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Press release

OutDoor by ISPO Trend report Core OutDoor A love for steep walls and narrow trail paths

- **Climbing and bouldering still on the ascent**
- **Newcomers as important target group**
- **Equipment and clothing getting lighter and lighter**

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Climbing and bouldering are establishing themselves as leisure activities fit for the masses and trail running promises a combination of physical endurance and a natural setting. Outdoor adventures are part and parcel of the German way of life and even during vacations trekking is a great way of getting back to nature. Requirements in terms of the equipment involved are the same with all activities: what consumers want is a comprehensive, stress-free package, and functionality and lightweight construction are the top priorities. Sustainability is also an important issue in this regard (see specific OutDoor by ISPO Trend Report). Below are in detail the main trends for the Spring/Summer 2020 collection, which will be presented at the OutDoor by ISPO trade fair from June 30 to July 3, 2019 in Munich.

Climbing & bouldering are becoming popular grassroots sports

According to the German Alpine Club (Deutscher Alpenverein), there are approximately 500,000 sport climbers and boulderers in Germany and the number is continually rising. As such, climbing and bouldering centers in towns and cities are really booming. On average, 18 centers a year opened across Germany between 2000 and 2010 but since 2010 the average figure has risen to 24 a year. Bouldering centers in particular provide a real alternative to fitness training and are an easy way for people to pick up climbing in general. The sector is also expecting to see considerable growth as a result of the 2020 Summer Olympics in Tokyo as climbing will be included as a sport for the first time ever.

Italian shoe and clothing manufacturer **La Sportiva** has truly been gripped by the Olympic climbing fever. The global market leader in climbing shoe production will be launching a new climbing shoe in 2020 called "Theory," which will have absolutely no edges on the sides, thus ensuring optimum contact surface and therefore friction surface.

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As the sport climbing boom has set in and been taking over not just indoor climbing centers but more and more outdoor sport climbing parks too, requirements in terms of helmets have significantly changed – attention has shifted to fall protection. Nils Beste, Marketing & Communications Manager at **Petzl**, says: “Generally speaking, climbing helmets primarily aim to protect users from falling rocks, which is not something that concerns sport climbers all that much. As such, all of our helmets now have EPS foam, running all the way down to the bottom edge, which softens the blow from a side impact.” The French mountaineering equipment manufacturer has also updated and certified all of its helmets in accordance with its own “top and side protection” standards. The U.S. American mountain sports equipment manufacturer **Black Diamond** is focusing on weight reductions: the airNET climbing harness weighs just 235 grams and is therefore the most lightweight and breathable waist harness (made from the patented airNET netting) in the Black Diamond collection. Allgäu-based climbing and mountain sports equipment manufacturer **Edelrid** is all about ecological and sustainable production and with its Skimmer ECO Dry 7.1 mm boasts the thinnest half rope on the market, which for the first time ever features a PFC-free Eco Dry finish.

Mountaineering – set-ups dominate collections

More and more brands are offering consumers so-called set-ups, whereby all products are perfectly coordinated with each other in terms of style and functionality. This is particularly ideal for newcomers as they can get all the equipment they need with just a single purchase. As such, Swedish functional clothing specialist **Fjällräven** has created a modular system in the form of its “Bergtagen” collection. Initially designed together with the Swedish Mountain Guide Association for the Swedish winter, the products will be more widely rolled out across the Spring/Summer 2020 collection: Fjällräven has reduced the weight of its jackets, trousers and shirts and incorporated ventilation into them specially for warm temperatures. All the clothing items can be combined with each other and can be used in conjunction with a climbing harness. Bavarian mountaineering brand **Ortovox** will launch its Westalpen set-up specially designed for challenging tours in Alpine terrain in 2020. It will consist of three lightweight and functional layers: triple-layer light jacket and trousers, softshell jacket and trousers and a Swisswool hybrid jacket.

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Cross-country and mountain trail running is booming

From cross-country running through your local park or forest to challenging mountain jogs covering several kilometers and scaling impressive heights – with trail running you can do whatever you prefer. What you have to ensure with all runs though is that you have the right shoes. Italian sporting goods manufacturer **Tecnica** will launch its new product line Origin next season, the first ever trail running shoe range on the market to boast a shoe adjustment process (similar to the one used for ski boots where the material is heated) which can be carried out in just a few minutes directly in store. Trail running clothing needs to be as lightweight yet functional as possible in order to protect runners but not restrict them. Swiss sporting goods manufacturer **Scott** has developed the RC Run Windshield, which is a combination of a running jacket and jersey with windbreaker material, specifically with this in mind. The small “jacket,” which can be rolled up and has no zipper, fits neatly into any trouser pocket. Italian functional clothing manufacturer **UYN** also focuses on lightweight quality and in 2020 will launch the Man Energyon shirt, its lightest ever base layer shirt. The functional shirt is especially breathable and weighs a mere 80 grams.

Hiking & trekking meets traveling

According to a study by the German Federal Institute of Sport Science, hiking is one of the nation’s top 10 most popular sports: 24% of Germans regularly go hiking – in addition to local day trips on their doorsteps, trekking trips further afield are becoming increasingly popular. The Evorado (Mid & Low) from German hiking and mountaineering shoe specialist **Hanwag** is a lightweight and versatile trekking shoe available as a mid-cut shoe and a low shoe. The great thing here is that welded seams reduce the weight and should also reduce pressure points, all without reducing the solidity and resilience of the shoe.

Trekkers and travelers are very particular when it comes to the weight of their luggage. As a result, **Deuter** has managed to reduce the weight of its Aircontact Pro 55 +15 SL rucksack by 400 grams with an efficient use of materials and a more spacious layout. **Jack Wolfskin** has developed a mosquito-proof technology for trekking travelers whereby the material does not have to be chemically treated but is so densely woven that mosquitoes cannot penetrate. The benefit is that the protection doesn’t wash off and is considerably healthier on account of the fact that no chemicals are used.

As from 2020, Italian family business **Ferrino** will be offering a smart service for people who enjoy camping trips with its online tent configurator. This will enable

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tents to be configured and customized to meet customers' specific needs. In addition to the number of sleeping places, customers will also be able to select the type of vacation they have planned as well as their preferred vacation destinations and seasons. Ventilation options, rods, variations in terms of the inside of the tent and flooring as well as the color and logo on the fly (outer layer) can also be configured.

American multi-tool and outdoor equipment specialist **Gerber** is launching a new tool with a special focus on weight/usefulness and functionality, the CompIEAT: it can be used to prepare and eat meals and clean the cooking utensils. Swedish firm **Primus** will release its new Fire Stick for the 2020 trekking summer. The compact screwable cooker stands out on account of the fact that it is as light as a feather and fits into any rucksack thanks to its cylindrical shape.

Sustainable textiles: politically motivated purchasing decisions

Studies show that ecological and social aspects are becoming increasingly important for consumers. The majority of manufacturers are aware of this trend and of their own responsibility and are launching lots of new sustainable products. More details on this can be found in our [OutDoor by ISPO Sustainability Trend Report](#).

About OutDoor by ISPO

OutDoor by ISPO is the year-round platform for a new outdoor movement, combined with the largest annual international trade fair for the outdoor sector. This is carried out in close partnership with the European Outdoor Group (EOG). ISPO Business Solutions expand the portfolio year-round with both digital as well as cross-media services and create a far-reaching platform for the whole outdoor community. The trade fair OutDoor by ISPO will be held for the first time at Messe München from June 30 to July 3, 2019. From 1993 to June 2018, Friedrichshafen hosted the trade fair.

About ISPO

ISPO is the world's leading sports network for business professionals and consumer experts. The platform was launched in 1970 and brings together an integrated range of industry-related analog and digital services under the ISPO family brand name. This includes the world's largest multisegment trade fairs ISPO Munich, ISPO Beijing and ISPO Shanghai, Europe's biggest outdoor trade fair OutDoor by ISPO; the online news portal ISPO.com, and the business solutions ISPO Digitize, ISPO Brandnew, ISPO Open Innovation, ISPO Award, ISPO Academy, ISPO Textrends, ISPO Job Market and ISPO Shop. With its far-reaching mix of innovation promotion, industry networking, know-how and editorial insights, ISPO works 365 days a year to support companies and sports enthusiasts, and to foster passion for sport worldwide.

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Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad.

Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.