

Outdoor Enthusiasts - US - February 2015

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“The outdoor recreation market has remained stable over the past several years with about half of Americans aged six and older participating in outdoor activities. However, participants are engaging in these activities infrequently, spending most of their leisure time watching TV or on the computer.”

– Dana Spencer, Research Analyst – Lifestyles & Leisure

This report looks at the following areas:

- How can outdoor marketers increase frequency of participation?
- How will participation rates for popular activities shift?
- How can the participation gap between men and women be bridged?

Although there are outdoor enthusiasts of all ages, young men and consumers with high household incomes make up the core demographic. The majority of outdoor recreation spending comes from travel-related expenses, as opposed to gear and equipment purchases. Most outdoor enthusiasts currently own the basic equipment they need to participate in their chosen activities, making it necessary for outdoor gear and apparel brands to rely on innovation and technology to drive new purchases.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Scope and Themes

- What you need to know
- Definition
- Data sources
- Consumer survey data
- Consumer qualitative research
- Direct marketing creative
- Abbreviations and terms
- Abbreviations
- Terms

Executive Summary

The market

Almost half of Americans enjoy outdoor activities

Figure 1: Outdoor activity participation rates, 2006-13

Travel spending drives outdoor recreation market

Figure 2: Outdoor recreation spending, 2012

Household income positively correlated with participation

Figure 3: Outdoor activities participation in the last 12 months, by household income, August 2013-September 2014

Outdoor gear and apparel brands

Innovations and innovators

Marketing strategies

The consumer

Young men are the most likely to identify as outdoor enthusiasts

Figure 4: Self-identified outdoor enthusiasts, by gender and age, November 2014

Participation gap between men and women

Figure 5: Frequency of participation in outdoor activities (nets), by gender, November 2014

Fishing and camping are the most popular outdoor activities

Figure 6: Outdoor activities participated in most often, November 2014

Outdoor activities are enjoyed with others

Figure 7: Companions for outdoor activities, November 2014

Simple lack of interest is most likely barrier to participation

Figure 8: Top reasons for not participating more often, by gender, November 2014

Enthusiasts likely to own basic outdoor equipment

Figure 9: Equipment ownership, November 2014

Hispanics are likely outdoor enthusiasts

Figure 10: Self-identified outdoor enthusiasts, by Hispanic origin, November 2014

What we think

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Issues and Insights

How can outdoor marketers increase frequency of participation?

The issues

The implications

How will participation rates for popular activities shift?

The issues

The implications

How can the participation gap between men and women be bridged?

The issues

The implications

Trend Application

Trend: Switch Off

Trend: Locavore

Trend: Second Skin

The Market

Key points

Almost half of Americans participate in outdoor activities

Figure 11: Outdoor activity participation rates, 2006-13

Spending on outdoor recreation totals \$646 billion

Figure 12: Annual spending on outdoor recreation by category, in billions of dollars, 2012

Travel drives outdoor recreation spending

Figure 13: Outdoor recreation spending

Participation in most outdoor activities is stable

Figure 14: Sports participation in the last 12 months, July 2007-September 2014

Participation in outdoor activities expected to increase through 2030

Figure 15: Projected percentage change in per capita participation by activity group 2008-30

Short-term climate variances drive industry-specific growth

Outdoor recreation most popular with Whites

Figure 16: Distribution, by race/Hispanic origin (non-white) ages 6+, 2014

High household income groups drive market

Figure 17: Sports participation in the last 12 months, by household income, August 2013-September 2014

National Park visitation up, but overnight stays down

Outdoor Gear and Apparel Brands

Key points

The North Face

Columbia Sportswear Company

Figure 18: Columbia sales by category, figures in millions, 2011-13

Mountain Hardwear

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Figure 19: Columbia, net sales by brand, 2012-13

Patagonia
Marmot
Company overview

Leading Retailers

REI
Cabela's
Figure 20: Cabela's total annual revenue, in millions, 2010-13
Bass Pro Shops
DICK'S Sporting Goods
Figure 21: Estimated US Sporting Goods Market Share, 2013

Innovations and Innovators

Patagonia Provisions
The SunBell
Figure 22: SunBell Solar Lamp and Phone Charger
InStove
Figure 23: InStove 60 and 100 Liter Institutional Cookstoves
GoPro
Figure 24: GoPro Camera Video, January 2015
National Parks 2016 Centennial
The Kammok Thylacine
Icebreaker Cool-Lite

Marketing Strategies

Overview
Brand values
Credibility
Inspiration
The company origin story
Figure 25: The North Face website, February 2014
Visual identity
Figure 26: Patagonia email, January 2014
Figure 27: The North Face Instagram profile, February 2014
Case studies
The North Face: See For Yourself
Overview
Figure 28: The North Face "See For Yourself" video, December 2014
Figure 29: The North Face See For Yourself Cab video, December 2014
Implications

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Patagonia: Worn Wear

Overview

Implications

Mountain Hardwear: Days You Remember

Overview

Figure 30: Mountain Hardwear, Days You Remember: Horizons video, December 2014

Implications

Brand personification

Figure 31: Outdoor gear and apparel brand logos

Attributes discussed

Gender

Age

Race and marital status

Profession

Personality

Prospective friend

Social Media – Outdoor Gear and Apparel Brands

Key points

Market overview

Key social media metrics

Figure 32: Key performance indicators, selected outdoor brands, Jan. 5, 2014-Jan. 4, 2015

Brand usage and awareness

Figure 33: Brand usage and awareness of outdoor brands, November 2014

Interaction with brands

Marmot and Mountain Hardware has low awareness but high social media engagement

Outdoor enthusiasts are looking to share online

Figure 34: Interaction with outdoor brands, November 2014

Leading online campaigns

Experiential marketing

Interactive timeline

Social media for social good

Loyalty programs

What we think

Online conversations

Figure 35: Online mentions, selected outdoor retailer brands, Jan. 5, 2014-Jan. 4, 2015

What are people talking about online?

Figure 36: Mentions by topic of conversation, selected outdoor brands, Jan. 5, 2014-Jan. 4, 2015

The Outdoor Enthusiast

Key points

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Self-identified outdoor enthusiasts likely to be young men

Figure 37: Self-identified outdoor enthusiasts, by gender and age, November 2014

Figure 38: Frequency of exercise, by age, August 2013-September 2014

Outdoor enthusiasts more likely to have high household income

Figure 39: Self-identified outdoor enthusiasts, by household income, November 2014

More than half participate at least occasionally

Figure 40: Frequency of participation in outdoor activities, November 2014

Some don't identify as enthusiasts, but participate in outdoor activities

Figure 41: Any participation in outdoor activities in the last 12 months, by outdoor enthusiasts and non-enthusiasts, November 2014

Women participate less frequently

Figure 42: Frequency of participation in outdoor activities (nets), by gender, November 2014

Popular Outdoor Activities

Key points

Fishing and camping rank as popular outdoor activities

Figure 43: Outdoor activities participated in most often, November 2014

Figure 44: Outdoor activities participated in most often, by self-identified outdoor enthusiast, November 2014

Women more likely to participate in water activities

Figure 45: Outdoor activities participated in most often, by gender, November 2014

Lower-income households more likely to camp

Figure 46: Participation in camping – most often, by household income, November 2014

Outdoor Activity Companions, Opinions, and Attitudes

Key points

Outdoor activities are most often enjoyed with others

Figure 47: Companions for outdoor activities, November 2014

Men more likely to participate in outdoor activities alone

Figure 48: Companions for outdoor activities, by gender, November 2014

Outdoor activities help provide an escape from technology

Figure 49: Opinions about outdoor activities, by gender, November 2014

Figure 50: Attitudes about outdoor activities – Technology, November 2014

Many experience nature through outdoor activities

Fitness is an important motivator

Figure 51: Attitudes about outdoor activities, by gender, November 2014

Vacation outdoor activities

Figure 52: Vacation activities, by gender, August 2013-September 2014

Barriers to Participation

Key points

Men and women report similar barriers to participation

Figure 53: top reasons for not participating more often, by gender, November 2014

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Respondents aged 18-44 lack the time to participate

Proximity to nature not a primary limiter

Figure 54: Percentage of Americans living in urban areas, 1970-2010

Figure 55: Reasons for not participating more often, by age, November 2014

Outdoor Gear and Apparel Ownership

Key points

Women invest in safety equipment

Figure 56: Equipment ownership, November 2014

18-34s looking to purchase equipment

Figure 57: Plans to purchase equipment, by gender and age, November 2014

Active outdoorsmen drive specialty equipment sales

Figure 58: Equipment ownership, by repertoire of participation in outdoor activities, November 2014

Parents planning to purchase equipment

Figure 59: Plans to purchase equipment, by presence of children in household, November 2014

Awareness of Outdoor Gear and Apparel Brands

Key points

The North Face leads other brands in awareness

Figure 60: Outdoor Brand engagement/purchasing in the last 12 months, by gender, November 2014

"Athleisure" wear could be cross-over opportunity for brands

Figure 61: Nike website, Sportswear shoes category, January 2015

Purchasing positively correlated with household income

Figure 62: Outdoor Brand engagement/purchasing in the last 12 months, by household income, November 2014

Higher brand awareness for households with children

Figure 63: Brand awareness, by presence of children in household, November 2014

The Impact of Race and Hispanic Origin

Key points

The majority of Hispanics identify as outdoor enthusiasts

Figure 64: Self-identified outdoor enthusiasts, by Hispanic origin, November 2014

Black respondents pursue fishing and trail running

Figure 65: Outdoor activities participated in most often, by race, November 2014

Blacks more likely to participate in outdoor activities alone

Figure 66: Companions for outdoor activities, by race, November 2014

Figure 67: Opinions about outdoor activities, by race/Hispanic origin, November 2014

Hispanics more likely to own camping equipment

Figure 68: Equipment ownership, by race/Hispanic origin, November 2014

Hispanics and Blacks more aware of The North Face Brand

Figure 69: Brand awareness, by race/Hispanic origin, November 2014

Cluster Analysis

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Factor descriptions

Outdoor Enthusiast clusters

Figure 70: Outdoor Enthusiast clusters, November 2014

Tech Savvy Enthusiast

Demographics

Characteristics

Opportunity

Nature Lover

Demographics

Characteristics

Opportunity

Fitness Fanatic

Demographics

Characteristics

Opportunity

Reluctant Outdoorsman

Demographics

Characteristics

Opportunity

Cluster characteristic tables

Figure 71: Companions for outdoor activities, by Outdoor Enthusiast clusters, November 2014

Figure 72: Opinions about outdoor activities, by Outdoor Enthusiast clusters, November 2014

Figure 73: Self-identified outdoor enthusiasts, by Outdoor Enthusiast clusters, November 2014

Figure 74: Frequency of participation in outdoor activities (nets), by Outdoor Enthusiast clusters, November 2014

Figure 75: Outdoor activities participated in most often, by Outdoor Enthusiast clusters, November 2014

Figure 76: Attitudes about outdoor activities, by Outdoor Enthusiast clusters, November 2014

Figure 77: Equipment ownership, by Outdoor Enthusiast clusters, November 2014

Figure 78: Plans to purchase equipment, by Outdoor Enthusiast clusters, November 2014

Figure 79: Brand awareness, by Outdoor Enthusiast clusters, November 2014

Cluster demographic tables

Figure 80: Outdoor Enthusiast clusters, by demographics, November 2014

Cluster methodology

Appendix – Other Useful Consumer Tables

Outdoor enthusiast identification

Figure 81: Self-identified outdoor enthusiasts, by demographics, November 2014

Figure 82: Self-identified outdoor enthusiasts, by race/Hispanic origin, November 2014

Figure 83: Self-identified outdoor enthusiasts, by household income, November 2014

Figure 84: Self-identified outdoor enthusiasts, by demographics, November 2014

Figure 85: Self-identified outdoor enthusiasts, by millennial moms and dads, November 2014

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Outdoor activities participation

- Figure 86: Frequency of participation in outdoor activities, November 2014
- Figure 87: Frequency of participation in outdoor activities (nets), by gender, November 2014
- Figure 88: Frequency of participation in outdoor activities (nets), by age, November 2014
- Figure 89: Frequency of participation in outdoor activities (nets), by race/Hispanic origin, November 2014
- Figure 90: Frequency of participation in outdoor activities (nets), by household income, November 2014
- Figure 91: Frequency of participation in outdoor activities (nets), by presence of children and age in household, November 2014
- Figure 92: Frequency of participation in outdoor activities (nets), by household size, November 2014
- Figure 93: Frequency of participation in outdoor activities (nets), by millennial moms and dads, November 2014
- Figure 94: Frequency of participation in outdoor activities (nets), by self-identified outdoor enthusiast, November 2014

Outdoor Enthusiast Identification and Behavior

- Figure 95: Self-identified outdoor enthusiasts by participation frequency, November 2014
- Figure 96: Self-identified outdoor enthusiasts by participation frequency, by demographics, November 2014
- Figure 97: Self-identified outdoor enthusiasts by participation frequency, by race/Hispanic origin, November 2014
- Figure 98: Self-identified outdoor enthusiasts by participation frequency, by millennial moms and dads, November 2014

Activities participated in most often

- Figure 99: Outdoor activities participated in most often, November 2014
- Figure 100: Outdoor activities participated in most often, by age, November 2014
- Figure 101: Outdoor activities participated in most often, by gender and age, November 2014
- Figure 102: Outdoor activities participated in most often, by race/Hispanic origin, November 2014
- Figure 103: Outdoor activities participated in most often, by household income, November 2014
- Figure 104: Outdoor activities participated in most often, by presence of children and age in household, November 2014
- Figure 105: Outdoor activities participated in most often, by companionship, November 2014

Companions for outdoor activities

- Figure 106: Companions for outdoor activities, November 2014
- Figure 107: Companions for outdoor activities, by age, November 2014
- Figure 108: Companions for outdoor activities, by race/Hispanic origin, November 2014
- Figure 109: Companions for outdoor activities, by household income, November 2014

Opinions about outdoor activities

- Figure 110: Opinions about outdoor activities, November 2014
- Figure 111: Opinions about outdoor activities, by age, November 2014
- Figure 112: Opinions about outdoor activities, by household income, November 2014
- Figure 113: Opinions about outdoor activities, by self-identified outdoor enthusiast, November 2014
- Figure 114: Opinions about outdoor activities, by companionship, November 2014

Barriers to participation

- Figure 115: Reasons for not participating more often, November 2014
- Figure 116: Reasons for not participating more often, by gender, November 2014
- Figure 117: Reasons for not participating more often, by gender and age, November 2014
- Figure 118: Reasons for not participating more often, by race/Hispanic origin, November 2014

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Figure 119: Reasons for not participating more often, by household income, November 2014

Attitudes about outdoor activities

Figure 120: Attitudes about outdoor activities, November 2014

Figure 121: Attitudes about outdoor activities, by age, November 2014

Figure 122: Attitudes about outdoor activities, by race/Hispanic origin, November 2014

Figure 123: Attitudes about outdoor activities, by household income, November 2014

Figure 124: Attitudes about outdoor activities, by presence of children and age in household, November 2014

Figure 125: Attitudes about outdoor activities, by companionship, November 2014

Figure 126: Attitudes about outdoor activities, by repertoire of participation in outdoor activities, November 2014

Equipment ownership

Figure 127: Equipment ownership, November 2014

Figure 128: Equipment ownership, by gender, November 2014

Figure 129: Equipment ownership, by age, November 2014

Figure 130: Equipment ownership, by gender and age, November 2014

Figure 131: Equipment ownership, by household income, November 2014

Figure 132: Equipment ownership, by millennial moms and dads, November 2014

Figure 133: Equipment ownership, by companionship, November 2014

Figure 134: Plans to purchase equipment, by race/Hispanic origin, November 2014

Figure 135: Plans to purchase equipment, by household income, November 2014

Figure 136: Plans to purchase equipment, by presence of children in household, November 2014

Figure 137: Plans to purchase equipment, by presence of children and age in household, November 2014

Figure 138: Plans to purchase equipment, by millennial moms and dads, November 2014

Figure 139: Plans to purchase equipment, by repertoire of participation in outdoor activities, November 2014

Appendix – Social Media

Key brand metrics

Figure 140: Key social media indicators of selected outdoor brands, January 2015

Online conversations

Figure 141: Online mentions, selected outdoor brands, Jan. 5, 2014-Jan. 4, 2015

Brand usage or awareness

Figure 142: Outdoor brand usage or awareness, November 2014

Figure 143: Columbia usage or awareness, by demographics, November 2014

Figure 144: Marmot usage or awareness, by demographics, November 2014

Figure 145: Mountain Hardwear usage or awareness, by demographics, November 2014

Figure 146: Patagonia usage or awareness, by demographics, November 2014

Figure 147: REI usage or awareness, by demographics, November 2014

Figure 148: The North Face usage or awareness, by demographics, November 2014

Activities done

Figure 149: Activities done, November 2014

Figure 150: Columbia – Activities done – I have looked up/talked about this brand online on social media, by demographics, November 2014

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Figure 151: Columbia – Activities done – I have contacted/interacted with the brand online on social media to, by demographics, November 2014

Figure 152: Columbia – Activities done – I follow/like the brand on social media because, by demographics, November 2014

Figure 153: Columbia – Activities done – I have researched the brand on social media to, by demographics, November 2014

Figure 154: Marmot – Activities done – I have looked up/talked about this brand online on social media, by demographics, November 2014

Figure 155: Marmot – Activities done – I have contacted/interacted with the brand online on social media to, by demographics, November 2014

Figure 156: Marmot – Activities done – I follow/like the brand on social media because, by demographics, November 2014

Figure 157: Mountain Hardwear – Activities done – I have looked up/talked about this brand online on social media, by demographics, November 2014

Figure 158: Mountain Hardwear – Activities done – I have contacted/interacted with the brand online on social media to, by demographics, November 2014

Figure 159: Mountain Hardwear – Activities done – I follow/like the brand on social media because, by demographics, November 2014

Figure 160: Patagonia – Activities done – I have looked up/talked about this brand online on social media, by demographics, November 2014

Figure 161: Patagonia – Activities done – I have contacted/interacted with the brand online on social media to, by demographics, November 2014

Figure 162: Patagonia – Activities done – I follow/like the brand on social media because, by demographics, November 2014

Figure 163: Patagonia – Activities done – I have researched the brand on social media to, by demographics, November 2014

Figure 164: REI – Activities done – I have looked up/talked about this brand online on social media, by demographics, November 2014

Figure 165: REI – Activities done – I have contacted/interacted with the brand online on social media to, by demographics, November 2014

Figure 166: REI – Activities done – I follow/like the brand on social media because, by demographics, November 2014

Figure 167: REI – Activities done – I have researched the brand on social media to, by demographics, November 2014

Figure 168: The North Face – Activities done – I have looked up/talked about this brand online on social media, by demographics, November 2014

Figure 169: The North Face – Activities done – I have contacted/interacted with the brand online on social media to, by demographics, November 2014

Figure 170: The North Face – Activities done – I follow/like the brand on social media because, by demographics, November 2014

Figure 171: The North Face – Activities done – I have researched the brand on social media to, by demographics, November 2014

Appendix – Trade Associations

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