

Future product trends for outdoor power supplies





Overview

How can brands stay competitive in the outdoor landscape of 2025?

To stay competitive in the evolving outdoor landscape of 2025, brands need to differentiate between short-term trends and meaningful movements that reflect genuine shifts in consumer behaviour. Our team recently sat down for an outdoor trends workshop, reviewing industry insights, client feedback, and data from our research partner Market Measures.

Why is the outdoor industry undergoing significant transformation?

The outdoor industry is undergoing significant transformation, driven by changing consumer preferences, technological advancements, and a growing demand for sustainability.

Why do Gen Z consumers want outdoor gear?

The data: 38% of Gen Z consumers prioritise a brand's reputation and design over comfort and performance, signalling a growing demand for outdoor gear that reflects personal identity (Market Measures). For today's consumers, outdoor gear transcends functionality; it's a bold statement about identity and lifestyle.

Why do Outdoor Brands need a marketing strategy?

By understanding and responding to the needs of today's consumers, outdoor brands can position themselves for long-term success in an increasingly competitive market. These trends offer exciting opportunities to build stronger connections with consumers, enhance brand visibility, and foster genuine loyalty.

What makes an outdoor brand stand out?

To truly stand out, outdoor brands must go beyond the basics. It's about creating rich, interactive experiences that empower consumers to not only discover and purchase products in real time but also engage with a



community that shares their passion for adventure.

Why is outdoor gear so popular?

For today's consumers, outdoor gear transcends functionality; it's a bold statement about identity and lifestyle. And they don't want to be caught out 'outfit repeating'. Gen Z and Millennials crave products that not only perform well on the trail but also reflect their unique personalities.



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[2025: Six trends shaping the future of the outdoor industry](#)

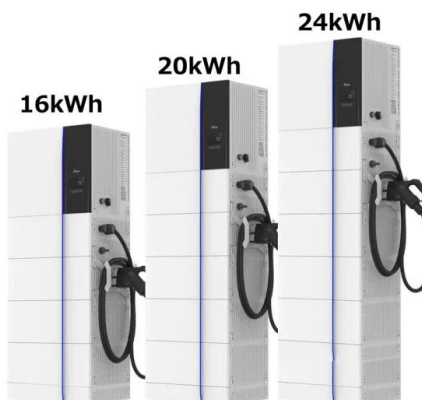
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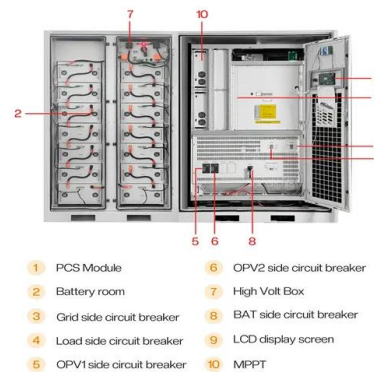
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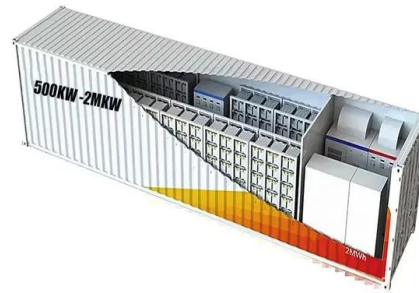




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