

Outdoor Industry Weekly Brief

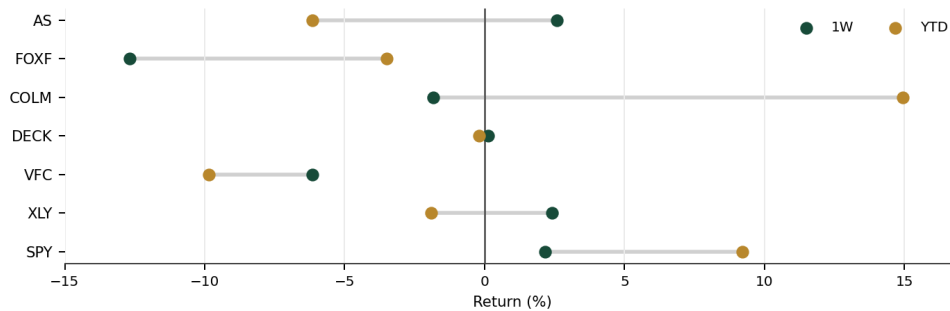
July 6, 2026 | Week 27 (June 29 - July 5, 2026)

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
Product	Salomon expanded repair for apparel and bags across Europe; Suunto and Odlo used heritage campaigns to reconnect product innovation with brand memory.	Salomon; Suunto; Odlo
Cycling	Brompton added Decathlon Pulse and BA Capital as strategic investors; Rebirth outlined a French-made Peugeot Cycles revival plan.	Brompton; Peugeot/Rebirth
Earnings	La Sportiva held 2025 sales at EUR 213m and committed more than EUR 20m to infrastructure; Decathlon Spain grew profit and GMV.	La Sportiva; Decathlon Spain
Sustainability	Amer Sports, AKU, Reju and Cascale all pushed lifecycle, PFAS-free materials, textile recycling and supplier-data themes higher on the agenda.	Amer Sports; AKU; Reju

Market - snapshot (weekly + YTD; close July 2, 2026)



Asset	Close	1W	YTD
AS (Amer Sports)	35.05	+2.58%	-6.15%
FOXF (Fox Factory)	16.51	-12.69%	-3.51%
COLM (Columbia)	63.32	-1.84%	+14.94%
DECK (Deckers)	104.69	+0.12%	-0.19%
VFC (VF Corp)	16.30	-6.16%	-9.84%
XLY (Cons. Disc.)	117.12	+2.40%	-1.92%
SPY (S&P; 500)	744.78	+2.17%	+9.22%

Note: 1W = June 26 -> July 2; YTD = Dec 31 -> July 2 (chained). U.S. markets were closed July 3. Market data: price aggregation. Returns: Artiga calculations.

Section summary

Week 27 (June 29 - July 5, 2026) - Curation: Artiga Partners

Product & Innovation

Salomon - repair becomes a mainstream product service. The brand expanded apparel and bag repair beyond France into the UK, Germany, Spain, Italy and the Netherlands. The signal is not just circularity: repair is becoming part of product experience, warranty perception and post-purchase loyalty.

Source: Salomon / Amer Sports repair announcement, June 2026.

Suunto and Odlo - heritage as product positioning. Suunto marked 90 years with a traveling archive exhibition, while Odlo launched an 80-year heritage campaign. Both point to a broader premium-brand tactic: using technical archives to reinforce credibility in crowded performance categories.

Source: Suunto and Odlo brand announcements, July 2026.

Trade & Ecosystem

Brompton - strategic capital without identity reset. Decathlon Pulse and BA Capital acquired minority stakes, bringing retail, innovation and China-market expertise while Brompton emphasized independence and its handcrafted-in-London positioning.

Source: Brompton company announcement, June 30, 2026.

Rebirth / Peugeot Cycles - industrial revival in European mobility. Rebirth plans to relaunch Peugeot Cycles with local production at Romilly-sur-Seine and a new product range starting late 2026 and early 2027. The story fits a wider regional-manufacturing and brand-heritage cycle in European bikes.

Source: Peugeot / Rebirth announcement, June 2026.

Companies & Executives

Accell - ownership question moves forward. Dutech Holdings filed for merger approval, potentially moving Accell toward another ownership phase after a difficult bicycle-market downturn and restructuring period.

Source: Accell / regulatory filing coverage, July 2026.

Maier Sports - clearer leadership under Schwan-Stabilo. Simone Mayer became sole Managing Director, giving Maier Sports and cycling apparel brand Gonso a more direct leadership structure as the outdoor apparel market remains promotional and competitive.

Source: Schwan-Stabilo / Maier Sports company announcement, July 2026.

Earnings, Economy & Markets

La Sportiva. Reported 2025 revenue of EUR 213m and announced more than EUR 20m in investments tied to headquarters expansion, employee welfare and long-term innovation. The message is confidence despite softer outdoor demand.

Source: La Sportiva company statement, July 2026.

Decathlon Spain. Reported 2025 net profit of EUR 84m (+17.37%), EBITDA of EUR 148m (+29.56%) and GMV of EUR 2.342bn (+8.1%), supported by store modernization, marketplace growth and value-focused pricing.

Source: Decathlon Spain 2025 results release, June 30, 2026.

Sustainability and circularity. Amer Sports published progress across climate, circularity and supply-chain governance; Reju opened its first North American R&D; center; Salomon and AKU moved repair and PFAS-free material targets closer to operating practice.

Source: Amer Sports Sustainability Report 2025; Reju; Salomon; AKU.

Markets. In a holiday-shortened week, SPY gained +2.17% (YTD +9.22%). Outdoor-exposed names were mixed: AS rose +2.58%, while FOXF fell -12.69% and VFC declined -6.16%.

Source: market price aggregation; Artiga calculations.

Next dates to watch

Date	Item
Jul 2026	Salomon repair rollout continues across six European markets.
Aug 19-21, 2026	Outdoor Retailer - Minneapolis, MN.
Dec 1-3, 2026	Switchback at TRE - San Antonio, TX.
May 22-24, 2027	Switchback Spring returns to New Orleans, LA.

Sources consulted (selection)

La Sportiva | Decathlon Spain | Brompton | Peugeot / Rebirth | Salomon / Amer Sports | Reju | AKU | Suunto | Odlo | Schwan-Stabilo | Outdoor Retailer | Switchback | market price aggregation