

# The US Outdoor Recreation Products Market: Size, Trends & Forecasts (2018-2022)

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## Abstracts

### Scope of the Report

The report entitled “The US Outdoor Recreation Products Market: Size, Trends & Forecasts (2018-2022)”, provides analysis of the US outdoor recreation products market, with detailed analysis of market size and consumer spending, and segmentation of the industry. The analysis includes the market by consumer spending, and by segmentation on the basis of types of products and activities share.

Moreover, the report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall US outdoor recreation products market has also been forecasted for the years 2018-2022, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

VF Corporation, Columbia Sportswear Company, Lululemon Athletica Inc. and Nike Inc. are some of the key players operating in the US outdoor recreation products market, whose company profiling has been done in the report. In this segment of the report, business overview, financial overview and business strategies of the companies are provided.

### Company Coverage

VF Corporation

Columbia Sportswear Company

Lululemon Athletica Inc.

Nike Inc.

## Executive Summary

In the US region, outdoor recreation industry is very wide and plays an important role in the region's economy. The outdoor recreation industry provides various activities for releasing stress and bonding with family, friends and oneself. Outdoor recreation industry's primary purpose are to beneficial use i.e. some goal oriented activities and pleasurable appreciation i.e. experiencing natural aura around.

Outdoor recreation activities includes trekking, rock climbing, skiing, snowboarding, canyoning, camping, wildlife safari, snorkeling, scuba diving, running, sport fishing, swimming, fishing, waterskiing, skydiving, paragliding, and many more. An outdoor recreation experience model goes with user's input first (i.e. motivation and preference for outdoor activity), second is user's recreation choices (i.e. Activities, Settings and Companions, Gear Purchases, Apparel and Footwear Selection, etc.) and lastly, user's desired outcomes (recreation experience).

Outdoor recreation industry is divided into two parts: outdoor recreation products market and trip & travel spending. Outdoor recreation products market delivers all the products and equipments required for execution of an outdoor activity such as apparel and footwear, bicycles, skis, fishing waders, tents, rifles, backpacks, etc. There are four segments of the outdoor recreation products market: Active apparel, active footwear, outdoor equipments and sports equipment & apparel.

The US Outdoor Recreation Products Market is expected to increase at high growth rates during the forecasted period (2018-2022). The US outdoor recreation products market is supported by various growth drivers, such as increased online purchases of outdoor recreation products, rising outdoor participation, accelerated mergers & acquisitions in the industry, etc. yet, the market faces certain challenges, such as, rising raw material prices, climate uncertainties, etc. Few new market trends are also provided such as, top outdoor footwear sector developments, strong adoption of DTC business models, etc.

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