

Research Reports

Research Reports

SIA's Market Research Department measures wholesale and retail sales volumes, trends, shifting market shares and public/industry opinion. These reports give members the information they need to make strategic decisions for planning, product development, P&L analysis, market development and forecasting. In conjunction with the market research firm Leisure Trends Group, SIA reports monthly retail sales during the season (August through March) through the Retail Audit. Members receive the benefits of SIA's in-depth research at a fraction of the cost of doing it themselves, and at much lower costs than for-profit research companies charge. For details on SIA's research and surveys, contact Kelly Davis, SIA's market research manager, kdavis@snowsports.org.

These reports may be available to you. See your sales manager for details, availability and ordering.

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