

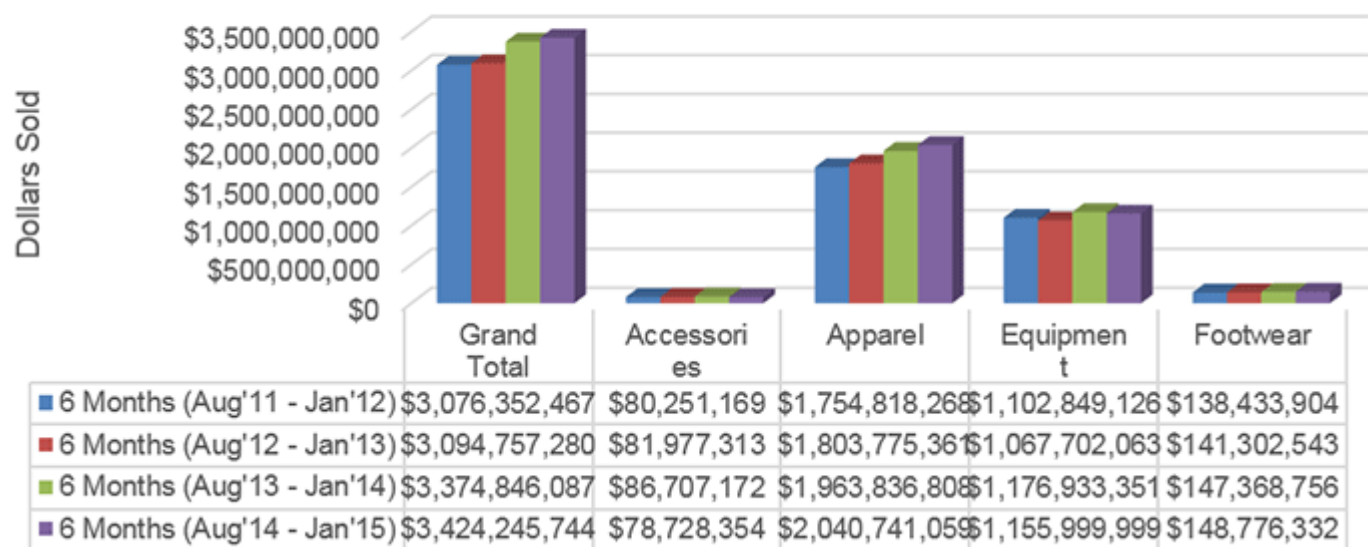
Snow Sports Market Sales Reached \$3.4B in January

The NPD Group and SIA have released retail results showing the snow sports market up 2% to \$3.4 billion through January 2015, \$49 million more than the market had brought in by January 31 last season. Total market projections are based on retail data collected by The NPD Group from the Point of Sale systems of more than 1,200 snow sports retailers.

Outerwear sales were up 5% to \$1.3 billion, equipment and equipment accessories sales were down 2% to \$1.1 billion, and selected apparel accessories sales including total headwear, hand wear and base layer sales increased 4% to \$443 million through January.

Sales in the month of January 2015 were up 3% compared to sales in the month of January 2014. Weather patterns that include heavy snow in the Northeast and poor snow sports conditions on the Pacific coast are expected to impact the snow sports market as the season continues.

Total Snow Sports Retail Market Trends Aug-Jan 2014/2015



Source: SIA Snow Sports data produced by The NPD Group, Sports and Leisure

Sales by Channel August to January

Specialty Shops sales reached \$1.7 billion virtually flat in dollars sold and down 2% in units sold

Chain store sales reached \$947 million +10% in dollars sold and +8% in units sold

Online sales reached \$740 million -6% in dollars sold and -6% in units sold

Equipment sales were much lower through online channels where several variables including a lack of inventory early in the season, a change in the way some large retailers record online sales, and issues surrounding weather and overall timing of consumers purchases contributed to decreased sales volume. Equipment unit sales online were 18% lower through January compared to sales through January last season.

Specialty shop sales were even with last season through January 2015 at \$1.7 billion. There were increases in outerwear sales (+4% to \$508 million) and in rental equipment revenue (up 6% to \$113 million). Snow sports equipment sales, including alpine, snowboard, cross country, AT, and telemark equipment, were down 2% to \$493 million in specialty shops. One bright spot in equipment sales was alpine touring equipment, which increased 36% to \$6.3 million through January.

Chain store sales gains were driven by increases in sales of outerwear (+10% to \$395 million) and apparel accessories including hand wear, headwear and base layer (+9% to \$181 million), snowboard equipment (+18% to \$25 million), and winter footwear (+11% to \$59 million).

Regional Sales in Snow Sports Specialty Shops August to January 2015

West: \$653million, +1% – drought continued in California and the Pacific Northwest had higher than average temperatures, but the Rocky Mountains enjoyed about average snow.

Northeast: \$502 million, down 1% – too much snow may have prevented an increase in sales as customers had a difficult time getting to specialty retail shops to make purchases.

Midwest: \$310 million, +5% – lake effect snowfall, cold temperatures and lower gas prices were a good combination for this region. Snowboard equipment sales jumped 11% in this region to \$20.3 million.

South: \$272 million, -4% – Sales of handwear were up, and outerwear sales rose 1% to \$105 million but sales of snow sports equipment fell 10% to \$84M

Sales of women's specific products were up 2% to \$866 million (32% of total sales) through January this season. In addition, women make 80% of all household spend decisions and influence 95% of all spending decisions in households.

Other women's specific results (through January 2015):

- Women's outerwear sales +5% to \$530 million
- Women's winter boots sales up 6% to \$62 million
- Women's headwear sales +13% to \$23 million
- Women's AT/Randonee skis sales jumped 381% to \$169,000
- Women's snowboard equipment sales down 1% overall, but women's specific snowboard boot sales are up 5% to \$13 million.

Changes in the Data

There have been substantial modifications to the retail data since last season due to the October 2013 acquisition of The Leisure Trends Group by The NPD Group. The transition from Leisure Trends data to NPD data represents significant shifts in the projection model and in the way users access their data. This season, subscribers to the snow sports retail data will use the NPD proprietary interface – DecisionKey® to access the retail data. The RetailTRAK™ interface portal formerly used by Leisure Trends is no longer in service. If you have any questions or concerns about this retail data contact Kelly Davis, SIA Research Director at 703-506-4224.