

Global Outdoor Sports Products Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Outdoor Sports Products market size was valued at US\$ 241760 million in 2025 and is forecast to a readjusted size of US\$ 342850 million by 2032 with a CAGR of 5.2% during review period.

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.

This report is a detailed and comprehensive analysis for global Outdoor Sports Products market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Outdoor Sports Products market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Outdoor Sports Products market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Outdoor Sports Products market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Outdoor Sports Products market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Outdoor Sports Products

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Outdoor Sports Products market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include ANTA Sports Products Ltd, Patagonia, Columbia, Callaway Golf, VF Corporation, Beijing Tread Outdoor Products Company Limited, CAMEL, MobiGarden, Newell Brands Marmot, Norrona, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

Outdoor Sports Products market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Outdoor Sports Shoes and Clothing

Outdoor Sports Equipment

Market segment by Application

Camping

Fishing

Skiing

Water Sports

Others

Market segment by players, this report covers

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 segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

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

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

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Outdoor Sports Products product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Outdoor Sports Products, with revenue, gross margin, and global market share of Outdoor Sports Products from 2021 to 2026.

Chapter 3, the Outdoor Sports Products competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and Outdoor Sports Products market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Outdoor Sports Products.

Chapter 13, to describe Outdoor Sports Products research findings and conclusion.

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