

Global Outdoor Sports Products Market Research Report 2026(Status and Outlook)

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Abstracts

Outdoor Sports Products refers to a series of equipment and clothing designed for outdoor activities, including but not limited to hiking, mountaineering, camping, cycling, skiing, rock climbing, fishing, etc. These products are usually lightweight, durable, waterproof, windproof, warm, etc., designed to improve the safety, comfort and experience of outdoor activities. There are many types of outdoor sports products, which can be divided into clothing, shoes, backpacks, equipment, accessories and equipment. Outdoor Sports Products market has experienced rapid growth in recent years. This trend is not only reflected in the needs of professional athletes, but also in the pursuit of a healthy lifestyle by consumers. Regional development characteristics: Europe and the United States are the birthplace of outdoor sports, and the market is relatively mature. The participation rate of outdoor sports in mainstream European and American countries has reached more than 50%, with Germany having the highest rate of 58%. The market size of outdoor products in Europe and the United States accounts for half of the global market. Products related to mainstream outdoor sports such as hiking, running, cycling, fishing and camping are very popular in Europe and the United States. Although the Chinese outdoor products market started late, it has grown rapidly. The number of people participating in outdoor sports in China has exceeded 400 million, and the market penetration rate is 28%. Compared with the 50% penetration rate in Europe and the United States, there is still a lot of room for growth. In addition, the Chinese outdoor products market is dominated by outdoor clothing, and outdoor tools, camping equipment and outdoor shoes and boots also occupy a large market share. Market latest trends: In recent years, the outdoor sports industry has sprung up in China, becoming an unstoppable new trend. Data shows that in the first half of 2023, the number of orders related to outdoor sports increased by 79% compared with the same period in 2022, and increased by 221% compared with the same period in 2019. This amazing growth trend fully reflects people's enthusiasm and

demand for outdoor sports. At the policy level, the "Action Plan for Promoting the Construction of Outdoor Sports Facilities and Improving Services (2023-2025)" issued by the National Development and Reform Commission, the State General Administration of Sports and other departments proposed to promote the total scale of the outdoor sports industry to 3 trillion yuan by 2025. This ambitious goal has injected strong impetus into the development of the outdoor sports industry.

Corporate Development Dynamics: Against the background of the rapid development of the outdoor sports goods market, many companies have flocked to this field. At the same time, a large number of emerging companies are also actively deploying this market, and it is expected that more brands will be cultivated in the future to seize more market share. In terms of specific products, the rise of lightweight outdoor equipment has led related companies to increase their R&D investment and launch more products that meet market demand. For example, some companies have launched lightweight backpacks, tents and sleeping bags using new materials, which are not only lighter in weight, but also have better performance. In addition, with the increasing popularity of outdoor sports such as camping and cycling, related companies are also actively deploying these market segments. For example, some companies have launched products such as portable cookers and camping lights for the camping market; and launched complete bicycles, cycling clothing and cycling equipment for the cycling market. The launch of these products not only meets the diverse needs of consumers, but also further promotes the development of the outdoor sports goods market. In summary, the outdoor sports goods market is showing a rapid growth trend worldwide, and the market characteristics and development trends in different regions are also different. In the next few years, with people's pursuit of a healthy lifestyle and continued policy support, the outdoor sports industry is expected to achieve greater breakthroughs. The market is constantly developing and changing, and market development trends, market dynamics, market development characteristics, market obstacles and challenges, market development prospects, competitive landscape, regional characteristics, etc. are all key points worthy of attention. Through the report, companies can understand the market's growth points, declining areas and emerging market opportunities, so as to make more informed strategic decisions.

The global Outdoor Sports Products market size was estimated at USD 224260.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 5.30% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Outdoor Sports Products market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging

development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Outdoor Sports Products market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Outdoor Sports Products market.

Global Outdoor Sports Products Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

ANTA Sports Products Ltd

Patagonia

Columbia

Callaway Golf

VF Corporation

Beijing Tread Outdoor Products Company Limited

CAMEL

MobiGarden

Newell Brands Marmot

Norrone

Mammut Sports Group

Market Segmentation (by Type)

Outdoor Sports Shoes and Clothing

Outdoor Sports Equipment

Market Segmentation (by Application)

Camping

Fishing

Skiing

Water Sports

Others

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Outdoor Sports Products Market

Overview of the regional outlook of the Outdoor Sports Products Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales

team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Outdoor Sports Products Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Outdoor Sports Products, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

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