

**FOR IMMEDIATE RELEASE**

## **European Market larger than previously thought**

### **In the need to fill a ‘data black hole’ the EOG announces groundbreaking European Market Study results**

**Seon, Switzerland, 21 July 2005** The European Outdoor Group’s membership, which includes some of the largest brands in the sector, has participated in a major study of the European market. The figures provided have been analysed, each member brand receiving a detailed report that shows the overall size and structure of the market, along with their percentage market share of each area covered.

To ensure a level starting point each participating brand has provided data for 03 and 04, which has been analysed and now forms the foundation of the first industry sector report.

The key findings:

The **average growth across the outdoor sector is just over 1%** (between 2003 and 2004), growth rates vary from category to category, with Outdoor Lifestyle being seen as a significant growth area.

The study has shown that the specialist outdoor sector is much larger than previously estimated, previously it was thought to be EUR€2.6 billion, new figures show it to be well in **excess of EUR€3 billion**.

The wider outdoor market which includes **own brand and lifestyle product** is now estimated to be worth over **EUR€5 billion**.

As the market study moves forward and the database grows, the clarity of the industry figures will increase and more information will be released.

The EOG’s results are based on a mathematical formula which have then been compared to other available data. The comparison shows the EOG’s figures to be

extremely close to those countries where data has been collected on a regular basis giving a true indication of the industry as a whole for Europe.

The complete results of this research are the property of the participants.

As with all market research projects, the greater the number of participants, the better the data, and with this in mind the EOG has opened up the programme to non EOG members.

### **Notes to Editors:**

The European Outdoor Group is an association set up to represent the common interests of the European outdoor industry.

Originally founded in 2003 by nineteen of the world's largest Outdoor companies, the EOG now has 32 members, which include some of the largest brands in the world. The combined strength of the member brands, and a close cooperation with national outdoor associations, provides an extremely powerful force to represent the European outdoor industry in a constructive and positive manner.

Further information about the EOG can be found on their website:

[www.EuropeanOutdoorGroup.com](http://www.EuropeanOutdoorGroup.com)

or contact: [info@EuropeanOutdoorGroup.com](mailto:info@EuropeanOutdoorGroup.com)

### **Vision Statement**

To have a cohesive European industry, a healthier consumer and an environment where all can participate in outdoor sports.

### **Mission Statement**

To ensure a successful outdoor industry in Europe, through providing services, education, market research and by promoting and campaigning for a healthier outdoor lifestyle.