

Outdoor Industry Weekly Brief

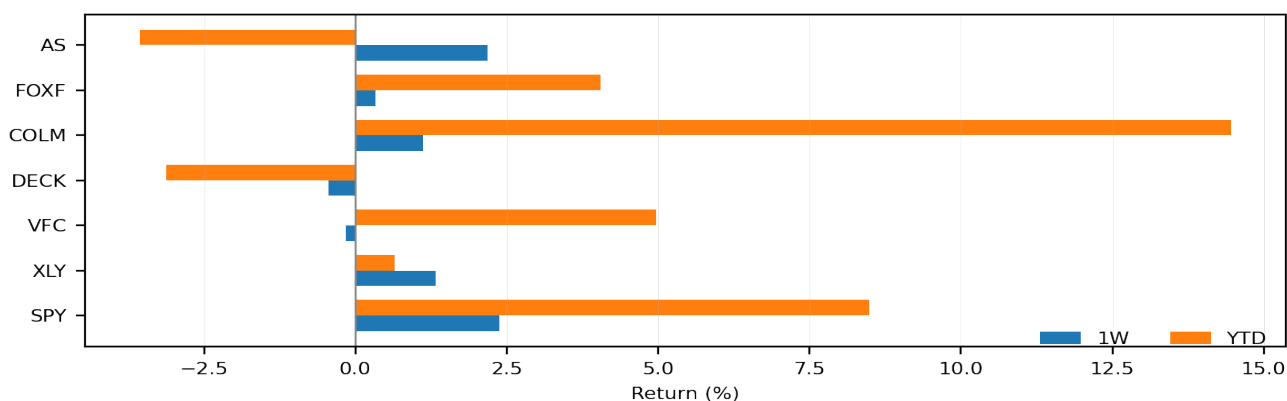
May 11, 2026 | Week 19 (May 4 - May 10, 2026)

Weekly digest of product, trade, company and market signals for outdoor-industry professionals.

Key signals (2-3 min read)

Signal	Brief	Source
Portfolio	Clarus (Black Diamond) initiated a strategic alternatives review and revised FY26 guidance lower, despite improved Q1 sales (+2.5%) and gross margin.	Clarus (May 7, 2026)
Trade shows	Apollo-managed funds agreed to acquire Emerald (Outdoor Retailer / Surf Expo owner) and Questex and combine them under private ownership into a scaled B2B events platform.	Apollo (May 11, 2026)
Apparel	Kontoor raised its FY26 outlook and began a process to divest Lee. Helly Hansen delivered mid-teens pro-forma growth and remains a key growth lever.	Kontoor (May 7, 2026)
Logistics	NRF / Hackett Global Port Tracker expects U.S. container imports to remain below 2025 levels into early fall, reinforcing cautious ordering and slower re-stocking cycles.	NRF / Hackett (May 8, 2026)

Market - snapshot (weekly + YTD; close May 8, 2026)



Asset	Close	1W	YTD
AS (Amer Sports)	36.02	+2.18%	-3.57%
FOXF (Fox Factory)	17.80	+0.34%	+4.05%
COLM (Columbia)	63.05	+1.12%	+14.46%
DECK (Deckers)	100.43	-0.45%	-3.12%
VFC (VF Corp)	18.98	-0.16%	+4.97%
XLY (Cons. Disc.)	120.20	+1.32%	+0.65%
SPY (S&P; 500)	737.82	+2.38%	+8.49%

Note: 1W uses close May 1 to May 8. YTD uses close Dec 31 to May 8. Market data: price aggregation; returns: Artiga calculations.

Section summary

Week 19 (May 4 - May 10, 2026) - Curation: Artiga Partners

Product & Innovation

Thule - expands dog category via curli acquisition. Thule agreed to acquire Swiss harness specialist curli, adding a premium line to its fast-growing dog transportation category and strengthening its accessory ecosystem.

Source: Thule Group press release, May 6, 2026.

Porsche - exits e-bike drive systems. Porsche will discontinue Porsche eBike Performance due to changed market conditions for e-bike drive systems, a signal that drive-unit economics and competitive intensity are tightening.

Source: Porsche Newsroom release, May 8, 2026.

Worldly / Bendi - deep-tier mapping becomes a compliance tool. Worldly acquired Bendi to add AI-powered supply chain mapping and supplier risk intelligence beyond Tier 1 amid faster-moving due diligence requirements.

Source: Worldly / Bendi acquisition release (Business Wire), May 2026.

Trade & Ecosystem

Apollo - Emerald + Questex go-private to build an events platform. Apollo-managed funds agreed to acquire Emerald (Outdoor Retailer / Surf Expo owner) and Questex, intending to combine both into a scaled B2B events and media platform under private ownership.

Source: Apollo press release, May 11, 2026.

OIA Capitol Summit - tariffs and public lands framed as business risk. OIA messaging ties tariff uncertainty and public lands access to retail viability and category demand, reinforcing policy as an operating variable rather than a side topic.

Source: Outdoor Industry Association recap, May 2026.

European Outdoor Week - launch week in Riva del Garda. European Outdoor Week runs May 14-19 with OUTDOOR trade, the Outdoor Impact Summit and activation formats, continuing the shift toward multi-format industry platforms.

Source: European Outdoor Week official event materials.

Companies & Executives

Clarus - strategic alternatives review begins. Clarus initiated a strategic alternatives review and lowered FY26 guidance while highlighting improved margins and Outdoor segment performance.

Source: Clarus Q1 2026 results, May 7, 2026.

Kontoor - portfolio reshaping around Wrangler and Helly Hansen. Kontoor initiated a process to divest Lee and raised its FY26 outlook. Helly Hansen exceeded expectations and remains a core growth lever.

Source: Kontoor Brands Q1 2026 results, May 7, 2026.

Compass Diversified - active-lifestyle mix stays uneven. CoDi reported strong Consumer vertical performance; BOA and Velocity Outdoor grew while other brands remained softer, reinforcing demand dispersion by category.

Source: Compass Diversified Q1 2026 results, May 6, 2026.

Earnings, Economy & Markets

Johnson Outdoors. Fiscal Q2 net sales increased 16% to USD 194.5m and gross margin improved to 38.8%, led by an 18% increase in Fishing revenue.

Source: Johnson Outdoors FY26 Q2 results, May 8, 2026.

Fox Factory. Q1 net sales rose 3.9% to USD 368.7m. Powered Vehicles and Aftermarket grew, while Specialty Sports (bike) declined 8.7% amid distributor and dealer de-stocking.

Source: Fox Factory Q1 FY26 results, May 7, 2026.

BIKE24. Q1 revenue increased 21.9% to EUR 70.7m and adjusted EBITDA improved to EUR 1.8m. Localized markets grew 30% and full-year guidance was reaffirmed.

Source: BIKE24 corporate news (EQS), May 6, 2026.

Macro and markets. NRF / Hackett expects import volumes below 2025 levels into early fall. In the Artiga watchlist (close May 8), SPY gained +2.38% 1W (+8.49% YTD).

Source: NRF / Hackett; market price aggregation.

Next dates to watch

Date	Item
May 14, 2026	U.S. Census - Advance Monthly Sales for Retail and Food Services (April).
May 14-19, 2026	European Outdoor Week - Outdoor Impact Summit + OUTDOOR trade platform, Riva del Garda.
May 28, 2026	BEA Personal Income and Outlays - April PCE release.
Jun 16-18, 2026	Switchback Spring - New Orleans, LA.
Aug 19-21, 2026	Outdoor Retailer - Minneapolis debut.

Sources consulted (selection)

Clarus | Apollo | Kontoor | NRF / Hackett | Thule Group | Porsche | Worldly / Bendi | Outdoor Industry Association | European Outdoor Week | Compass Diversified | Johnson Outdoors | Fox Factory | BIKE24 (EQS) | U.S. Census Bureau | BEA | Switchback | market price aggregation