



EUROPEAN
OUTDOOR
G R O U P

Outdoor Market Intelligence Service

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A wide-angle landscape photograph showing a series of rolling hills and mountains. The foreground consists of dark, grassy slopes. In the distance, multiple layers of mountain ranges are visible, each progressively lighter and more hazy than the last, creating a sense of depth and atmospheric perspective. The sky is filled with soft, grey clouds, and the overall lighting is diffused, suggesting an overcast day or dawn/dusk.

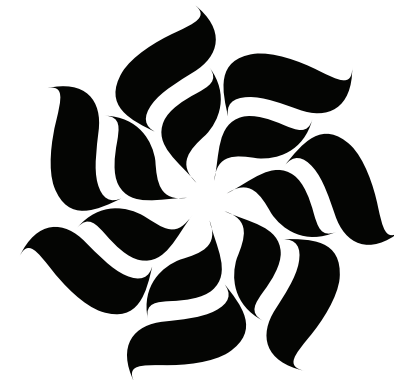
How do we chart a path when we cannot see?



EUROPEAN
OUTDOOR
GROUP



**Sporting
Insights**



OUTDOOR
MARKET
INTELLIGENCE
SERVICE

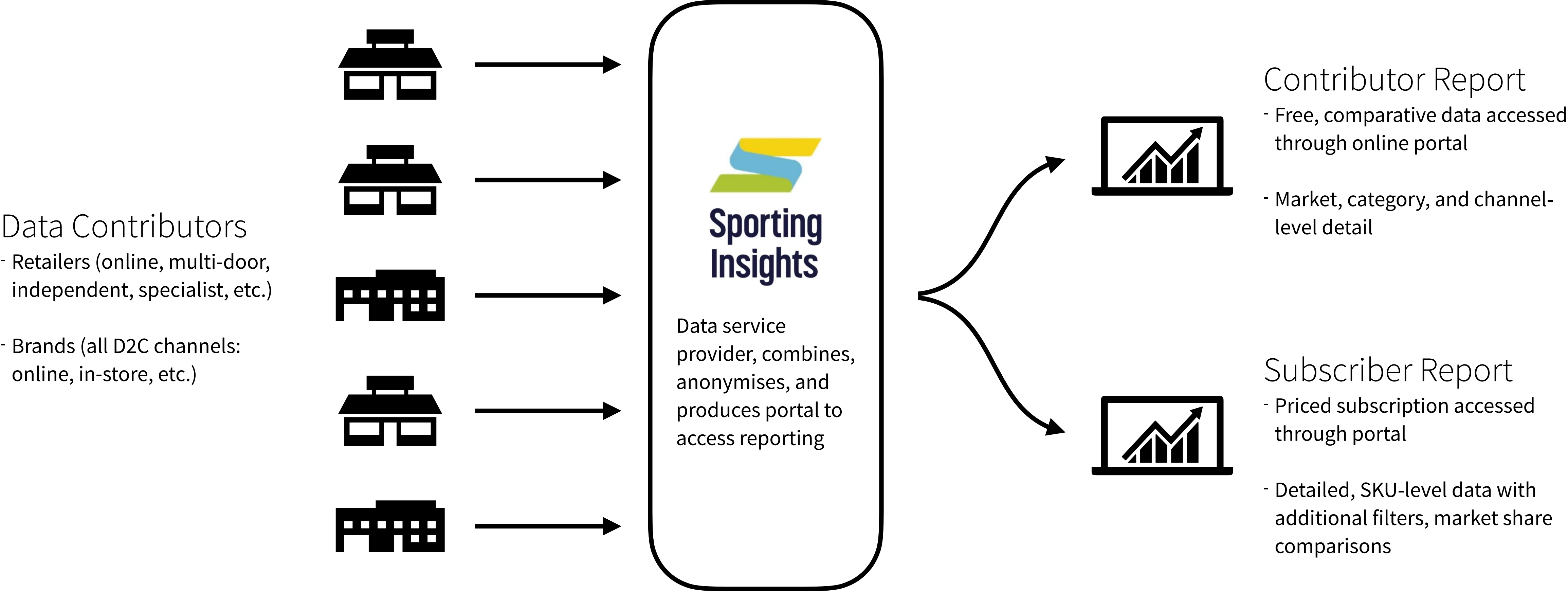
Outdoor Market Intelligence Service

- What is the Outdoor Market Intelligence Service?
- Why the European Outdoor Group?
- Why do we need this?
- What do I get for participating?
- Who is it for?
- When is this happening?
- What do you need from us?

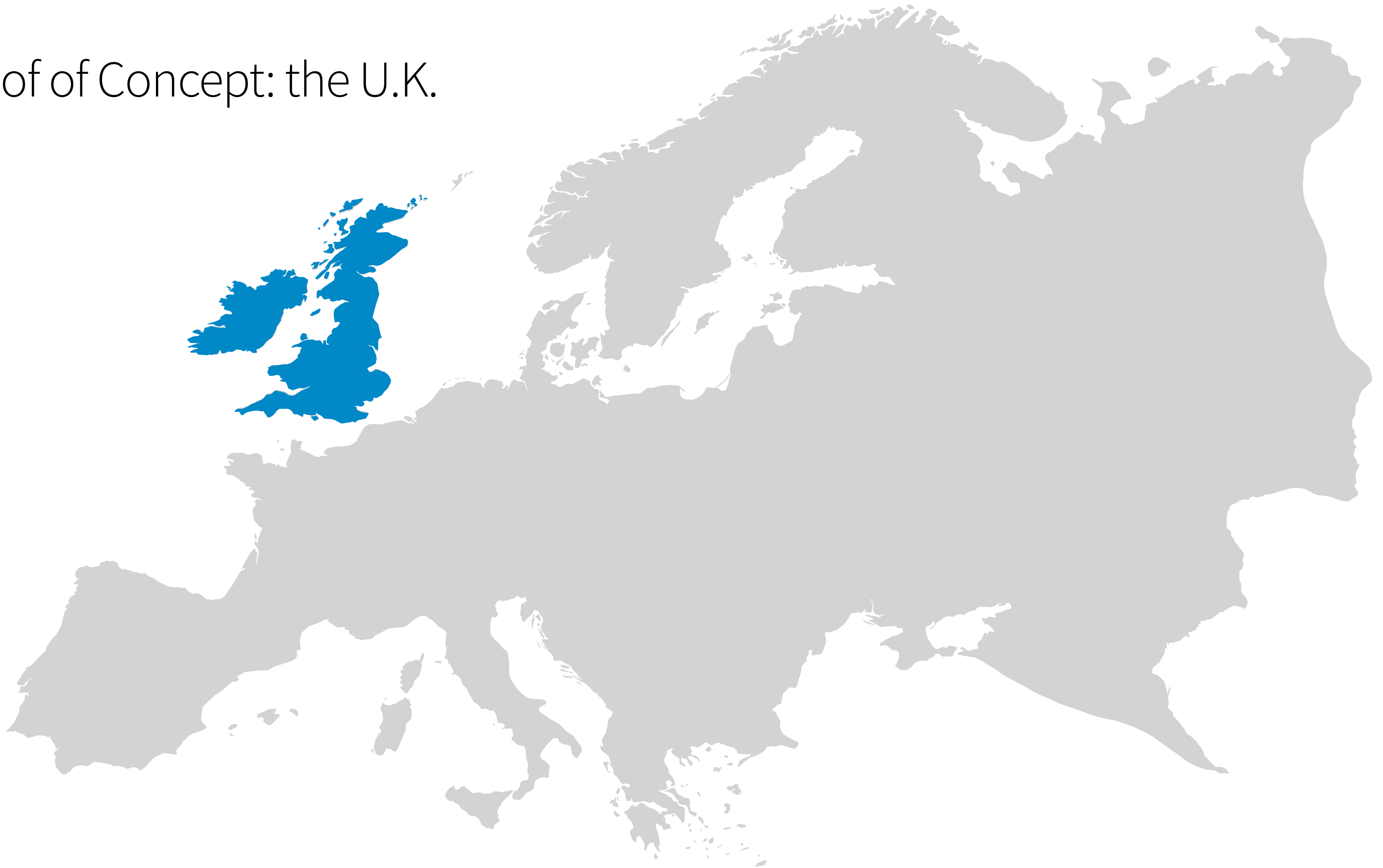


What Is the Outdoor Market Intelligence Service?

Sell-through data, designed for and by the industry

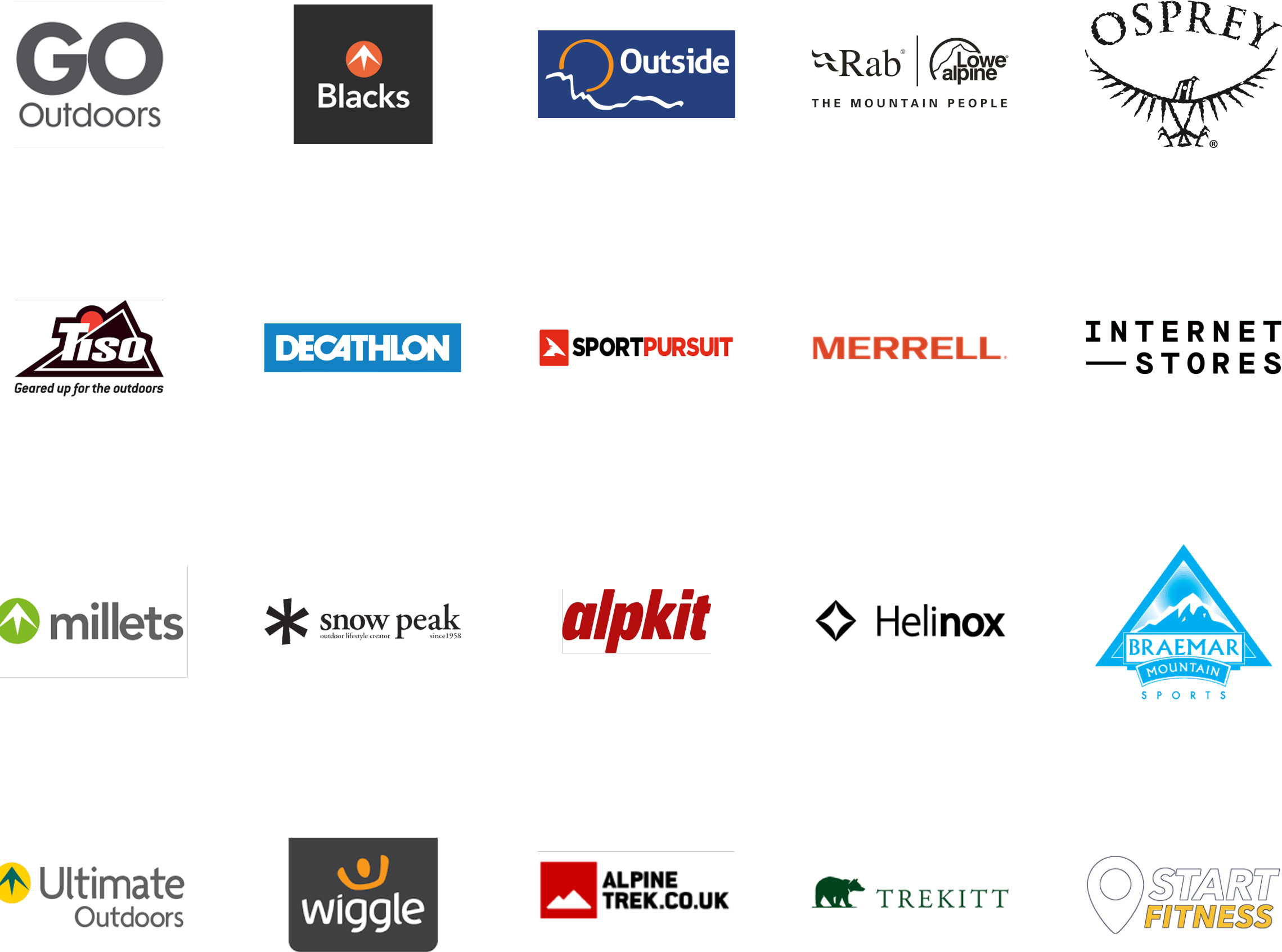


Proof of Concept: the U.K.

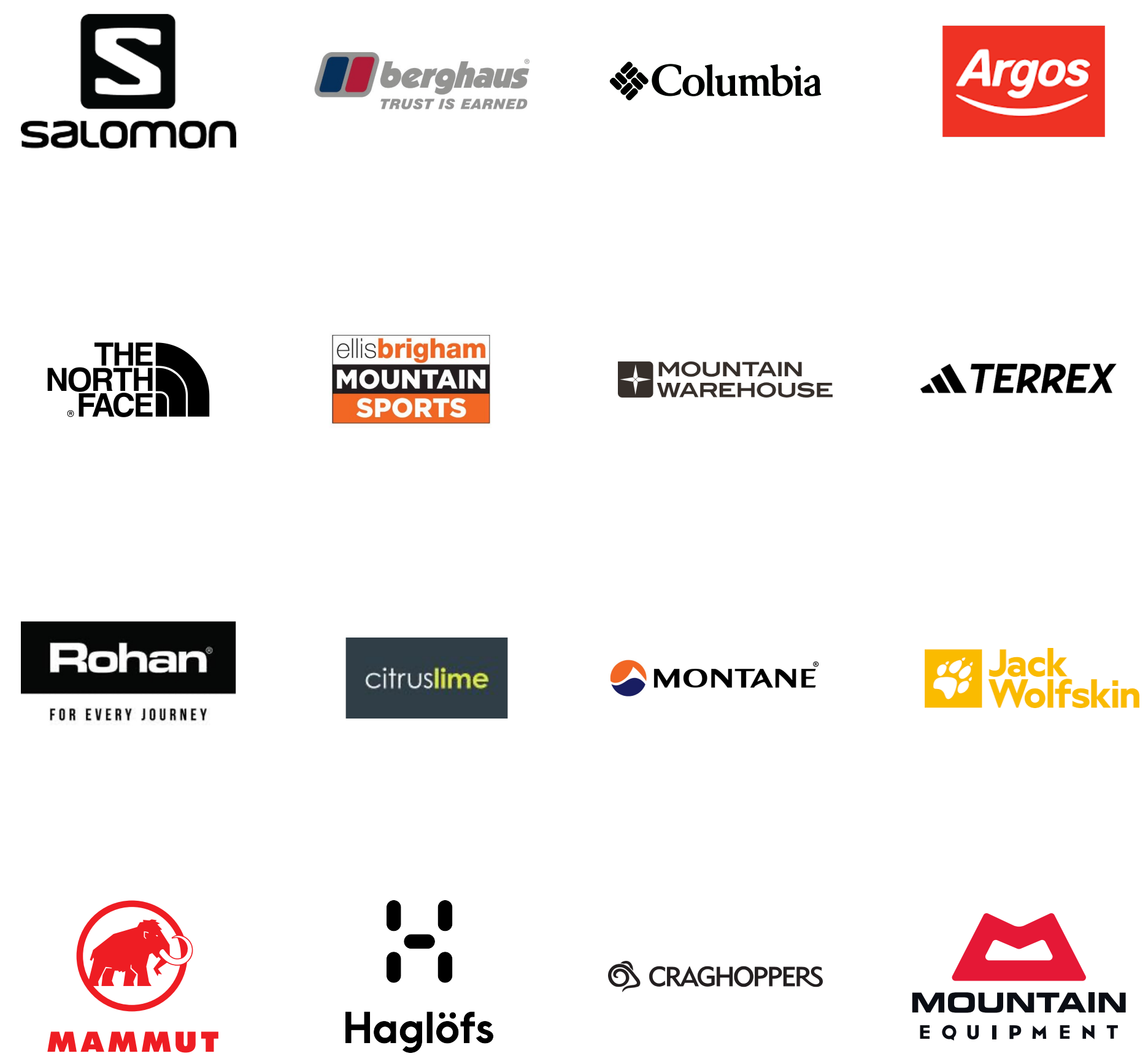


Proof of Concept: the U.K.

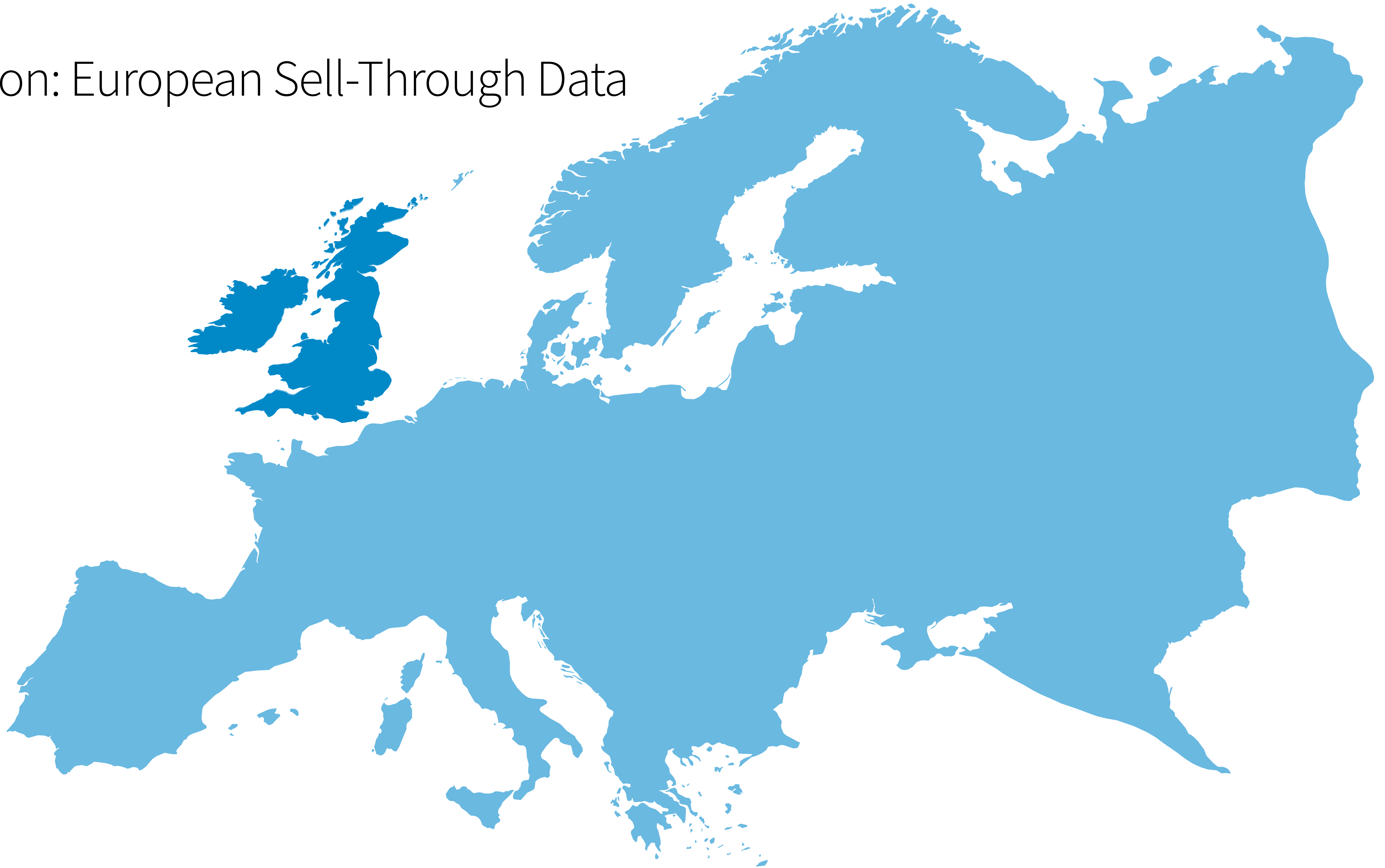
Contracts Returned



In Discussion



Vision: European Sell-Through Data



Why the European Outdoor Group?



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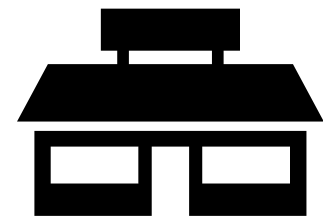
- Representing the sector
- Built for the entire industry
 - Brands, retailers, etc.
 - Large/small
 - Geographical spread
- Harness the strength of the network
- Trusted development platform

Live Demo

Who Is the Outdoor Market Intelligence Service for?

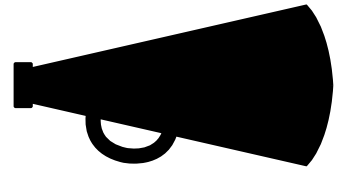


Brands

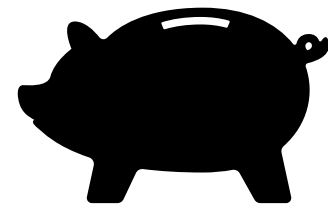


Retailers

Who Is the Outdoor Market Intelligence Service for?



Marketing



Sales



Available: July 07

What We You Need From You?

Contact scott.nelson@europeanoutdoorgroup.com

Everyone:

- Strong network, come together

Brands:

- Product lists
- Contribute data for DTC channel development
- Feedback on outputs
- Joint meeting: June 21 @ 11:00

Retailers:

- Contribute data
- Feedback on outputs



More details today @ 14:00, A42.F227



Join Us