

Outdoor Industry Weekly Brief

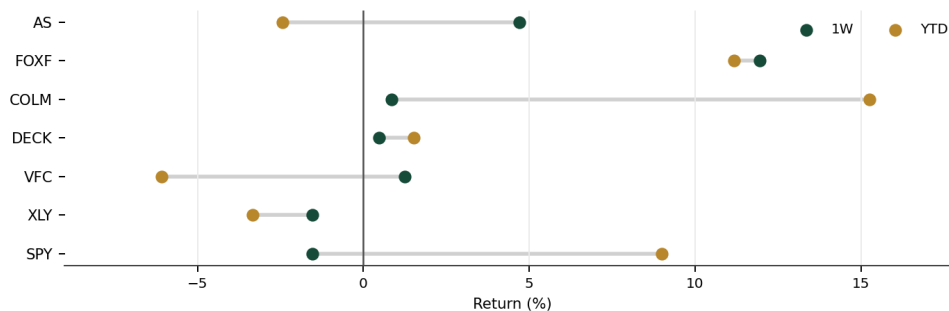
July 20, 2026 | Week 29 (July 13 - July 19, 2026)

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
Materials	On scaled CleanCloud EVA into the Cloud X 5, moving captured-carbon foam from pilot to million-pair commercial volume.	On
Product / BTS	Circana points to running-inspired, low-profile and Mary Jane-inspired sneakers as key back-to-school footwear signals amid strong price sensitivity.	Circana
Earnings	Mips Q2 net sales rose 72%, with Sports, Motorcycle and Safety all expanding; Xtep and ANTA both showed slower China retail momentum.	Mips; Xtep; ANTA
Corporate	STAHLs added Siser in heat-transfer materials, while Topgolf launched a media network around its owned venues and first-party audience data.	STAHLs; Topgolf

Market - snapshot (weekly + YTD; close July 17, 2026)



Asset	Close	1W	YTD
AS (Amer Sports)	36.44	+4.71%	-2.43%
FOXF (Fox Factory)	19.02	+11.95%	+11.16%
COLM (Columbia)	63.50	+0.84%	+15.26%
DECK (Deckers)	106.49	+0.47%	+1.53%
VFC (VF Corp)	16.98	+1.25%	-6.08%
XLY (Cons. Disc.)	115.44	-1.54%	-3.33%
SPY (S&P; 500)	743.29	-1.54%	+9.00%

Note: 1W = July 10 -> July 17; YTD = Dec 31 -> July 17 (chained). Market data: price aggregation. Returns: Artiga calculations.

Section summary

Week 29 (July 13 - July 19, 2026) - Curation: Artiga Partners

Product & Innovation

On - captured-carbon EVA reaches commercial scale. The Cloud X 5 launch turns CleanCloud from a concept story into a supply-chain execution story: captured CO2, renewable hydrogen, e-naphtha and standard EVA processing are now being applied at more than one million pairs.

Source: On product / innovation release, July 16, 2026.

Teva - athlete-led trail shoe broadens the brand architecture. Deckers-owned Teva introduced the Fall 2026 line led by Trailpeak, a \$160 trail running shoe co-created with its Bureau of Adventure athletes, alongside updates to Aventura, Hurricane, ReEmber and lifestyle franchises.

Source: Deckers Brands / Teva Fall 2026 collection release, July 15, 2026.

Trade & Ecosystem

Back-to-school footwear - sneakers remain the commercial anchor. Circana reports 57% of consumers are concerned about apparel and footwear price increases, while July-August represents roughly 20% of annual kids sneaker sales; versatility, value and low-profile silhouettes matter.

Source: Circana back-to-school consumer survey, July 16, 2026.

European sourcing calendar - textile trade platforms stay active. Texworld Apparel Sourcing Paris will bring more than 1,000 exhibitors to Le Bourget at the end of August, while Prowinter is expanding its winter/outdoor retail-rental platform in Bolzano for 2027.

Source: Messe Frankfurt / Texworld Paris and Fiera Bolzano / Prowinter materials, July 2026.

Companies & Executives

STAHL S - decoration materials consolidation. STAHL S brought Siser into its family of companies, combining heat-transfer vinyl, decoration technologies, equipment and customer education while keeping the Siser brand operating stand-alone.

Source: STAHL S announcement, July 15, 2026.

LOWA - operations leadership added for expansion. Giuseppe De Biasi was appointed General Manager Operations, adding international retail and transformation experience as the footwear specialist builds on record 2025 results and global expansion plans.

Source: LOWA press release, July 13, 2026.

Earnings, Economy & Markets

Mips. Q2 net sales increased 72% to SEK 232m, organic growth was 42%, adjusted operating margin reached 46.7%, and all helmet categories grew; Koroyd added scale across Sports and Safety.

Source: Mips Q2 2026 interim report, July 16, 2026.

Xtep / Saucony. Xtep reported a mid-single-digit decline for the Xtep brand in Q2 Mainland China retail sell-through, while Saucony delivered low-single-digit growth after a period of faster expansion.

Source: Xtep operational update for Q2 and H1 2026, July 17, 2026.

ANTA / FILA. ANTA and FILA each posted low-single-digit Q2 retail sales growth in China, while all other brands grew substantially faster, reinforcing a more uneven Chinese sportswear market.

Source: ANTA Sports operational update for Q2 and H1 2026, July 2026.

Topgolf. Topgolf launched Topgolf Media Networks, creating a sponsorship, media and licensing platform built around more than 42 million annual guests, 100+ venues and 28,000+ digital screens.

Source: Topgolf press release, July 16, 2026.

Markets. In the Artiga watchlist (close July 17), SPY was -1.54% 1W (+9.00% YTD). Outdoor-exposed names were mixed: FOXF rebounded +11.95% 1W, while XLY slipped -1.54%.

Source: market price aggregation; Artiga calculations.

Next dates to watch

Date	Item
Jul 21, 2026	Genesco - 2026 Annual Meeting of Shareholders.
Aug 19-21, 2026	Outdoor Retailer - Minneapolis show.
Aug 31-Sep 2, 2026	Texworld Apparel Sourcing Paris - Le Bourget.
May 8-13, 2027	European Outdoor Week - Riva del Garda.

Sources consulted (selection)

On | Deckers Brands / Teva | Circana | Mips | Xtep International | ANTA Sports | STAHL | Topgolf | LOWA | Texworld Paris | Prowinter | market price aggregation