ski Shops	Big Peach Running Co.	Conte's Bike Shop	christysports.com
Amazon	Kohl's	Cabela's	Team Express	Christy Sports	Charlotte Running Co.	Danny's Cycles	enwild.com
Beach Camera	Kroger	Dick's Sporting Goods		Colorado Kayak Supply	Fit2Run	Erik's Bikes	evo.com
Bed Bath & Beyond*	Marine Exchange	Downtown Locker Room	<i>Projecting for: American Legacy Fishing Co.</i>	Confluence Kayak & Ski	Fleet Feet	Hangar 15 Bicycles	gearcoop.com
Best Buy	Meijer	Dunham's Sports		Equipe Sport	Gazelle Sports	High Gear Cyclery	gearx.com
BJ's Wholesale Club	Mikes Camera	eastbay.com*	<i>Big 5 Sporting Goods</i>	Evo	Luke's Locker	Jax Bicycle Center	highcountryoutfitters.com
Boscov's	Navy Exchange	Eastern Mountain Sports	<i>BSN Sports</i>	Neptune Mountaineering	Marathon Sports	Kozy's Cyclery	jaxgoods.com
build.com	Nebraska Furniture Mart	Fanatics	<i>Fishing Tackle Unlimited</i>	Outdoor Gear Exchange	Naperville Running Company	Landry's Bicycles	marathonsports.com
buybuy BABY*	Office Depot	Field & Stream	<i>hayneedle.com</i>	Peter Glenn	Pacers Running Store	Mike's Bikes	moosejaw.com
Cameta	Pauls Photo	Finish Line	<i>Kmart</i>	River Sports Outfitters	Playmakers	Pedal Power - CT	
Costco	P.C. Richard & Son	Fleet Farm	<i>Olympia Sports*</i>	Rock Creek Outfitters	Potomac River Running Inc	Richardson Bike Mart	siera.com
Cowboy Maloney's	QVC	Football America	<i>Schuykill Valley Sports</i>	Rutabaga	Runner's Alley	Spoke Life Cycles	sportsbasement.com
Curacao	RC Willy	Foot Locker Inc.	<i>Sears</i>	Sports Basement	Runners Roost	Trek Store - San Diego	summithut.com
Dodd Camera	Sam's Club	Golf Galaxy	<i>Sportsman's Warehouse</i>	Sportsman & Ski Haus	Salt Lake Running Company	University Bicycles	sunandski.com
Dollar General	Samy's Camera	Hibbett Sports	<i>Tackle Direct</i>	Summit Hut	Sayville Running Company	Wheat Ridge Cyclery	theclymb.com
Electronics Express	ShopHQ	JD Sports	<i>Tackle Warehouse</i>	Sun & Ski Sports	Sole Sports Running Zone	Wheel & Sprocket	the-house.com
Family Dollar	Shopko	L.L. Bean	<i>Tractor Supply</i>	Vail Resorts Retail	TC Running Co	Wheelworks	
fingerhut.com	Staples	Modell's Sporting Goods*	<i>wayfair.com</i>				
Five Below	Stein Mart*	Performance Bike*	<i>West Marine</i>				
Fred Meyer	Target Corp	Public Lands					
gettington.com	Walmart	REI					
Harris Teeter	zappos.com						
H-E-B	Zulily						
HSN							



Source: Circana, Retail Tracking, US Sports Equipment Monthly TMM,

# Outdoor Sports Equipment: 12ME June 2025

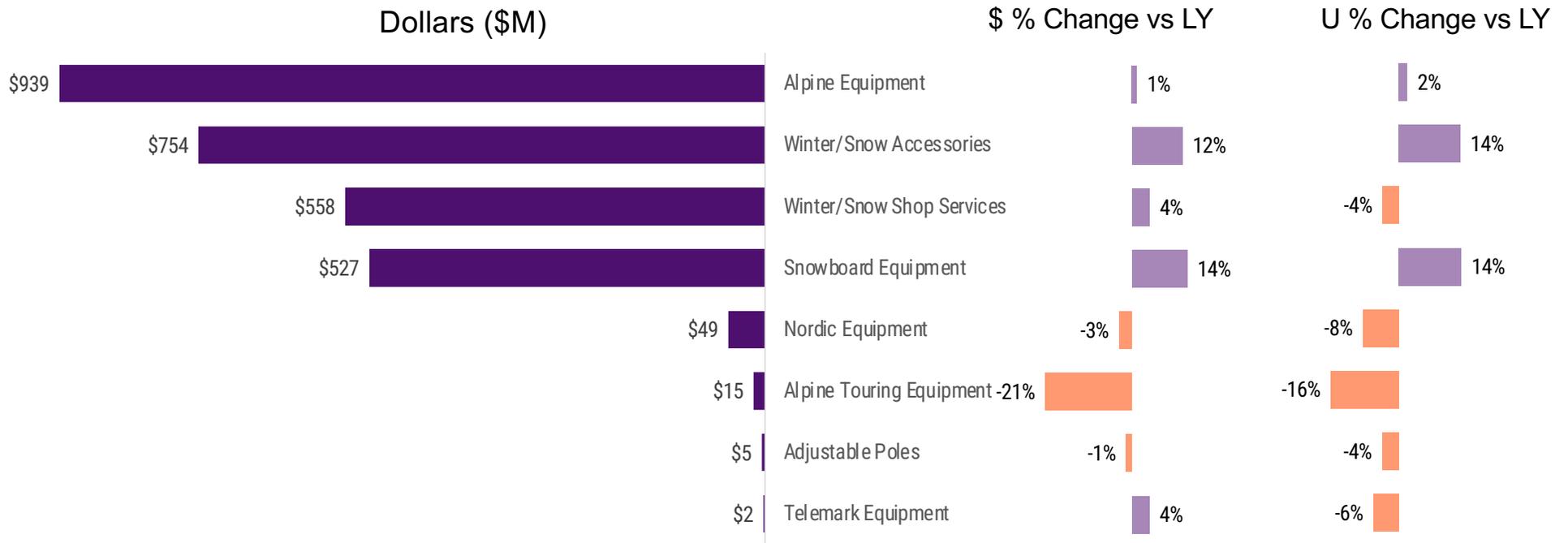
Sales declined 5% to \$14.1B in the last 12 months as conditions worsen YTD



Source: Circana, Retail Tracking, US Sports Equipment Monthly TMM, Dollars Adjusted, 12ME June 2025

# Snow Sports Equipment sales grew 7% to \$2.8B

Healthy unit demand drove sales increases with the largest dollar gains from winter/snow accessories



Source: Circana, Retail Tracking, US Sports Equipment TMM, Dollars Adjusted, 12ME June 2025

# What we're watching...

01 Health & Wellness Trend

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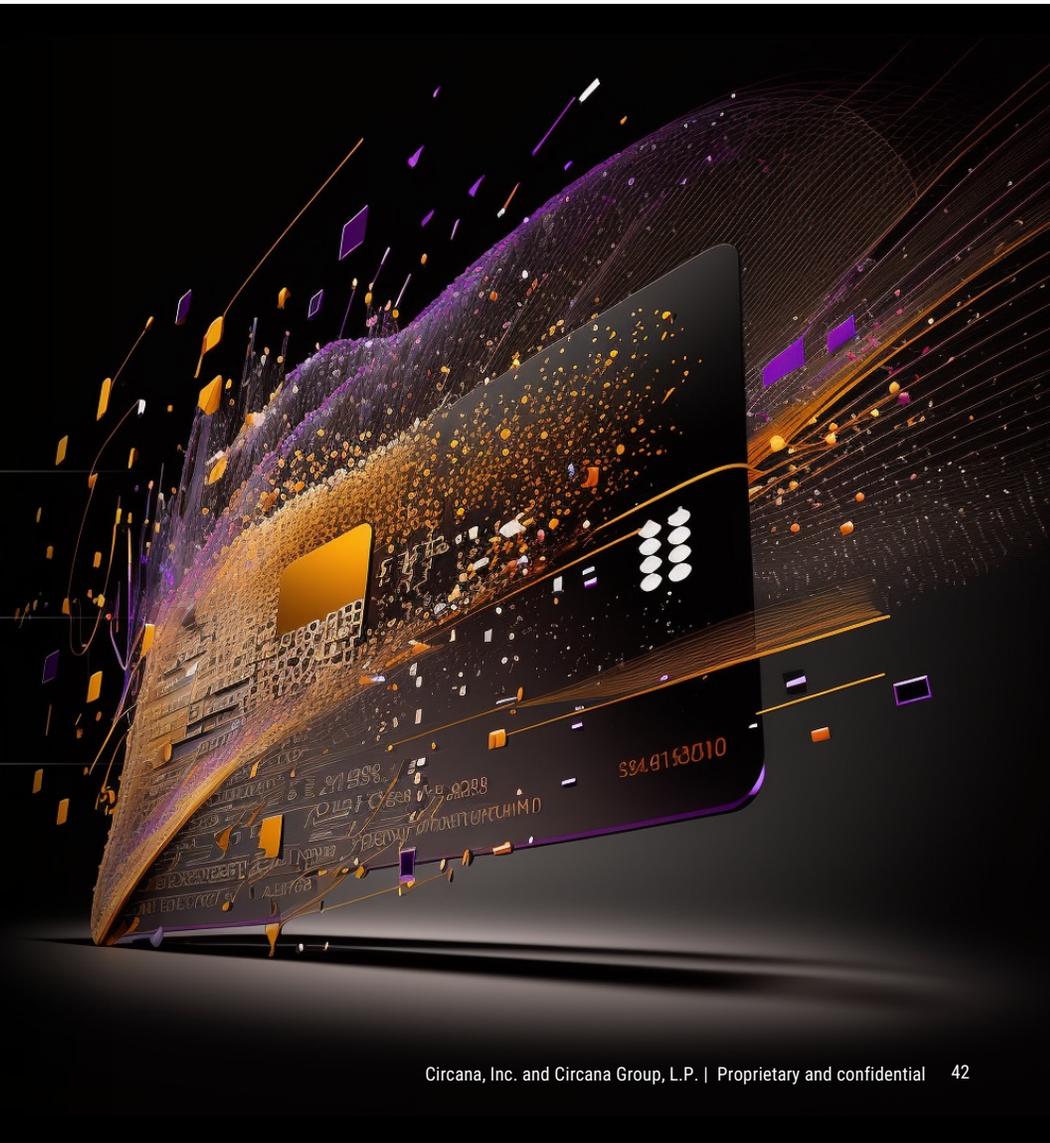
02 Nostalgia

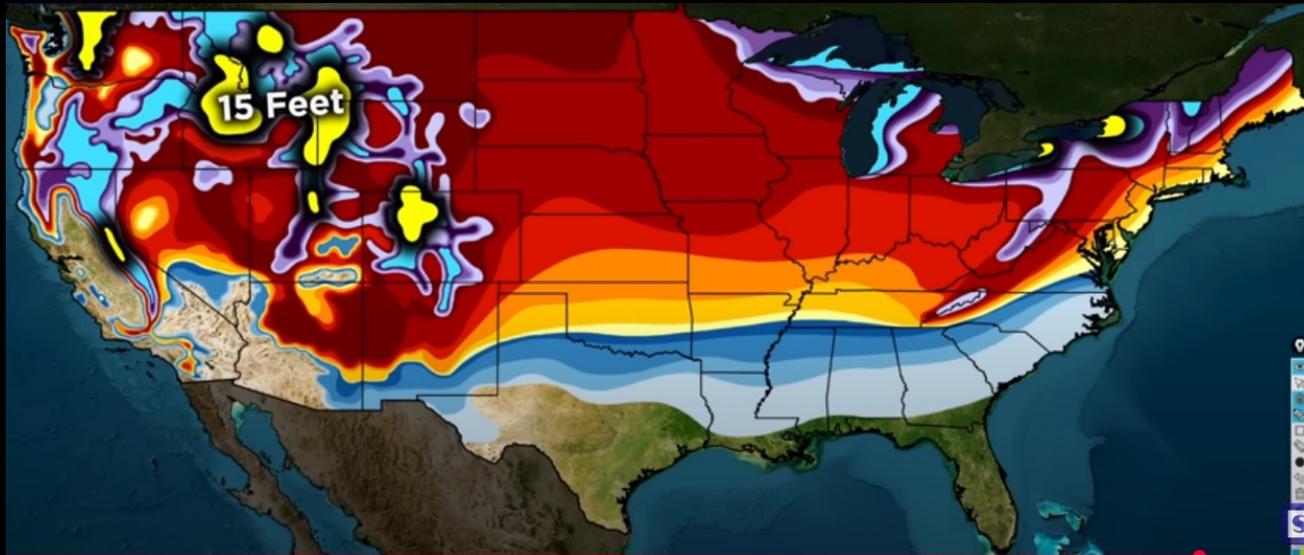
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03 Thirst for Innovation

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04 Winter Outlook





- **La Niña:** The emerging La Niña pattern is a primary driver, suggesting a classic La Niña pattern for the season, with drier conditions in the south and more precipitation in the north.
- **Polar Vortex:** A potential strong polar vortex could lead to major cold events for the northern plains and upper Midwest.
- **Jet Stream:** A dipping jet stream is expected to bring cold air and potential snowfall to the central U.S..

# Thank you

