

# Outdoor Industry Weekly Brief

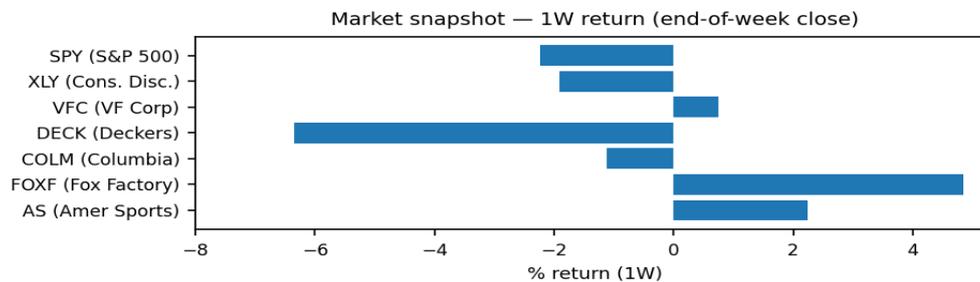
March 30, 2026 | Week 13 (Mar 23 - Mar 29, 2026)

Weekly digest of key signals for outdoor-industry professionals (product -> trade/policy -> companies/exec -> earnings/macro).

## Key signals (2–3 min read)

<b>Materials</b>	Epoch Biodesign raises \$12M (incl. Lululemon) to scale AI-engineered recycling of nylon 6,6 - a concrete move toward synthetic circularity.	ESG Today / ESG Dive (Mar 2026)
<b>System shift</b>	Textile-to-textile recycling remains <1% in Europe; ReHubs/BCG argue scale requires multi-billion investment plus coordinated collection, sorting and demand.	BCG + ReHubs (Mar 2026)
<b>Companies</b>	On Holding restores a founder-led co-CEO structure effective May 1, aligning brand/innovation intent with execution.	On IR (Mar 25, 2026)
<b>Trade/Policy</b>	IEEPA tariff refunds: CBP is building an automated system; importer readiness becomes a near-term working-capital lever.	Skadden / Steptoe (Mar 2026)

## Market — snapshot (weekly + YTD)



Asset	Close	1W	YTD
AS (Amer Sports)	31.43	+2.24%	-15.85%
FOXF (Fox Factory)	16.86	+4.85%	-1.46%
COLM (Columbia)	54.61	-1.12%	-0.88%
DECK (Deckers)	94.05	-6.35%	-9.28%
VFC (VF Corp)	16.40	+0.74%	-9.29%
XLY (Cons. Disc.)	105.68	-1.91%	-11.50%
SPY (S&P 500)	634.09	-2.23%	-7.01%

Note: 1W = close Mar 20 -> Mar 27; YTD = close Dec 31 -> Mar 27. Market data: end-of-week closes.

# Section summary

### Product & Innovation \*\*Bosch - Connected Biking Platform.\*\* Partner-facing digital layer enabling OEMs, dealers and service providers to integrate and run e-bike services via standardized interfaces. \*Source: Bosch press portal (Mar 2026).\* \*\*Circular winter sports - LIFE re-WINTER (skis + bindings + boots).\*\* Marker, Dalbello and Völkl advance an EU-funded circular model to convert end-of-life equipment into new products. \*Source: Dalbello (project page) + OICompass (Mar 2026).\* \*\*Vaude - Green Shape evolves toward an independent certification standard.\*\* A governance move to align sustainability claims with stricter EU anti-greenwashing rules. \*Source: OICompass (Mar 2026) + VAUDE (Green Shape Standard).\*

## Product & Innovation

**Bosch - Connected Biking Platform.** Partner-facing digital layer enabling OEMs, dealers and service providers to integrate and run e-bike services via standardized interfaces.

Source: Bosch press portal (Mar 2026).

**Circular winter sports - LIFE re-WINTER (skis + bindings + boots).** Marker, Dalbello and Völkl advance an EU-funded circular model to convert end-of-life equipment into new products.

Source: Dalbello (project page) + OICompass (Mar 2026).

**Vaude - Green Shape evolves toward an independent certification standard.** A governance move to align sustainability claims with stricter EU anti-greenwashing rules.

Source: OICompass (Mar 2026) + VAUDE (Green Shape Standard).

## Trade & Ecosystem

**EU-Mercosur - provisional application starts May 1, 2026.** Tariff reductions begin; relevant for sourcing optionality and landed-cost planning (LATAM supply chains).

Source: European Commission (Mar 23, 2026).

**EU-Australia trade agreement concluded (March 2026).** Removes >99% of tariffs on EU exports to Australia and improves access to critical raw materials.

Source: European Commission + Reuters (Mar 2026).

**Tariff refunds - CAPE system and ACH readiness.** Refunds are expected to be processed electronically; timelines and appeals risk matter for cash-flow planning.

Source: Skadden + Steptoe (Mar 2026).

## Companies & Executives

**Pelican Intl. acquires KL Outdoor (Sun Dolphin, Evoke, Outta Site).** Expands manufacturing footprint and value-tier coverage in paddlesports; signals consolidation in durable recreation.

Source: PR Newswire (Mar 23, 2026).

**Compass Diversified - sells Sterno's food service business for \$292.5M to accelerate deleveraging.** Portfolio focus at a platform that also owns BOA, PrimaLoft, 5.11 and Velocity Outdoor.

Source: Compass Diversified IR (Mar 30, 2026).

**Alterra - names Linnea Hansen President & COO at Crystal Mountain (WA).** Operations leadership matters as resorts manage season volatility, labor costs and guest-experience investments.

Source: Business Wire (Mar 2026).

# Earnings, Economy & Markets

**ALUULA (Q1 FY2026) - revenue +85% y/y to ~\$2.33M with growth across windsport and packs/bags.** Upstream materials demand can lead the cycle; capacity investment expands use cases beyond core verticals.

Source: ALUULA results (Mar 2026).

**Bike24 (FY2025) - revenue +27.7% to €289.1M; adjusted EBITDA up sharply; 2026 guidance implies continued normalization.** A useful bike-channel signal: profitability can recover faster than absolute demand as discounting eases.

Source: Bike24 release / MarketScreener (Mar 2026).

**U.S. consumer sentiment - Michigan index falls to a three-month low amid gas-price and inflation expectations tied to geopolitical shock.** A weak sentiment regime typically supports value channels and tight promo control in discretionary categories.

Source: University of Michigan (Mar 2026) + SGB (Mar 30, 2026).

**Nike - analyst focus shifts from near-term beat to margin recovery timing.** Product momentum helps demand, but clearance and mix drive margin trajectory.

Source: SGB (Mar 30, 2026).

## Next dates to watch

Date	Item
Apr 20, 2026 (est.)	CBP target for automated IEEPA tariff refund system launch (CAPE) per public guidance
May 1, 2026	On co-founders assume Co-CEO roles (effective date).
May 1, 2026	EU-Mercosur provisional application begins (tariff cuts start).
May 14-19, 2026	European Outdoor Week - Outdoor Impact Summit + ORB Days (Riva del Garda).
Jun 2-4, 2026	OTS 2026 - Liverpool (UK).

## Sources consulted (selection)

On IR | BCG/ReHubs report | ESG Today/ESG Dive (Epoch) | European Commission (Mercosur; EU-Australia) | Skadden + Steptoe (tariff refunds) | PR Newswire (Pelican/KL) | Compass Diversified IR | Business Wire (Alterra) | ALUULA IR | Bike24 release | University of Michigan | SGB Morning Edition (Mar 30, 2026) | Outdoor Industry Compass Weekly Briefing (Mar 30, 2026).

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