

Outdoor Industry Weekly Brief

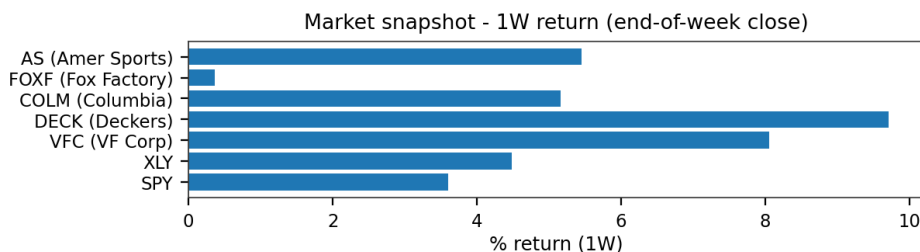
April 13, 2026 | Week 15 (Apr 6 - Apr 12, 2026)

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

Key signals (2-3 min read)

Circular design	Peak Performance pushes mono-material and circular-design logic into lightweight mountain layering with the Monolight and Discover midlayer families.	Peak Performance product pages (Apr 2026)
System shift	Worldly joins the Green Sports Alliance, extending standardized supply-chain impact data into the sports ecosystem and beyond pure compliance workflows.	Worldly / Green Sports Alliance (Apr 8, 2026)
Companies	GoPro approved a restructuring plan that will cut about 23% of headcount while also opening a defense-and-aerospace adjacency review.	GoPro SEC filing + GoPro release (Apr 7-13, 2026)
Macro	University of Michigan preliminary consumer sentiment fell to 47.6 in April, a sharp deterioration in discretionary-spending backdrop.	University of Michigan (Apr 2026)

Market - snapshot (weekly + YTD; close Apr 10, 2026)



Asset	Close	1W	YTD
AS (Amer Sports)	35.22	+5.45%	-5.70%
FOXF (Fox Factory)	16.83	+0.36%	-1.64%
COLM (Columbia)	57.26	+5.16%	+3.94%
DECK (Deckers)	107.86	+9.71%	+4.04%
VFC (VF Corp)	18.23	+8.06%	+0.83%
XLY (Cons. Disc.)	113.00	+4.48%	-5.37%
SPY (S&P 500)	679.46	+3.60%	-0.09%

Note: 1W = close 2026-04-02 -> 2026-04-10; YTD = close 2025-12-31 -> 2026-04-10. Market data: price aggregation. Returns: Artiga calculations.

Section summary

Week 15 (Apr 6 - Apr 12, 2026) - Curation: Artiga Partners

Product & Innovation

Peak Performance - Monolight / Discover layering system. The brand is blending performance layering with circular-design criteria rather than treating circularity as a separate capsule. The implication is practical: more brands are trying to make lower-weight insulation and midlayers easier to recycle without giving up mountain usability.

Source: Peak Performance product materials (Apr 2026).

Big Agnes - 25-year anniversary collection. Rather than launching a disconnected nostalgia project, Big Agnes used the anniversary to reinforce product heritage, core sleep-system identity and sustainability positioning. In a softer demand environment, heritage-led storytelling remains one of the cleaner ways to support premium sell-through.

Source: Big Agnes anniversary materials (Apr 2026).

GoPro - defense and aerospace exploration. GoPro is testing whether its rugged imaging stack can travel into adjacent professional end-markets. The move is still exploratory, but it signals the search for higher-value applications beyond the mature action-camera core.

Source: GoPro company release (Apr 2026).

Trade & Ecosystem

EOCA - 2025 Impact Report. The European Outdoor Conservation Association used its latest report to show continued conservation funding while sharpening the case for broader advocacy. That matters because the industry conversation is moving from project funding alone toward policy-facing environmental positioning.

Source: EOCA impact materials (2025 report / 2026 publication).

Worldly - Green Sports Alliance partnership. Worldly is extending product and supply-chain data into the sports venue and team ecosystem. The strategic read-through is that sustainability data infrastructure is becoming shared operating plumbing across apparel, events and sport organizations.

Source: Worldly company release (Apr 8, 2026).

Dolomiti Paganella Bike Opening - fifth anniversary. Destination-led bike events remain useful demand and community signals because they connect tourism, trails, retail activation and brand presence in one place. The 2026 edition shows how local ecosystems continue to package riding as a broader economic platform.

Source: Dolomiti Paganella Bike Opening event materials (Apr 2026).

Companies & Executives

GoPro - workforce reduction of about 23%. Management is cutting fixed cost aggressively after another difficult period. The immediate lesson for the broader action-sports hardware space is straightforward: smaller camera ecosystems still need tighter cost structures to preserve optionality for product investment.

Source: GoPro Form 8-K (Apr 7, 2026).

PUMA - James Carnes appointed Senior Vice President Creative Direction. PUMA created a new senior creative role spanning direction, innovation and product excellence. Even outside pure outdoor, leadership structure around design and brand coherence matters because performance brands are increasingly competing on aesthetic system-building as much as on isolated product wins.

Source: PUMA corporate release (Apr 13, 2026).

Fleet Feet Chicago - Libertyville expansion. The new Libertyville location becomes the group's tenth store and underlines the continued importance of specialty running retail at community level. Store economics remain selective, but localized run-specialty expansion is still one of the clearest signs of category resilience.

Source: Fleet Feet Chicago release (Mar 31, 2026).

Earnings, Economy & Markets

Vinted (FY2025) - GMV +47% to EUR 10.8B; revenue +38% to EUR 1.1B. Resale continues to scale faster than many incumbents expected, and the important strategic nuance is that Vinted is reinvesting into logistics, payments and new categories rather than treating secondhand as a narrow apparel marketplace.

Source: Vinted financial results (FY2025, released Apr 2026).

Roots (Q4/FY2025) - sales and profitability improve; DTC remains the engine. Roots posted stronger fourth-quarter and full-year metrics, with DTC comparable sales and margin expansion again doing the heavy lifting. The result reinforces the value of brand-led DTC models when wholesale conditions remain more uneven.

Source: Roots earnings release (FY2025 / Q4, Apr 2026).

Rapala VMC (FY2025) - net sales EUR 227.5M; net profit remained negative. Rapala delivered sales growth but still finished the year with a loss, a useful reminder that modest top-line improvement is not enough when currency, inventory and operating leverage remain unstable across the outdoor and sporting-goods landscape.

Source: Rapala VMC financial statement release (FY2025).

U.S. consumer sentiment (preliminary April) - 47.6. The University of Michigan reading points to a weak discretionary backdrop at exactly the wrong time for brands hoping for cleaner full-price spring demand. In that environment, value, inventory discipline and conversion efficiency become more important than broad-based category optimism.

Source: University of Michigan Surveys of Consumers (preliminary Apr 2026).

Next dates to watch

Date	Item
Apr 18, 2026	La Sportiva Salt Lake City store - grand opening event.
Apr 29, 2026	Rapala VMC - Annual General Meeting.
May 7, 2026	Polygiene Group - Annual General Meeting.
May 14-19, 2026	European Outdoor Week - Outdoor Impact Summit + ORB Days (Riva del Garda).
May 29-31, 2026	Dolomiti Paganella Bike Opening.

Sources consulted (selection)

Peak Performance | EOCA | Worldly | Dolomiti Paganella | GoPro (8-K + company release) | PUMA | Fleet Feet Chicago | Vinted | Roots | Rapala VMC | University of Michigan Surveys of Consumers | market price aggregation

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