

5 Things You Should Know: Canada's Outdoor Industry

The outdoor market in Canada is a \$2.8 billion industry, and it is growing +7%, outpacing the athleisure trend. If there's one thing Canadians know how to do, it's dressing warm. **Here's what's worth watching.**

1 Outdoor Apparel and Footwear



2 Outerwear and Winter Boots

Contributed to nearly 2/3 of market growth and now **account for over 1/2 of outdoor products sold.**

3 Here Come the Boom(ers)!

Boomers have become the most important cohort of the outerwear and winter boots market by posting strong growth (+18%), while Millennials declined (-12%).



4 All about the East



Ontario (+19%) and Quebec (+15%) drove outerwear and winter boots growth and now account for **over 70% of all purchases.**

5 Discounting Is Everywhere

2 out of 3 items are sold at a discount by December, typically before weather is a purchase motivator.



As retail and consumer change accelerates, you need a partner who can help you navigate the new landscape. The NPD Group combines data, industry expertise, and prescriptive analytics to help you grow your business.

Source: The NPD Group/Consumer Tracking Service, Canada, 12 ME October 2018

Learn more about the outdoor market in Canada.
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