

Outdoor Industry Weekly Brief

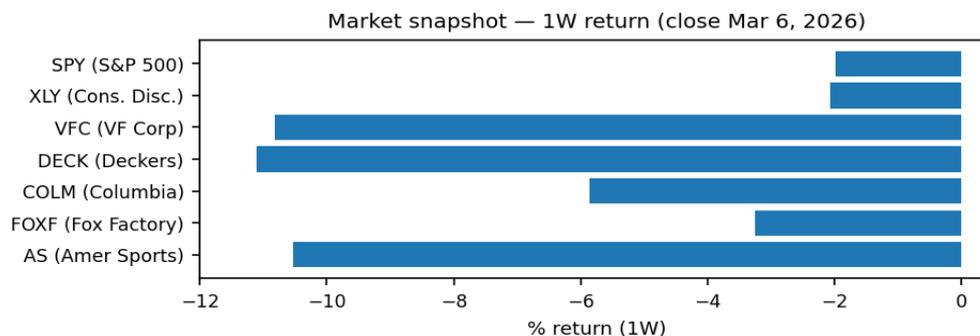
March 9, 2026 · Week 10 (Mar 2 — Mar 8, 2026)

Weekly digest of key signals for outdoor-industry professionals (product → industry → companies → macro/markets).

Key signals (2–3 min read)

Product	Columbia outlines its Spring 2026 waterproof stack (OutDry Extreme, Omni-Tech Pro 3L 30k/30k, Hike Dry) with clearer tiering by use case.	Desnivel (Mar 4, 2026)
Distribution	Mammut appoints Waypoint Outdoor as exclusive U.S. sales agency (NA) — a move to sharpen specialty sell-through and feedback loops.	Outdoor Industry Association (Mar 3, 2026)
Economy	BEA: outdoor recreation value added 2.4% of U.S. GDP in 2024 (\$696.7B); real growth slowed to +2.7% (vs +5.3% in 2023).	BEA + OIA analysis (Mar 6, 2026)
Regulation	PFAS disclosure / restrictions + EU circularity stack (DPP + textile EPR) are becoming product-roadmap constraints (materials, claims, documentation).	OIA compliance + EU (2026)

Market — snapshot (weekly + YTD; close Mar 6, 2026)



Asset	Close	1W	YTD
AS (Amer Sports)	33.98	-10.53%	-9.02%
FOXF (Fox Factory)	16.31	-3.26%	-4.68%
COLM (Columbia)	58.31	-5.86%	+5.84%
DECK (Deckers)	104.25	-11.10%	+0.56%
VFC (VF Corp)	17.32	-10.81%	-4.20%
XLY (Cons. Disc.)	114.44	-2.07%	-4.16%
SPY (S&P 500)	672.38	-1.98%	-1.40%

Note: 1W = close 2026-02-27 → 2026-03-06; YTD = close 2025-12-31 → 2026-03-06. Market data: Stooq.

Section summary

Week 10 (Mar 2 — Mar 8, 2026) · Curation: Artiga Partners

Product & Innovation

Columbia — Spring 2026 waterproof stack clarifies performance tiers. OutDry Extreme, Omni-Tech Pro 3L (30k/30k), Hike Dry — positioning by hiking vs fast-moving use cases.
Source: Desnivel (Mar 4, 2026).

Black Diamond — SS26 preview signals athlete-driven iteration across hardgoods and apparel. Emphasis on durable waterproof shells and field-feedback loops.
Source: Outdoor Industry Association (Mar 3, 2026).

Footwear components — Coats highlights product + margin upside from OrthoLite integration. Investment case centers on innovation cadence plus revenue/cost synergies.
Source: SGB Morning Edition (Mar 9, 2026; user-provided excerpt).

Compliance as design input — PFAS, traceability, and claims governance keep moving upstream. Treat documentation as part of the BOM and product briefs.
Source: Outdoor Industry Association (compliance briefings, 2026).

Trade & Ecosystem

BEA baseline — Outdoor recreation remains sizable but is normalizing. 2024: value added \$696.7B (2.4% of GDP); real GDP +2.7% (vs +5.3% in 2023); employment +1.1%.
Source: BEA (Mar 6, 2026).

OIA framing — “strengths” with headwinds ahead. OIA highlights scale while flagging slower real growth and a tougher retail environment.
Source: OutdoorIndustry.org (Mar 2026; user-shared link).

Switchback + Outdoor Market Alliance partnership (Spring 2026). Pushes retailer–rep–brand connectivity as the show ecosystem re-balances.
Source: Outdoor Industry Association (Feb 18, 2026).

European calendar — Outdoor Impact Summit / ORBDAYS (Riva del Garda) keep shaping SS27 discussions. Sustainability and product impact remain central topics.
Source: European Outdoor Group + ORBDAYS (2026).

Companies & Executives

Mammut — Waypoint Outdoor named exclusive U.S. sales agency (NA). Brand continues to refine specialty distribution and rep coverage.
Source: Outdoor Industry Association (Mar 3, 2026).

Rudy Project — acquires Rudy Project North America to work direct with dealers. Moves U.S. operations under direct management alongside European direct markets.
Source: SGB Morning Edition (Mar 9, 2026; user-provided excerpt).

Johnson Outdoors — CFO intends to retire later in 2026; succession process begins. Leadership transitions can precede changes in cost structure and capital allocation.
Source: SEC filing (Johnson Outdoors Form 8-K, Mar 5, 2026).

Earnings, Economy & Markets

BEA (U.S.) — 2024 outdoor recreation real GDP growth slows versus 2023. Real GDP +2.7% (2024) vs +5.3% (2023) suggests demand normalization; watch mix shifts toward value and closer-to-home categories.

Source: BEA (Mar 6, 2026).

OIA — headline strength, but points to near-term headwinds. Interpretation: structurally important sector, but tighter macro and margin environment for retailers/brands.

Source: OutdoorIndustry.org (Mar 2026; user-shared link).

Nike — expects ~\$300M pretax restructuring charge, mainly severance (9-month period ending Feb 28). Large athletic players continue rightsizing cost structures — relevant for shared suppliers and channel inventory dynamics.

Source: SEC filing (Nike 8-K, Mar 2026).

Clarus (Black Diamond / RockyMounts) — Q4 declines in Outdoor and Adventure segments. Outdoor segment -8% to \$47.2M; Adventure -10% to \$18.2M (y/y).

Source: SGB Morning Edition (Mar 6, 2026; user-provided excerpt).

Dick's Sporting Goods — focus shifts to FY26 guidance and Foot Locker recovery timing. Large U.S. sporting-goods channels remain a key demand signal for footwear and active/outdoor adjacencies.

Source: SGB Morning Edition (Mar 9, 2026; user-provided excerpt).

Next dates to watch

Date	Item
Mar 18, 2026	OIA UK Conference: UK Outdoor Industry Awards 2026 winners announced.
May 14–15, 2026	Outdoor Impact Summit — Riva del Garda (Italy).
May 17–19, 2026	ORB Days & Outdoor Trade Show — Riva del Garda (Italy).
Jun 2–4, 2026	OTS 2026 — Liverpool (UK).
Jun 16–18, 2026	Switchback Spring 2026 — Nashville (TN).

Sources consulted (selection)

BEA · OIA (US) press room · OutdoorIndustry.org (OIA analysis) · European Outdoor Group · ORBDAYS · Desnivel · SEC (Nike, Johnson Outdoors) · SGB Morning Edition (user-provided excerpts) · Stooq (market data).

Disclaimer: This brief is informative and opinionated; it does not constitute investment advice or legal counsel. Always verify with primary sources before making decisions.