

# Outdoor Industry Weekly Brief

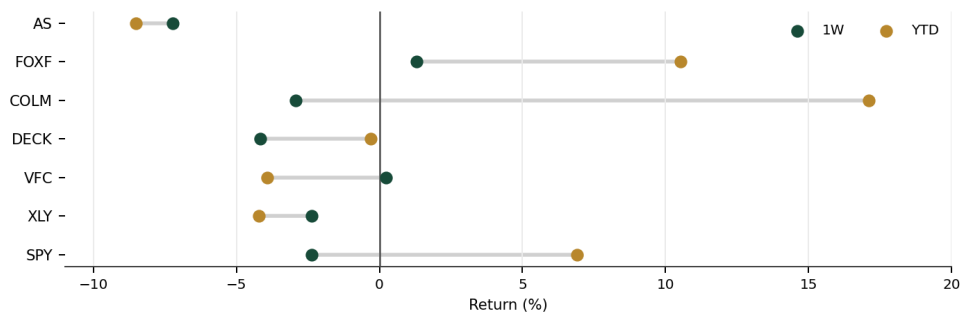
June 29, 2026 | Week 26 (June 22 - June 28, 2026)

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>Participation</b>	OIA reported another record U.S. outdoor base for 2025, while core participation and activity frequency softened.	OIA; Outdoor Foundation
<b>Product / circularity</b>	adidas entered certified safety footwear with ADIDAS PRO WORK; Circulose added new partners to its recycled-fiber platform.	adidas; Circulose
<b>Events</b>	Switchback Spring drew 1,262 attendees and 235 brands in New Orleans, confirming momentum while retailer density remains the key test.	Switchback
<b>Corporate</b>	Compass Diversified reached a Lugano settlement framework; Eurobike appointed Matthias Pietsch as show director ahead of a strategic reset.	CoDi; Eurobike

## Market - snapshot (weekly + YTD; close June 26, 2026)



Asset	Close	1W	YTD
AS (Amer Sports)	34.17	-7.22%	-8.51%
FOXF (Fox Factory)	18.91	+1.29%	+10.52%
COLM (Columbia)	64.51	-2.93%	+17.10%
DECK (Deckers)	104.56	-4.17%	-0.31%
VFC (VF Corp)	17.37	+0.23%	-3.92%
XLY (Cons. Disc.)	114.37	-2.38%	-4.22%
SPY (S&P; 500)	728.99	-2.38%	+6.90%

Note: 1W = June 19 -> June 26; YTD = Dec 31 -> June 26 (chained). Market data: finance-feed previous close / price aggregation. Returns: Artiga calculations.

## Section summary

Week 26 (June 22 - June 28, 2026) - Curation: Artiga Partners

### Product & Innovation

**adidas - sport DNA moves into certified work footwear.** ADIDAS PRO WORK marks adidas' first move into personal protective equipment, with a European launch planned for August across certified safety footwear built around comfort, protection and recognizable brand language.

Source: adidas and GLO Brands product announcement, June 22, 2026.

**Circulose - recycled fiber platform broadens commercial rollout.** The Swedish textile-recycling platform added four new brand partners, signaling that next-generation circular materials are moving from sustainability story to sourcing option for larger apparel pipelines.

Source: Circulose partner announcement, June 2026.

### Trade & Ecosystem

**Switchback Spring - national show gains scale, still tests specialty reach.** The second New Orleans edition drew 1,262 attendees from 46 states and 16 countries, with 235 brands across 40,000 square feet and a program anchored by retail education, policy and participation data.

Source: Switchback Spring post-event release, June 23, 2026.

**Outdoor participation - record base, conversion challenge.** OIA's latest participation summary points to a record 183.2 million U.S. outdoor participants in 2025, but the strategic question is how to convert a wider base into deeper, more frequent engagement.

Source: Outdoor Industry Association / Outdoor Foundation 2025 Participation Trends materials, June 2026.

### Companies & Executives

**Compass Diversified - Lugano settlement reduces portfolio noise.** CODI entered a settlement and plan-support agreement connected to Lugano's Chapter 11 liquidation, creating a framework for recoveries and allowing management to refocus on portfolio priorities including Boa and PrimaLoft.

Source: Compass Diversified release, June 24, 2026.

**Eurobike - leadership change before format reset.** Fairnamic appointed Matthias Pietsch as Eurobike show director, adding a cycling-event operator as the fair prepares for a contested European calendar and a move to September 1-3 in 2027.

Source: Eurobike / Fairnamic announcement, June 24, 2026.

## Earnings, Economy & Markets

**American Outdoor Brands.** FY2026 net sales declined 14.3% to \$190.5 million, but the company said sales were down 5.4% after adjusting for \$10.0 million of retailer orders pulled into FY2025. FY2027 guidance calls for \$200-\$210 million in net sales.

Source: American Outdoor Brands FY2026 results, June 25, 2026.

**ALUULA Composites.** The materials company reported record Q2 revenue of more than CAD 3.0 million, up 94%, with gross margin of 44% and continued traction in Performance Outdoor plus emerging commercial-industrial applications.

Source: ALUULA Composites Q2 2026 results, June 24, 2026.

**Nike watchpoint.** Nike scheduled Q4 FY2026 results for June 30 after market close. Analyst attention remains on forward guidance, China, EMEA and the pace of the brand reset.

Source: NIKE investor announcement, May 28, 2026.

**Markets.** In the Artiga watchlist (close June 26), SPY was -2.38% 1W (+6.90% YTD). Outdoor-exposed names were mixed: AS fell -7.22% 1W, while FOXF rose +1.29% and VFC was nearly flat.

Source: finance-feed previous close / price aggregation; Artiga calculations.

## Next dates to watch

Date	Item
Jun 30, 2026	NIKE - Q4 and FY2026 results after market close.
Jul 3, 2026	U.S. Independence Day market / media holiday schedule.
Aug 19-21, 2026	Outdoor Retailer - Minneapolis show.
May 22-24, 2027	Switchback Spring - New Orleans return.

## Sources consulted (selection)

Outdoor Industry Association | Outdoor Foundation | Switchback | adidas / GLO Brands | Circulose | ALUULA Composites | American Outdoor Brands | Compass Diversified | Eurobike / Fairnamic | NIKE | market price aggregation