



SIA

SNOWSPORTS INDUSTRIES
OF AUSTRALIA

Snowsports Industries Of Australia

State and Federal Governments recognise SIA as the peak body for the Australian Snowsports industry.

We are the trade association and peak body representing Australia's snow and outdoor industries.

From skiing, snowboarding, and all snow sports, to camping, hiking, and adventure gear – our members are the wholesalers, importers, manufacturers, retailers, rental businesses, and trade buyers who keep Australians equipped for the mountains and the outdoors. We are recognised by state and federal governments as the industry's voice.



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14 Years of Australian Snow Hardware Markets

Wholesale Sales Trends 2011–2025 | Snow Summit Thredbo

14

Years of data

\$62.8M

Peak market value

+124%

Total market growth

6

Categories tracked

What We'll Cover Today

01

The Big Picture

Total market growth from \$20.6M to a \$62.8M peak — and where we are today

02

Alpine vs Snowboard

How the two disciplines split in 2015 and snowboarding's 131% surge

03

The COVID Shock & Recovery

A -19% drop in 2020 and the explosive post-COVID boom

04

Premium Pricing

How average ski prices rose from \$699 to \$1,103 and what that means

05

Helmets & Goggles

Safety gear becomes a major revenue driver — up 200%+ in value

06

Where to Next?

Reading the post-peak signals for 2026 and beyond

Total Market: 14 Years of Wholesale Sales

\$20.6M

2011 market
Starting point

\$62.8M

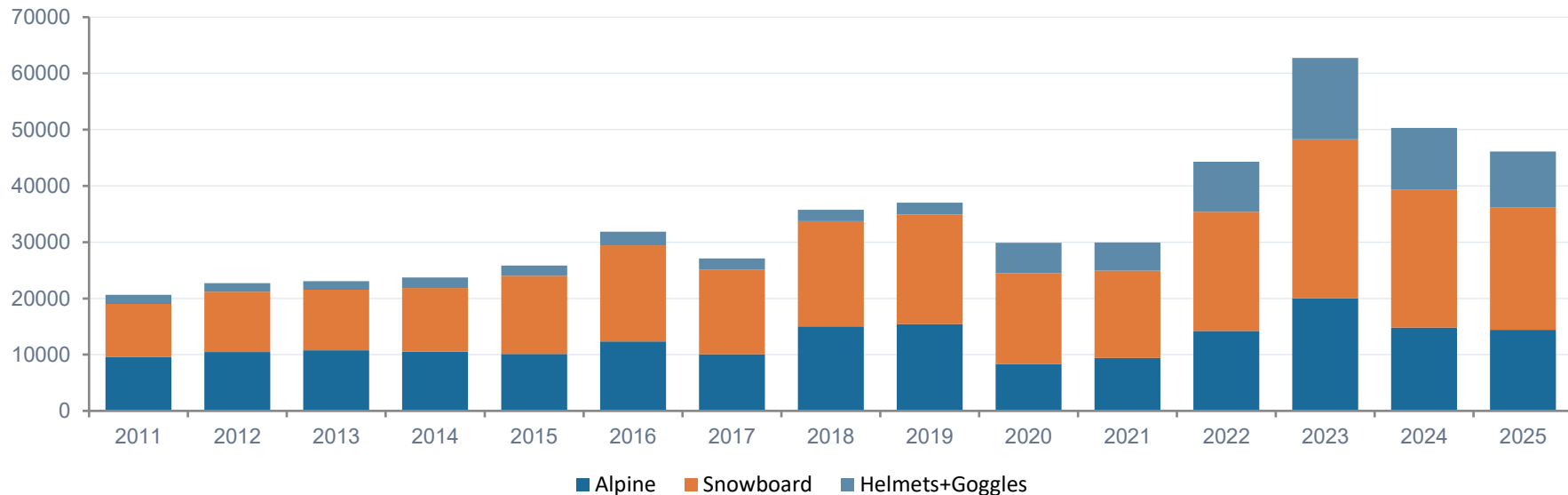
2023 peak
All-time high

\$46.1M

2025 latest
Post-peak

+124%

14-yr growth
Overall increase



Alpine vs Snowboard: A Market Divergence

Alpine

2011: \$9.6M → 2025: \$14.4M

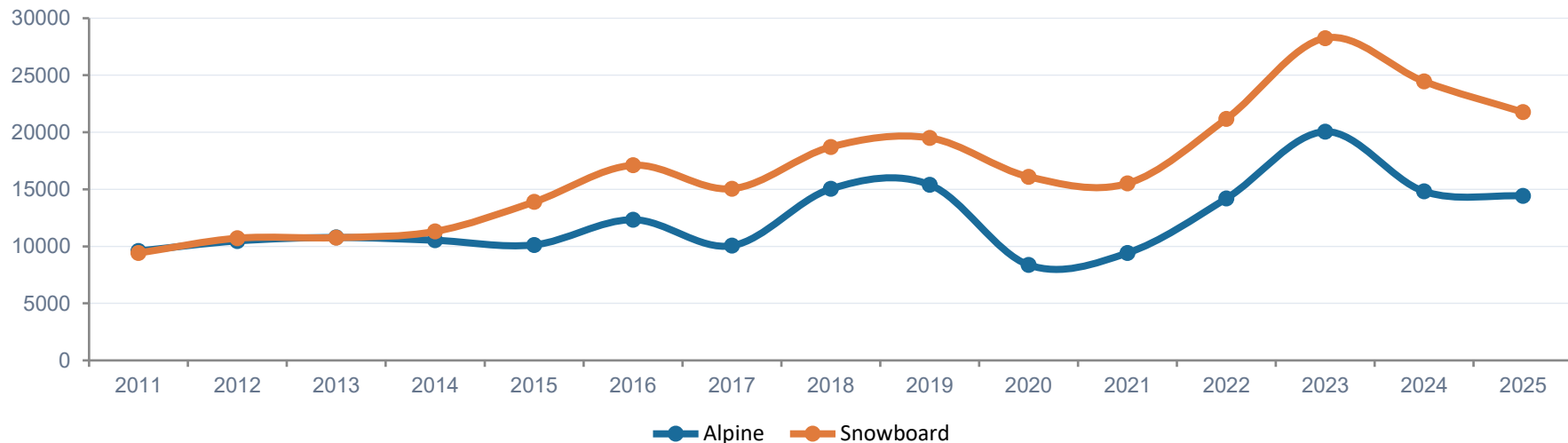
Growth: +50%

Snowboard

2011: \$9.4M → 2025: \$21.8M

Growth: +131%

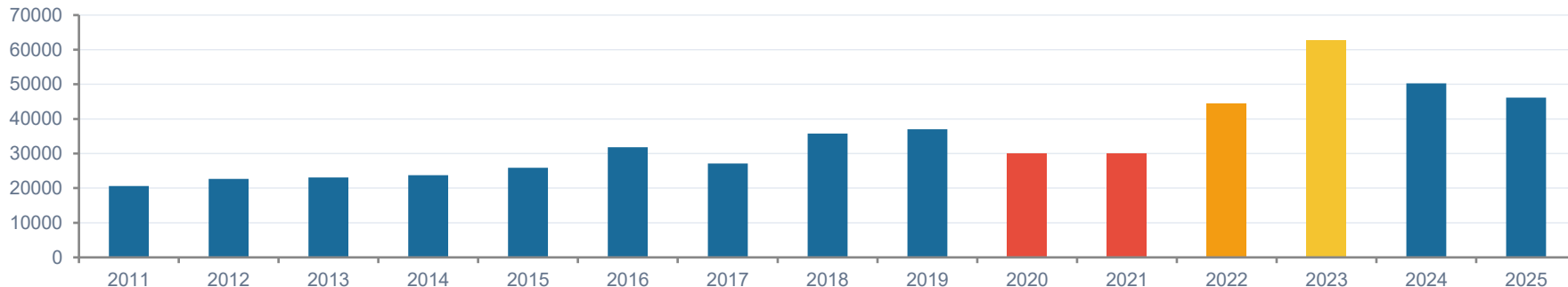
In 2011 they were neck-and-neck. By 2025, snowboard revenue is 51% higher than alpine.



The COVID Shock — and the Explosive Recovery

**Key insight:**

The snow market proved remarkably resilient. The COVID dip was sharp but brief — and the 2022–2023 recovery shattered all previous records, tripling the market in just two years.



Gear is Getting More Expensive

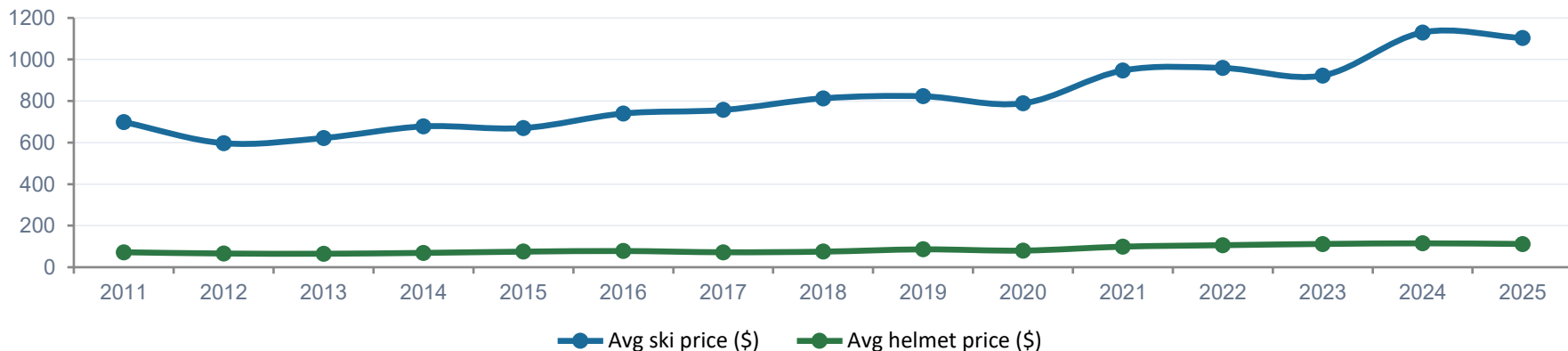
Revenue is growing **FASTER** than units — the average consumer is spending significantly more per purchase.

Alpine ski price

2011 \$699 → **\$1,103** +58%
2025

Helmet price

2011 \$72 → **\$112** +56%
2025



Post-Peak: What the 2024-2025 Data Tells Us

Market correction or new normal?

The \$62.8M peak in 2023 has pulled back to \$46.1M in 2025 — a 26% decline. But \$46M is still 124% above where the market was in 2011, and 25% above 2019 pre-COVID levels. This looks like normalisation, not decline.

Price levels are sticky

Even as volumes pull back, average unit prices remain elevated. Ski prices sit at \$1,103 in 2025 vs \$1,130 in 2024 — only marginal softening. The premium tier of the market is holding.

Snowboard momentum holds

While alpine hardware has softened, snowboard revenue has been more resilient. In 2025, snowboard (\$21.8M) is still 51% ahead of alpine (\$14.4M) — the discipline shift appears structural, not cyclical.

Safety gear leads volume

Helmets remain the highest-volume category at 36,740 units in 2025 — still well above 2019's 24,287. Mandatory helmet legislation in Snowsports schools and changing culture have structurally shifted demand upward.



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WHERE TO NEXT?

The market has proven it can absorb shocks and reach new highs.

The question for 2026 and beyond:

2011–2025 Data | Snowsports Industries of Australia

Can snowboard volume growth be sustained as the post-COVID consumer matures?

Will alpine reclaim ground through premium equipment or new entrants to the sport?

At what price point does demand elasticity begin to suppress unit's?

What percentage of growth is the oversea's winter and why has snowboard growth eclipsed Alpine ??

Is the 2025 market a plateau — or the start of another upward cycle?



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THE WHOLESALE NETWORK

Ski & snowboard dealers are the vital link between brands and every resort participant.

Direct Connection to Every Participant

The wholesale dealer network touches base with each and every participant before they reach resorts - from first-timers to seasoned enthusiasts. No other channel has this reach.

The Essential Industry Bridge

Dealers serve as the critical connection between brands, resorts, and consumers. Their expertise and relationships drive participation, product knowledge, and gear adoption.

Stronger Together With Resorts

Collaboration between the wholesale network and resorts is more important than ever. Working together amplifies marketing, grows participation, and sustains the sport for the future.