

Active Outdoor Enthusiasts – US – November 2019

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This report looks at the following areas:

- Dedicated participants define activities
- Tapping into social circles for information
- Linking outdoor identity to activism
- Difficult to completely disconnect from the world

Consumers have a tendency to gravitate toward the familiar, making family, friends and even influencers important groups to break people out of their regular routines and help them adopt new activities. Even though most outdoor enthusiasts stick to only a few activities, they are growing the market through frequent participation and an invigorated sense of activism.



The outdoor recreation market is populated by a large, stable group of dedicated outdoor enthusiasts who tie their identities to their favorite outdoor activities.

– John Poelking, Leisure & Media Analyst

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