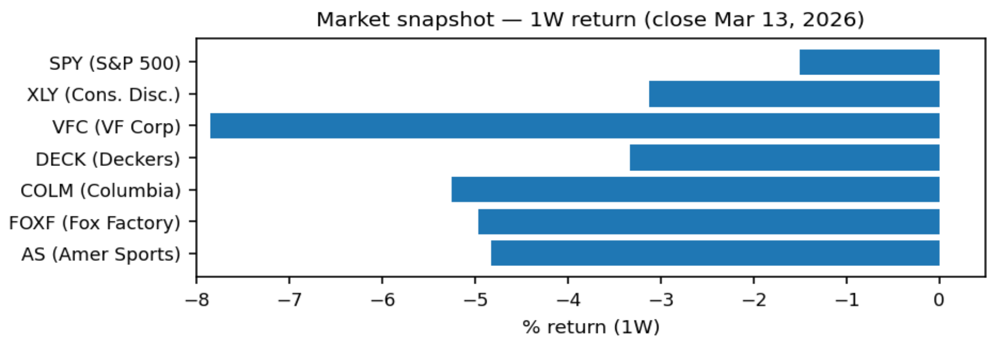
Outdoor Industry Weekly Brief

March 16, 2026 · Week 11 (Mar 9 — Mar 15, 2026)
Weekly digest of key signals for outdoor-industry professionals (product → industry/trade → companies/exec → earnings/macro).

Key signals (2–3 min read)

Product	Big Agnes launches the VST ultralight tent series using recycled 20D HyperBead fabric (4,000 mm) with no intentionally added PFAS — a clean read on where UL design is heading in 2026.	OIA Member Press — Big Agnes (Mar 11, 2026)
Product	KEEN and Snow Peak debut their first collaboration (HYPERPORT H2), positioning city-to-camp versatility and minimal design as a footwear growth lane.	OIA Member Press — KEEN/Snow Peak (Mar 13, 2026)
Supply chain / compliance	Giant Group reports 2025 revenues down 15.5% while under a CBP Withhold Release Order (WRO) and unable to ship into the U.S. — a reminder of forced-labor compliance as a hard constraint.	SGB Morning Edition (Mar 2026)
Trade/Policy	Tariff refund mechanics get messier: a new consumer lawsuit vs Costco targets price impacts tied to IEEPA tariffs, raising uncertainty around timing and downstream liability narratives.	SGB Morning Edition (Mar 2026)

Market — snapshot (weekly + YTD; close Mar 13, 2026)



Asset	Close	1W	YTD
AS (Amer Sports)	32.34	-4.83%	-13.41%
FOXF (Fox Factory)	15.50	-4.97%	-9.41%
COLM (Columbia)	55.25	-5.25%	+0.29%
DECK (Deckers)	100.78	-3.33%	-2.79%
VFC (VF Corp)	15.96	-7.85%	-11.73%
XLY (Cons. Disc.)	110.86	-3.13%	-7.16%
SPY (S&P 500)	662.29	-1.50%	-2.88%

Note: 1W = close 2026-03-06 → 2026-03-13; YTD = close 2025-12-31 → 2026-03-13. Market data: Stooq.

Section summary

Week 11 (Mar 9 — Mar 15, 2026) · Curation: Artiga Partners

Product & Innovation

Big Agnes — VST ultralight tent series targets thru-hiking use cases. Recycled 20D HyperBead (4,000 mm), PFAS-free intent; hybrid single/double-wall ventilation and more usable interior geometry.

Source: OIA Member Press — Big Agnes (Mar 11, 2026).

KEEN × Snow Peak — HYPERPORT H2 (launch Mar 13). Maximal midsole + high-grip outsole; built to span trail/urban/water with a clean collaboration aesthetic.

Source: OIA Member Press — KEEN/Snow Peak (Mar 13, 2026).

Circularity risk — chemical contamination is the friction point for recycled materials scale-up. OIA flags legacy chemicals (textiles a critical risk area) and calls for traceability + systems-level risk controls.

Source: OIA — Chemical risks in recycled materials (Mar 2026).

Trade & Ecosystem

Retail calendar — Amazon reportedly shifts Prime Day to late June (vs early July). A material pull-forward of promotions could reshape summer demand timing and wholesale sell-through expectations.

Source: SGB Morning Edition (Mar 2026).

Renewable energy procurement — REI + Carhartt join OIA/ERM Coho in a VPPA CoLab solar project in Texas. Collaborative VPPA supports 18.5 MW and enables aggregated demand; RECs begin delivery in 2026.

Source: OIA — VPPA CoLab / solar project (Mar 2026).

Sustainability compliance (2026) — treat PFAS/EPR/claims governance as product-system work. OIA highlights expanding obligations and the need for audit-ready product and supply-chain documentation.

Source: OIA — Sustainability compliance in 2026 (Mar 2026).

Companies & Executives

Salomon — opens its first Latin American flagship store (Mexico City). A signal of continued brand investment in DTC visibility and community hubs beyond core European/North American markets.

Source: SGB Morning Edition (Mar 2026).

L.L.Bean — to open its first Tennessee store (mid-July; Franklin, TN). Adds to a 2026 store pipeline that brings total locations to 76 across 21 states (per report).

Source: SGB Morning Edition (Mar 2026).

Sierra — to open its 150th store (Apr 2; Casper, WY). Off-price/outlet expansion remains a channel signal as consumers stay price-sensitive.

Source: SGB Morning Edition (Mar 2026).

Earnings, Economy & Markets

BEA ORSA — outdoor recreation value added 2.4% of U.S. GDP ($696.7B) in 2024; real GDP +2.7% (down from +5.3% in 2023). Real gross output +2.0%; compensation +5.2%; employment +1.1%.
Source: BEA news release (Mar 5, 2026).

Giant Group — revenues fall 15.5% in 2025 as a WRO blocks shipments into the U.S. Forced-labor enforcement continues to affect lead times, inventory planning, and reputational risk across global supply chains.
Source: SGB Morning Edition (Mar 2026).

Tariffs — refund process complexity increases as lawsuits target tariff-linked price impacts. Beyond importer refunds, downstream narratives (retail pricing, consumer claims) can alter the risk calculus for 2026 planning.
Source: SGB Morning Edition (Mar 2026).

Market snapshot — week ending Mar 13: outdoor-linked comps broadly negative; YTD remains mixed. Context signal for risk appetite and category sensitivity (not a forecast).
Source: Stooq daily closes (close Mar 13, 2026).

Next dates to watch

Date	Item
Late Jun 2026	Amazon Prime Day (reported timing shift; monitor official confirmation).
Apr 2, 2026	Sierra — 150th store opening (Casper, WY).
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 (ORSA) · OIA (US) News + Member Press · TheOIA.co.uk (event programme) · SGB Morning Edition · Stooq (market data).