

# Outdoor Industry Weekly Brief

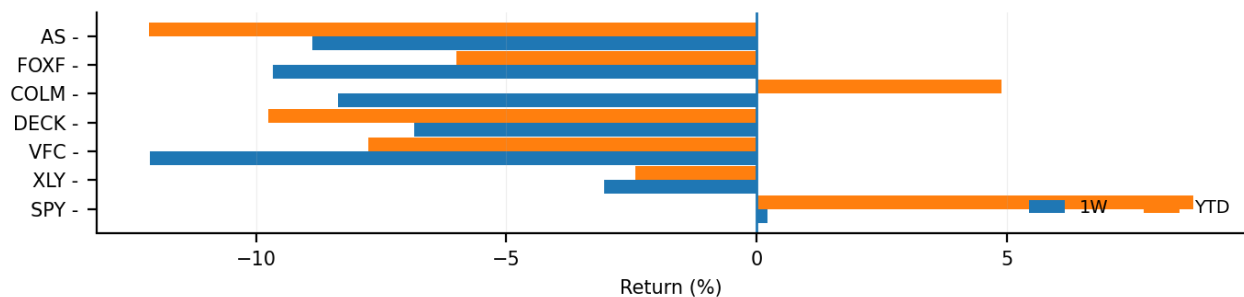
May 18, 2026 | Week 20 (May 11 - May 17, 2026)

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

## Key signals (2-3 min read)

Signal	Brief	Source
<b>Earnings</b>	On raised its 2026 profitability outlook after record Q1 sales. Wolverine grew +11%; GoPro began a strategic alternatives review.	On; Wolverine; GoPro
<b>Trade shows</b>	European Outdoor Week entered its trade platform phase in Riva (May 17-19). Apollo agreed to buy Emerald (OR owner) and Questex.	EOW; Apollo
<b>Footwear</b>	LOWA unveiled a new identity and trail-running ambitions, and opened a new U.S. HQ in Salt Lake City.	LOWA
<b>Safety</b>	RECCO expanded trail-running integrations; NOTAPE presented tapeless zipper construction at European Outdoor Week.	RECCO; NOTAPE

## Market - snapshot (weekly + YTD; close May 15, 2026)



Asset	Close	1W	YTD
AS (Amer Sports)	32.82	-8.88%	-12.14%
FOXF (Fox Factory)	16.08	-9.66%	-6.00%
COLM (Columbia)	57.78	-8.36%	+4.89%
DECK (Deckers)	93.56	-6.84%	-9.75%
VFC (VF Corp)	16.68	-12.12%	-7.75%
XLY (Cons. Disc.)	116.53	-3.05%	-2.42%
SPY (S&P; 500)	739.41	+0.22%	+8.72%

Note: 1W = May 8 -> May 15; YTD = Dec 31 -> May 15. Market data: price aggregation. Returns: Artiga calculations.

## Section summary

Week 20 (May 11 - May 17, 2026) - Curation: Artiga Partners

### Product & Innovation

**LOWA - brand reset.** New identity designed for international growth, with trail running positioned as a strategic pillar.

Source: Lowa press materials (primary), May 2026.

**NOTAPE - tapeless zipper construction.** Presented tape-free zipper construction at European Outdoor Week.

Source: NOTAPE materials (primary), May 2026.

### Trade & Ecosystem

**European Outdoor Week - trade platform phase.** OUTDOOR trade platform phase in Riva del Garda (May 17-19).

Source: European Outdoor Week official materials (primary), May 2026.

**Apollo - Emerald + Questex go-private.** Apollo-managed funds agreed to acquire Emerald and Questex and combine them into a scaled B2B events platform.

Source: Apollo press release (primary), May 11, 2026.

### Companies & Executives

**GoPro - strategic alternatives review.** Board initiated a strategic review that includes a potential sale or merger.

Source: GoPro press releases (primary), May 2026.

## Earnings, Economy & Markets

**On Holding.** Record Q1 sales and profitability supported an increase to its 2026 profitability outlook.

Source: On Holding Q1 2026 results (primary), May 2026.

**Wolverine Worldwide.** Q1 results reflected continued momentum at Merrell and Saucony, with improved margin expectations.

Source: Wolverine Worldwide Q1 2026 results (primary), May 2026.

**Yeti.** Sales increased with international expansion; tariffs remained a headwind.

Source: YETI Q1 2026 results (primary), May 2026.

**GoPro.** Weak Q1 results followed by a strategic alternatives review, including a potential sale or merger.

Source: GoPro press releases (primary), May 2026.

**Macro and markets.** In the Artiga watchlist (close May 15), SPY was +0.22% 1W (+8.72% YTD).

Source: market price aggregation; Artiga calculations.

### Next dates to watch

Date	Item
May 17-19, 2026	European Outdoor Week - OUTDOOR trade platform, Riva del Garda.
May 19, 2026	Amer Sports - Q1 2026 earnings call.
Jun 16-18, 2026	Switchback Spring - New Orleans, LA.
Aug 19-21, 2026	Outdoor Retailer - Minneapolis show.

### Sources consulted (selection)

European Outdoor Week | Apollo | Lowa | NOTAPE | On Holding | Wolverine Worldwide | YETI | GoPro | market price aggregation