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The UK Outdoor
Report 2008

A Profile publication

Contents pages, tables and Introduction

February 2008

CONTENTS

PAGE NO

TABLE		PAGE

Introduction

Defining the UK 'outdoor' market is extremely difficult owing to its fragmented nature – there are no clear boundaries on where it starts or stops, or what is or isn't included, figures therefore differ from source to source. Most people however, agree the central core of the outdoor industry essentially revolves around three specific activities namely 'walking, climbing/ mountaineering and camping.

Walking is a natural recreational exercise, promoting physical fitness that is both economical and convenient. It is also the common dominator linking associate activities including hiking (defined as a long walk) and trekking (defined as a journey, including at least one overnight stay). It is also associated with climbing and mountaineering.
The outdoor sector has benefited over the past decade from increased participation. This has come from a more causal approach to outdoor activities, such as skiing, canoeing, mountain biking and more recently scrambling and adventure racing have also been included, the latter introducing a younger generation to the benefits of the outdoors.
Today people want to get away from their urban environment and the outdoors offers the ideal solution.

The UK outdoor market is undergoing massive change. It is currently being pulled in two directions. Recent acquisition activity is fuelling market consolidation. At the same time growth is coming from new consumers and a wider product pool driven by the popularity of outdoor inspired or so called 'urban outdoor' products.

The Profile UK Outdoor Report offers a unique combination of up to the minute statistical analysis based on retailer and manufacturer's surveys combined with individual product sector analysis gathered over the past five+ years.

The report identifies the value of the outdoor sector through its core product areas and associated sub sectors including: Clothing (waterproof, fleece, base and travel apparel), footwear and equipment (rucsacs, sleeping bags, tents and hardware).

There is also a full brand-by-brand analysis of the top 20 suppliers by turnover, current trends, strengths and weaknesses etc together with a profile of the top 15 retailers, number of stores, turnover, employees etc.

Peter Luscombe
Editor