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## **The Profile UK Outdoor Report 2016**

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## INTRODUCTION

Welcome to the Profile UK Outdoor Report 2016, its purpose to give a detailed account of the UK outdoor industry which is defined by the manufacture, supply and retail of outdoors products which includes apparel, footwear and equipment.

2015, especially the final quarter challenged many companies to leverage core strengths and adapt quickly to a changing landscape amid a softer consumer environment impacted by a record mild winter.

Despite an air of optimism, there is both concern and nervousness as companies are facing considerable challenges in a tough climate from an over-supplied market which is leading to a further shake out and consolidation.

Pressure is also coming from changing consumer shopping habits fuelled in part by the hunt for a bargain which is changing market dynamics as value-led retail chains and own label exploit the trends. The Internet and e-commerce has been an enormous catalyst of change providing new opportunities as well disadvantages.

The Profile industry report focuses on performance development and direction giving a detailed insight to both suppliers and retailers in terms of size, scope and direction, providing you, the reader with a clear and precise working document.

Peter Luscombe  
Director

Profile (Outdoors) Ltd