According to research presented at the last OutDoor exhibition in Friedrichshafen and published in the British OUTDOORi magazine, outdoor activities are part of a growing €560 billion recreational market and are worth €95billion in their own right. Research identified four market segments; Technical, Traditional, Active and Athletic.
The research was not sourced but after investigation we believe the figures to be authoritative.

Outdoor activities - a global €95billion market

	MARKET SIZE	GROWTH %
TECHNICAL OUTDOOR	€5b	5-7%
Activities	Climbing, Mountaineering, Backcountry skiing, Snowboarding	
Segment Size	Small and growing	
Distribution channels	Specialist outlets and Sports stores	
TRADITIONAL OUTDOOR	€25b	3-5%
Activities	Camping, Hiking, Skiing, Travel, Canoeing, Fishing	
Segment Size	Large and growing	
Distribution channels	Specialist outlets, Sports stores, Department stores mid-mass market	
ACTIVE OUTDOOR -LIFESTYLE	€15b	10-15%
Activities	Skateboarding, Snowboarding, Surfing, Bouldering and Climbing	
Segment Size	Medium and growing rapidly 10 - 25 year olds	
Distribution channels	Specialist outlets and sports stores	
ATHLETIC OUTDOOR	€50b	0-5%
Activities	Ball sports, Adventure racing, Aerobic activities	
Segment Size	Large but minimal growth	
Distribution channels	Specialist outlets and Sports stores and Department stores	



✔ DB ✔ DD