

Outdoor Industry Weekly Brief

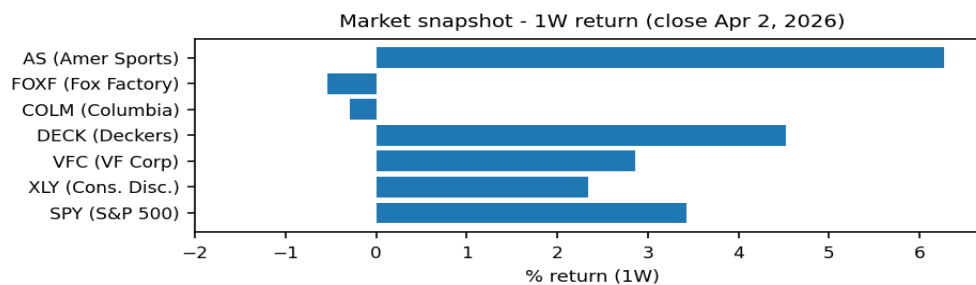
April 6, 2026 - Week 14 (Mar 30 - Apr 5, 2026)

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

Key signals (2-3 min read)

Earnings	Decathlon reports 2025 net sales of EUR 16.8B (at constant FX) and GMV of EUR 20.7B; net income up 16% as its integrated model drives efficiency.	Decathlon press files (2025 results, Mar 31, 2026)
Market data	EOG expands OMIS into Germany, Austria and Switzerland, extending near real-time sell-out data coverage across Europe's core outdoor markets.	European Outdoor Group (Mar 31, 2026)
Circularity	Reju secures EUR 135M in Dutch NIKI funding for an industrial textile-to-textile regeneration hub at Chemelot; milestone toward final investment decision.	Reju press release (Apr 1, 2026)
Trade/Policy	KPMG's 2026 tariff survey: margins are pressured and price pass-through rises; 55% of firms plan further price increases in the next six months.	KPMG (Mar 30, 2026)

Market — snapshot (weekly + YTD; close Apr 2, 2026)



Asset	Close	1W	YTD
AS (Amer Sports)	33.40	+6.27%	-10.58%
FOXF (Fox Factory)	16.77	-0.53%	-1.99%
COLM (Columbia)	54.45	-0.29%	-1.17%
DECK (Deckers)	98.31	+4.53%	-5.17%
VFC (VF Corp)	16.87	+2.87%	-6.69%
XLY (Cons. Disc.)	108.15	+2.34%	-9.43%
SPY (S&P 500)	655.83	+3.43%	-3.82%

Note: 1W = close 2026-03-27 -> 2026-04-02; YTD = close 2025-12-31 -> 2026-04-02. Market data: price aggregation. Returns: Artiga calculations.

Section summary

Week 14 (Mar 30 - Apr 5, 2026) - Curation: Artiga Partners

Product & Innovation

BASF - Elastollan GripTec TPU outsole portfolio. New TPU outsole grades aimed at higher traction and abrasion resistance, with design freedom (transparent to black) and sustainability positioning.

BASF news release (Mar 26, 2026).

Katadyn - Explorer water filter and purifier series. New modular systems designed/manufactured in Switzerland; refresh in backcountry essentials where reliability and field credibility drive sell-through.

Katadyn press release (PR Newswire, Mar 31, 2026).

Carbios - Longlaville plant financing progress; production target H1 2028. Industrial scale-up milestone for enzymatic PET recycling; timeline and funding framework are key for future circular feedstock capacity in Europe.

Carbios (GlobeNewswire, Mar 30, 2026).

Trade & Ecosystem

ISPO 2026 (Amsterdam) - box office opens; early-bird expo tickets released. Show relaunch signals renewed push on accessibility and relevance; early ticketing provides an initial read on industry engagement.

ISPO (Mar 31, 2026) + OIA press release (Apr 1, 2026).

Switchback Spring 2026 - education program published. Retail execution and planning remain core themes as demand normalizes; the program emphasizes practical retailer-facing sessions ahead of June 16-18.

Switchback (Apr 2026).

Tariffs - price pass-through accelerates; operational pressure shifts into domestic inflation. KPMG survey data suggests a higher share of tariff costs is now passed to consumers, reinforcing the need for pricing agility and margin buffers.

KPMG 2026 Tariff Survey (Mar 30, 2026).

Companies & Executives

Scott Sports - appoints Hsuan Boon Tan as co-CEO alongside Pascal Ducrot. Leadership transition tied to the next growth phase and tighter integration; continuity maintained via board roles.

Scott statement via industry press (Mar 30, 2026).

Brundl Sports - acquires Strolz stores in Lech and Zurs (effective Jun 1). Prime alpine retail locations remain strategically valuable; stores continue under the Strolz name while Brundl expands into Vorarlberg.

Retail trade coverage (Mar 2026).

KMD Brands - refinancing package includes discounted equity raise; trading documents released. Capital measures and portfolio adjustments persist across multi-brand outdoor groups; watch leverage, store footprint actions and brand-level focus.

NZX/ASX company announcement PDFs (late Mar 2026).

Earnings, Economy & Markets

Intersport International (FY2025) - modest growth; Running leads; Outdoor remains solid.

Channel read-through: performance categories continue to support demand while broader spending stays selective.

Intersport + industry coverage (Apr 2026).

Decathlon (FY2025) - profitability outpaces sales growth. Scale + value positioning remains a demand anchor; integrated supply chain is a differentiator in a volatile cost environment.

Decathlon press files (Mar 31, 2026).

U.S. manufacturing PMI (Mar) - 52.7, third consecutive month of expansion. Expansionary print alongside elevated input-price pressure; relevant for materials costs and lead-time risk management.

ISM (PR Newswire, Apr 1, 2026).

Markets - broad rebound into week-end; dispersion remains high across outdoor-exposed comps. In this window, SPY +3.43% (1W) and XLY +2.34% (1W); outdoor names mixed.

Market price aggregation (close Apr 2, 2026).

Next dates to watch

Date	Item
Apr 30, 2026	Amer Sports - earnings (scheduled).
May 14-19, 2026	European Outdoor Week - Outdoor Impact Summit + ORB Days (Riva del Garda).
Jun 2-4, 2026	OTS 2026 - Liverpool (UK).
Jun 16-18, 2026	Switchback Spring 2026 - New Orleans (LA).
Nov 3-5, 2026	ISPO 2026 - Amsterdam (Leaders Summit + Expo).

Sources consulted (selection)

Decathlon (2025 results press files) - European Outdoor Group (OMIS DACH launch) - Reju (NIKI funding release) - KPMG (2026 Tariff Survey) - BASF (GripTec TPU) - Katadyn (Explorer series) - Carbios (Longlaville financing update) - ISPO (ISPO 2026 ticketing) - Outdoor Industry Association (ISPO release) - Switchback (education program) - NZX/ASX company announcements (KMD Brands) - ISM (Manufacturing PMI) - Market price aggregation.

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