



OUTDOOR INDUSTRY[®] ASSOCIATION

TOGETHER WE ARE A FORCE.™

Health economies and healthy
communities: new opportunities in the
outdoor industry
April 5, 2017 3pm ET

Speaker s

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Outdoor Industry Association (OIA)

- National trade association of 1,200 outdoor retailers, manufacturers, suppliers and distributors
- The outdoor industry generates \$646 billion in consumer spending and supports 6.1 million American jobs
- Innovative products reaching all corners of the globe and enriching people's lives by supporting healthy and active lifestyle

OIA's Trade Program

- Diverse membership: from the largest companies in the world to small, family owned businesses
- Outdoor companies manufacture in the USA AND utilize global value chains
- Highly technical and innovative outdoor apparel, footwear and equipment designed to withstand rigors of outdoor recreation
- OIA works to ensure that U.S. federal trade policy fosters and promotes a stable and predictable environment for all outdoor industry businesses
- Ultimate goal: lower costs for outdoor businesses and their customers, new markets



Balanced Trade Agenda

The core of OIA's Trade Program

OIA seeks the elimination of trade barriers, including tariffs, on outdoor products that have no commercially viable domestic production in the US. For those products that are manufactured domestically, OIA supports federal policies that aid US manufacturers and help them transition to competition in a global economy.

THE TRUMP
ADMINISTRATION:

AN AMERICA FIRST
TRADE POLICY

A new direction on trade

President Trump will push an “American First” trade policy:

- Renegotiate North American Free Trade Agreement (NAFTA)
- Withdraw from Trans-Pacific Partnership (TPP) and focus on bi-lateral trade agreements: United Kingdom, Japan
- Threaten retaliatory tariffs on companies that offshore jobs, “unfair” trading partners (China)
- Set up team at USTR/Commerce/White House with focus on exports and trade enforcement

An opening for Colombia?

- While President Trump will soon order a review of existing free trade agreements, currently NAFTA is the only free trade agreement slated for “re-negotiation”
- TPP is dead – highly unlikely to be revived during a Trump administration
- New bi-lateral trade agreements still years away and will focus on more developed countries like Japan and United Kingdom
- Now is the time to utilize and take advantage of existing, and permanent, free trade agreements like US-Colombia
- Immediate duty-free treatment/yarn-forward rule of origin

Global sourcing trends in the outdoor industry



China leads the import market for outdoor products (by quantity)

- Apparel: 35%
- Footwear: 63%
- Travel goods: 85% (Backpacks: 87%)

But: there is movement away from China

- In response to rising costs and political uncertainty, outdoor companies are eager to diversify sourcing options
- Tremendous enthusiasm for initiative to add travel goods – including backpacks and sports bags – to the Generalized System of Preferences, the main trade preference program for developing countries
- Strong support for Trans-Pacific Partnership (TPP) during the negotiations and following release of final agreement
- New initiative to add certain footwear products to the GSP program
- How can you take advantage? Understand the outdoor consumer



**OUTDOOR
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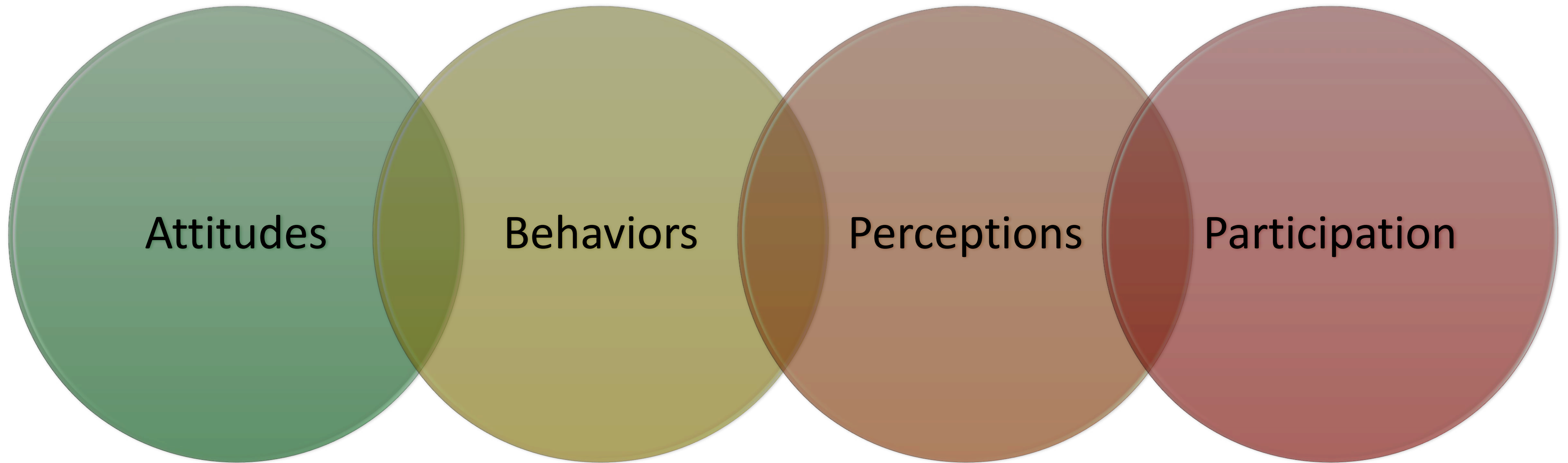
CONSUMERVUE OVERVIEW

APRIL 2017

Understand The U.S. consumer with OIA ConsumerVue?



Outdoor industry consumer segmentation





Segmentation Objectives

1

DEFINE OUTDOORS. Understand how the general population defines the outdoors and what the outdoors means to them



2

SIZE MARKET. Identify and quantify the full U.S. consumer market potential for the current outdoor industry



3

SEGMENT MARKET. Quantitatively segment the outdoor industry marketplace, develop a robust understanding of each segment



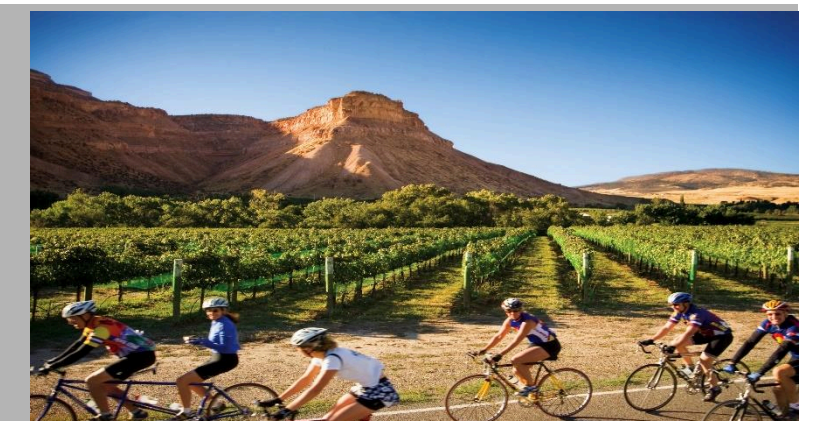
4

FORECAST MARKET. Forecast segment shifts based on macro influences and trends impacting the outdoor industry to 2020



5

ACTIVATE INSIGHTS. Translate insights about each segment to actionable business applications and help members identify their highest potential ROI segment





Seven Outdoor Consumer Segments


THE ACHIEVER



**EVERYTHING OUTDOORS
PERFORMANCE-DRIVEN
ENGAGEMENT AT ITS FULLEST**

10%

THE OUTDOOR NATIVE



**HIGHLY INVOLVED
ESTABLISHED
EXPERIENCE-DRIVEN**

12%


THE URBAN ATHLETE



**ATHLETIC
STRESSED
COMPETITIVE**

20%


THE ASPIRATIONAL CORE



**SPECIALIZED
ASPIRATIONAL
MODERATE**

14%

THE ATHLEISURIST



**LOW-INTENSITY
ENJOYMENT
EMOTIONALLY-DRIVEN**

20%

THE SIDELINER



**LOW-INVOLVEMENT
INHIBITED
INTERESTED**

12%

THE COMPLACENT



**EXCLUDED
UNMOTIVATED
UNFIT**

14%



Segment overview



THE ACHIEVER

MOTIVATION

- Achieve

PLACE

- Outside

ACTIVITY FOCUS

- Performance

APPAREL & GEAR

To improve his performance:

- Specialized
- Technical
- Top of the line

INFLUENCED BY

- Well-known professional athletes
- Researchers & Scientists
- Respected peers

USES TECH TO

- Improve performance



THE OUTDOOR NATIVE

MOTIVATION

- Experience

PLACE

- Backcountry

ACTIVITY FOCUS

- Exploration

APPAREL & GEAR

That goes unnoticed:

- Versatile
- Functional
- Durable

INFLUENCED BY

- Authentic ambassadors: athletes & working professionals
- Friends & family

USES TECH TO

- Plan adventures



THE URBAN ATHLETE

MOTIVATION

- Win

PLACE

- City Streets & Parks

ACTIVITY FOCUS

- Competition

APPAREL & GEAR

To perform against others:

- Stylish
- Athletic
- Lifestyle

INFLUENCED BY

- Musicians & Entertainers
- Mainstream professional athletes

USES TECH TO

- Share & Compare



THE ASPIRATIONAL CORE

MOTIVATION

- Adventure

PLACE

- Home & Away

ACTIVITY FOCUS

- Adrenaline

APPAREL & GEAR

To get the job done:

- Entry-level
- Starter Kits
- Sensible

INFLUENCED BY

- Mainstream outdoors brands
- Price & Promotions

USES TECH TO

- Capture & Posture



THE ATHLEISURIST

MOTIVATION

- Enjoyment

PLACE

- Neighborhood

ACTIVITY FOCUS

- Leisure

APPAREL & GEAR

To be comfortable:

- Basic
- Flattering
- Sensible

INFLUENCED BY

- Non-outdoors brands
- Sales
- In-store display

USES TECH TO

- Doesn't use tech



THE SIDELINER

MOTIVATION

- The elements

PLACE

- Close to home

ACTIVITY FOCUS

- Accessibility

APPAREL & GEAR

That transitions:

- Versatile
- Lifestyle-oriented
- Functional

INFLUENCED BY

- Past preferences
- Good deals
- Brands that acknowledge them

USES TECH TO

- Compare & save



THE COMPLACENT

MOTIVATION

- Comfort

PLACE

- Backyard

ACTIVITY FOCUS

- Ease

APPAREL & GEAR

To cover the basics:

- Fits comfortably
- Affordable

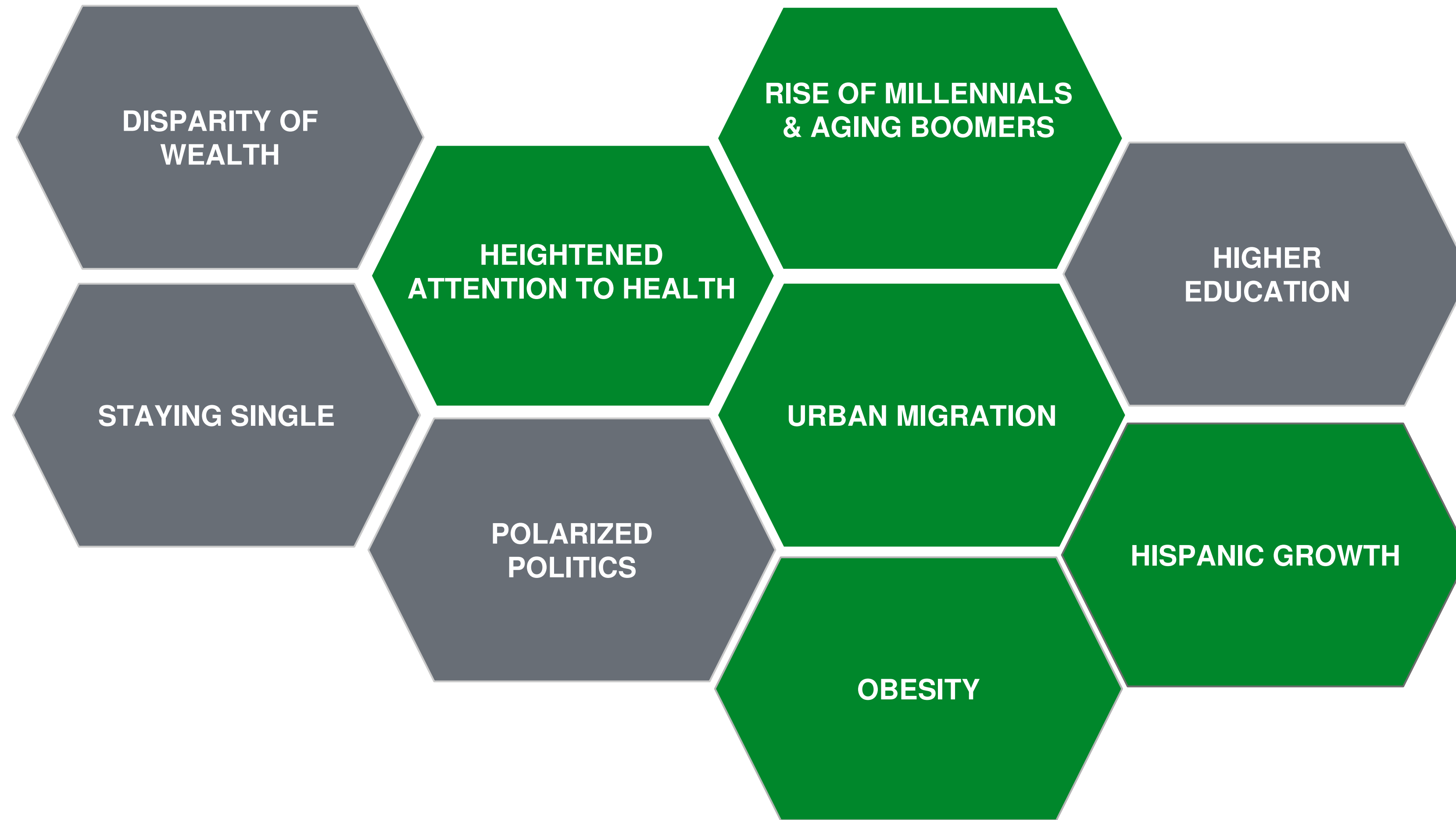
INFLUENCED BY

- Mainstream value brands
- Convenience
- Low prices

USES TECH TO

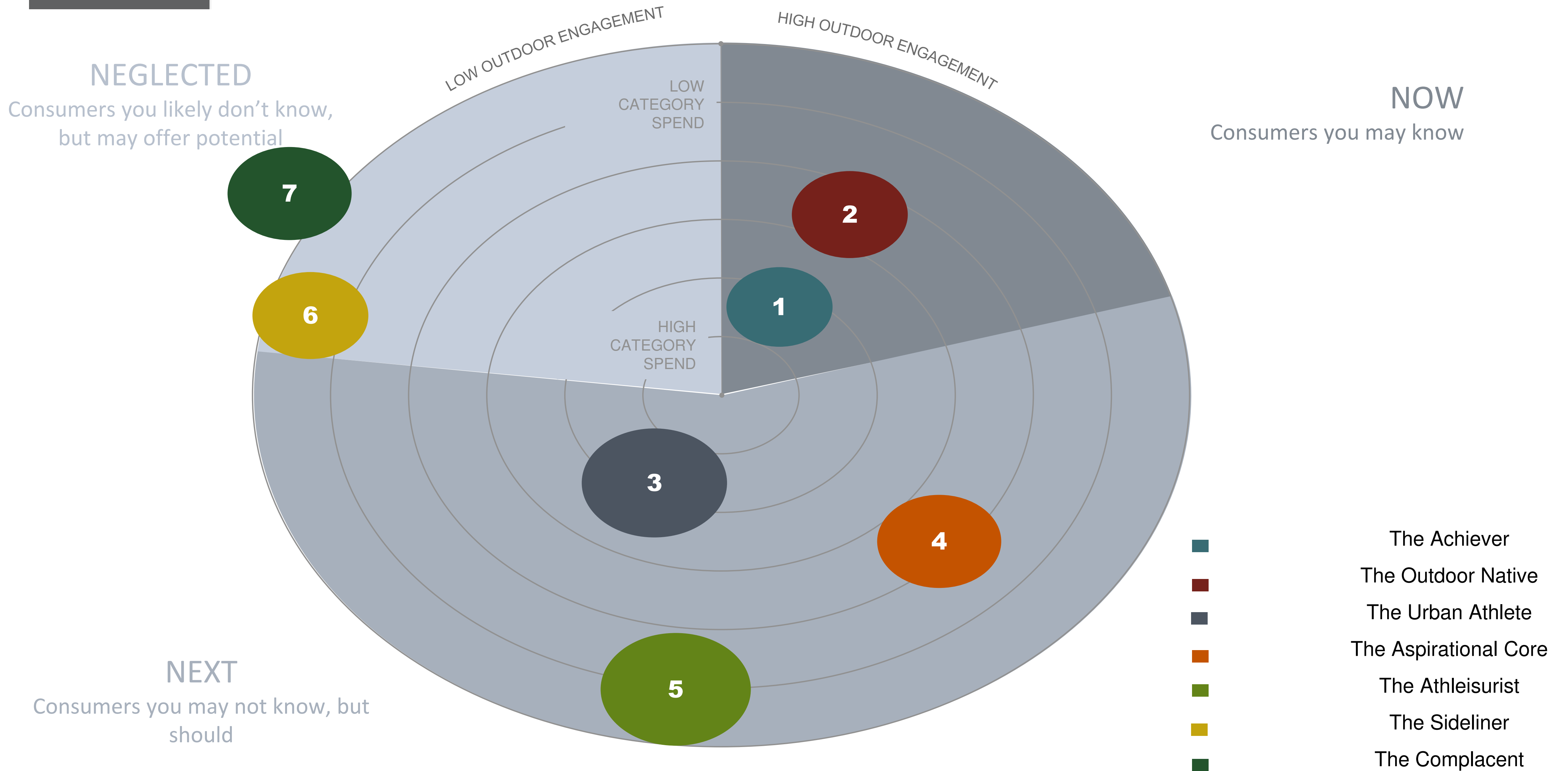
- Doesn't use tech

2020 macroshifts





Segment impact



ConsumerVue tools and resources



Consumervue

OIA ConsumerVue offers a comprehensive data driven view of how consumers see the industry and how you can apply these learnings to build your business.

The screenshot shows the OIA ConsumerVue website interface. At the top left is the OIA logo. The top navigation bar includes links for WHO WE ARE, WHAT WE DO, OUTDOOR FOUNDATION, CONTACT US, LOG IN, and a search icon. Below this is a secondary navigation bar with links for News, Research & Tools, Advocacy, Events, Jobs, Membership, and My OIA. The main content area features a large banner with the text "OIA | CONSUMERVUE" and "OUTDOOR FROM THE CONSUMER POINT OF VIEW". The banner is composed of several images: a group of hikers, a person on a bicycle, a person running, a person on a bench, a person on a skateboard, and a person on a bicycle. A central graphic shows a woman's arm and hand reaching out towards a row of white icons representing various outdoor activities. To the right of the banner is a sidebar menu with the following items: Business Tools & Resources, Today's Outdoor Consumer, Consumer Segments, Identify Your Segment, and About ConsumerVue. At the bottom of the page, there is a call to action: "Better understand who the outdoor consumer of today and the future are and how to target them."



Identify your current consumer

Find out who you are!

TAKE OUR SHORT SURVEY. FIND OUT WHAT TYPE OF ADVENTURER YOU ARE. WE'LL REGISTER YOU TO WIN PRIZES.

Take the survey →

The banner features a teal background with a grid of circular images showing various outdoor activities: a man listening to music, two people hiking on a mountain, a woman in a field, a person in a yellow jacket on a boat, a person hiking in snowy terrain, and a woman in a blue shirt. The text is overlaid on this grid.



Identify a new consumer

Who is your opportunistic consumer segment and how can you target them through strategies specific to your business?

WHO IS YOUR IDEAL CONSUMER?
IDENTIFY YOUR OPPORTUNISTIC CONSUMER SEGMENT BASED ON YOUR CURRENT BUSINESS MODEL AND OFFERING

THE ACHIEVER

THE ASPIRATIONAL CORE

THE OUTDOOR NATIVE

THE ATHLEISURIST

START : Retailer Manufacturer

Which of the following best describes you

CONSUMERVUE
OUTDOOR FROM THE CONSUMER POINT OF VIEW

OPPORTUNITY TARGETED
To learn more about the other segments, click on the boxes in the chart below

YOUR IDEAL CONSUMER IS MOST LIKELY...

THE OUTDOOR NATIVE	THE URBAN ATHLETE
THE ASPIRATIONAL CORE	
THE ACHIEVER	THE ATHLEISURIST

THE OUTDOOR NATIVE
Getting outside has been key to The Outdoor Native's lifestyle for some time and will continue to be into the future. For them, going outdoors is as much for the mental benefits as the physical ones - motivated by enjoyment and the experience. When it comes to outdoor gear, The Outdoor Native look for versatile, affordable and functional gear from brands that they identify with. They appreciate brands that are environmentally conscious and have sustainable business practices.

Target this segment:
[GET ACTIVATION GUIDE](#)

How does this tool work? [Learn More](#)



Segment activation guides

Segment specific toolkits to strengthen your business' marketing, merchandising, product innovation and social strategies and better meet your current or prospective consumer's needs.



Questions?

- Contact us at rharper@outdoorindustry.org and ssearles@outdoorindustry.org
- Follow on Twitter: @OIA and @RichOIAtrade
- Learn more: www.outdoorindustry.org