



**NEW ZEALAND
TRADE & ENTERPRISE**
Te Taurapa Tūhono

OUTDOOR RETAIL INDUSTRY IN AUSTRALIA

An in-depth analysis of Australia's outdoor retail industry

SAGAR BHAT | JUNE 2023

Introduction to this report

Background

This report was commissioned to provide an overview of the outdoor retail industry in Australia. The report helps customers understand market sizing, major players, product categories, and industry trends.

Methodology

This research used secondary market research methodology. Information was sourced from databases that NZTE subscribed to as well as publicly available sources.

Purpose

To assist customers targeting the outdoor retail industry for their market entry planning, by providing sector snapshot including market size, major brands, and industry trends.

Limitations

Due to the nature of secondary research, all values are to be taken as indicative rather than absolute.

Although latest data was used at the time of collection, sources may have been updated since.

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An overview of nature -based recreation in Australia by top three states (NSW, VIC, QLD) based on findings by Outdoor Council of Australia

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SECTION 1

NATURE BASED RECREATION IN AUSTRALIA

OVERVIEW BY STATE



Industry overview

Nature-based outdoor activities* form a major part of the Australian lifestyle. Australia's nature-based outdoor activities community covers a diverse range of participants and organisations—both young and old, public and private, for-profit and not-for-profit, community- and business-oriented, voluntary and professional.

Nature based outdoor activities include Air sports, Beach activities, Boating, Kayaking/canoeing, Cycling, Fishing, 4WD, Geocaching, Horse riding, Hunting, Snow sports, Rock climbing/abseiling/caving, Hiking, Running, Scuba diving/snorkelling, Surf sports, Swimming/diving, Walking



SECTION 1

Outdoor recreation in New South Wales

53

MILLION

Number of times NSW residents participated in outdoor recreation

47

MILLION

Hours of outdoor recreation by NSW residents

\$7.6

BILLION

Estimated total spending on outdoor recreation

\$4.2

BILLION

Estimated direct gross value added attributable to outdoor recreation



SECTION 1

Outdoor recreation in Victoria

46

MILLION

Number of times VIC residents participated in outdoor recreation

36

MILLION

Hours of outdoor recreation by VIC residents

\$7.4

BILLION

Estimated total spending on outdoor recreation

\$6.2

BILLION

Estimated direct gross value added attributable to outdoor recreation



SECTION 1

Outdoor recreation in Queensland

70

MILLION

Number of times QLD residents participated in outdoor recreation

231

MILLION

Hours of outdoor recreation by QLD residents

\$3.6

BILLION

Estimated total spending on outdoor recreation

\$1.9

BILLION

Estimated direct gross value added attributable to outdoor recreation

SECTION 2

OUTDOOR RETAILING IN AUSTRALIA

MARKET SIZE AND MAJOR PLAYERS

Market size

\$2.93 B

Outdoor industry
(camping, hiking, fishing
retail) market size by
revenue in FY 2022-23

3.6%

Annual growth from 2018-
2023

1.6%

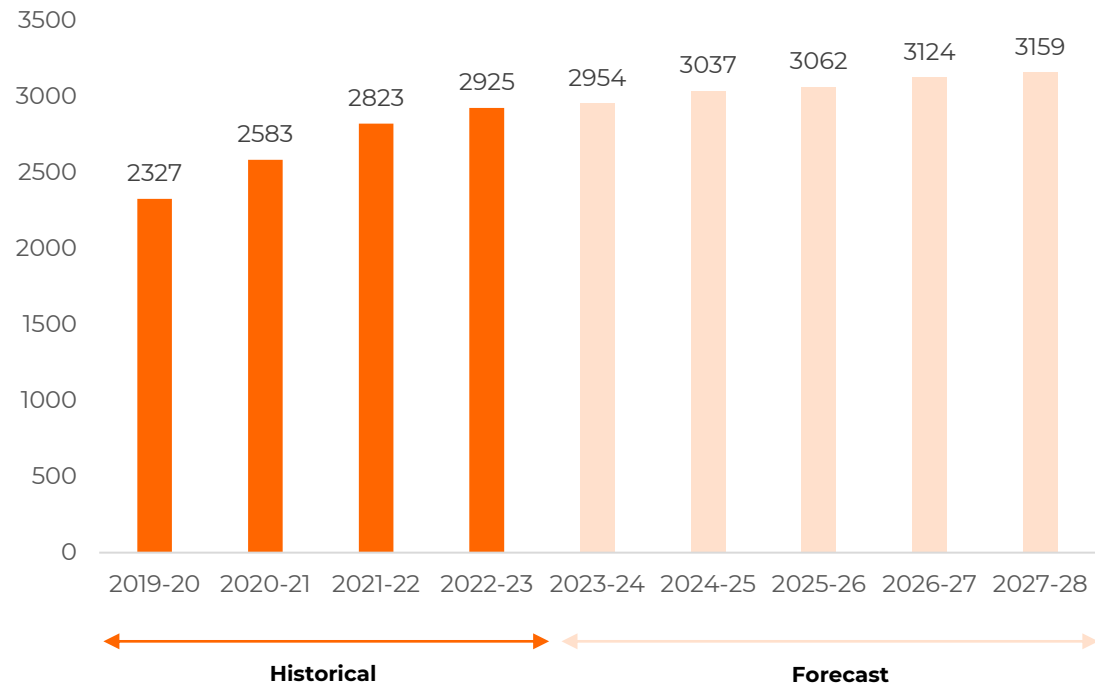
Projected growth until
2028

1,284

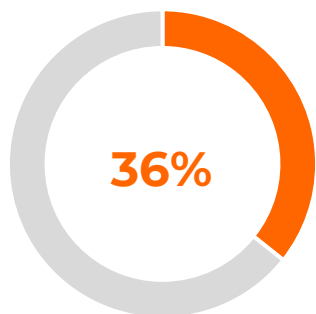
Total businesses

9K

Total employment



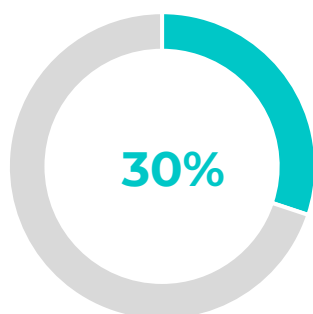
Product categories



Camping equipment

Market size: \$1 billion

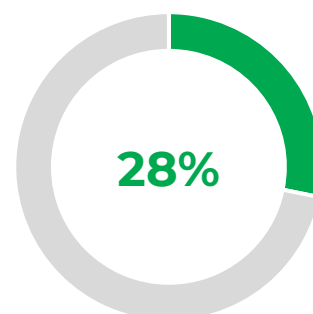
Sales of hiking and outdoor equipment and accessories have surged post COVID-19. Temporary international travel bans and state border closures have renewed consumer interest in camping and caravanning since March 2020, with consumers choosing to explore local destinations.



Clothing

Market size: \$882 million

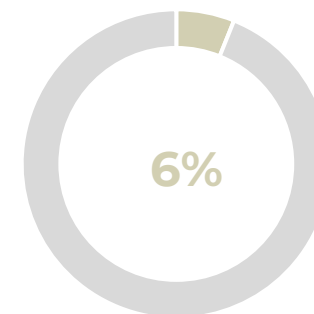
Clothes can be used for various everyday uses and have a broader target market than more niche hiking and outdoor products like equipment and accessories. Yet, intense competition from external stores has eroded clothing sales. • Shifts towards online shopping and strong price-based competition from online-only hiking and outdoor equipment sites have made it hard for stores to make a sale.



Fishing equipment

Market size: \$825 million

According to the Fisheries Research and Development Corporation, approximately 3.5 million Australians participate in recreational fishing annually. About 80% of recreational fishing occurs at saltwater locations, like estuaries, beaches and oceans, with the remaining 20% of recreational catch being fished in freshwater locations, like rivers, lakes and dams.



Footwear

Market size: \$178 million

Similar to clothing, footwear can be used for hiking and outdoor or everyday use. Yet, unlike clothing, shoes are best tried on for correct fit and comfort. • Competing stores stock a range of footwear that can be used for hiking and outdoor activities, but consumers prefer to buy from industry specialists because of their wide product range and expertise

Market segmentation



15 - 34

Hiking and outdoor activities have become popular for consumers in this age group. Consumers have come to enjoy the relative affordability of hiking and camping compared with other recreational activities. The physical fitness of consumers aged 15 to 34 contributes to the upswing in demand for hiking and outdoor equipment across this market.

35 - 54

Consumers in this market are more likely to have young children, meaning they purchase hiking and outdoor equipment as part of family camping holidays. The affordability of camping holidays means consumers in this market have progressively chosen to drive and not fly to their next holiday destination. This means they have chosen to holiday at campsites over resorts, keeping the cost down for families.

55 and above

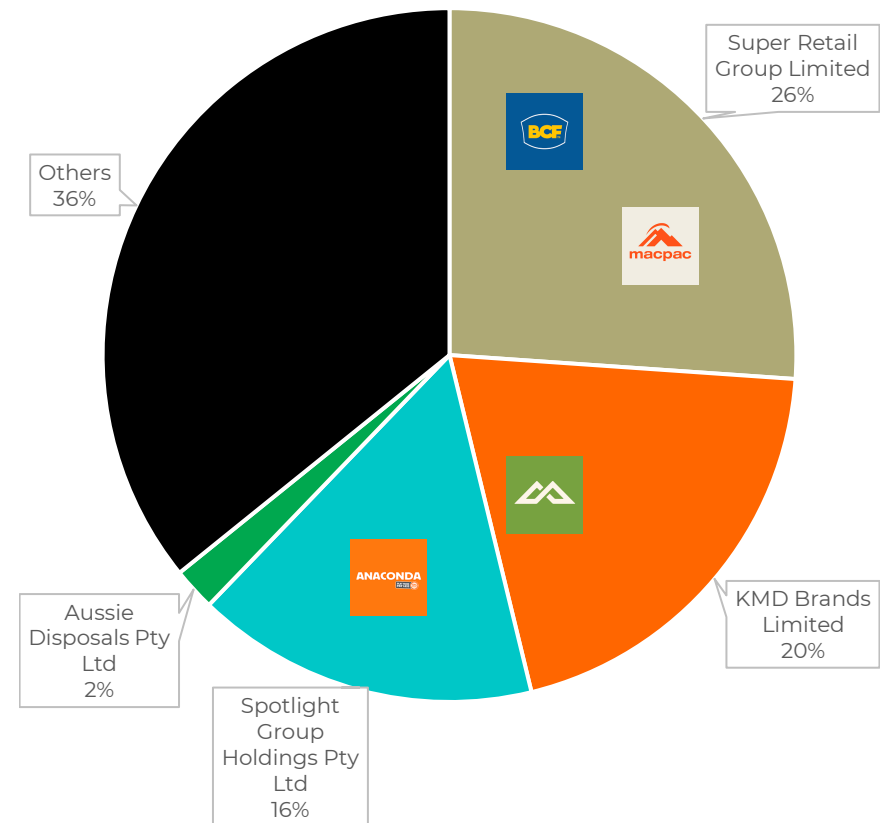
The purchasing power of cashed-up retirees and their interest in outdoor activities drive sales of hiking and outdoor equipment. Caravanning has long been a key recreational activity for older consumers in their retirement years. That's why this market's continued interest in caravanning has stimulated sales of hiking and outdoor equipment. Despite the upward trend, sales to consumers aged 55 and over have fallen on the back of stronger expansions in other markets.

Market share

Super Retail Group is the largest outdoor equipment retail business in Australia selling sporting goods (Rebel Sport), camping, fishing, and boating equipment. The group generates revenue of about AUD 3.5 billion. There are generally two to four larger players in each category in which the firm operates, with Super Retail the market leader in all the categories.

KMD Brands Ltd is a designer, marketer, retailer, and wholesaler of apparel, footwear, and equipment for surfing and the outdoors. The company operates through three brands including Kathmandu, Rip Curl and Oboz.

Spotlight Group is an Australian operated; Melbourne based business that is privately owned. In 2004, the Group launched Anaconda, its second and now iconic retail brand. Anaconda was launched with a vision to be Australia's leading outdoor adventure and sports super store, leveraging the deep 'big box' retailing capabilities developed over the decades of Spotlight's successful growth.



Brand profile - BCF



Number of stores	147
Product categories	Boating, Camping, Fishing, 4WD, Caravan, and Water Sports equipment, clothing and footwear
Revenue (2022)	A\$ 830 million
Growth	4% year-on-year
Digital sales (2022)	A\$117 million
Online as % of total sales	14%
Online growth	35% year-on-year
Private brand sales	45% of total sales

Brand profile - Macpac



Number of stores	85
Product categories	Camping, Paddle, and Snow equipment, backpacks, clothing and footwear
Revenue (2022)	A\$ 177 million
Growth	15.3% year-on-year
Online sales (2022)	A\$40.8 million
Online as % of total sales	23%
Online growth	35% year-on-year
Private brand sales	N/A

Brand profile - Kathmandu



Number of stores	155
Product categories	Boating, camping and fishing equipment, clothing and footwear, 4WD and Caravan, Watersports
Revenue (2022)	NZ\$ 194 million
Growth	51.2% year-on-year
Online sales (2022)	NZ\$37.2 million
Online as % of total sales	19.1%
Online growth	24.9% year-on-year
Private brand sales	N/A

Brand profile - Anaconda



Number of stores	60
Product categories	Camping, Hiking, 4WD, Fishing, Snow and Water Sports equipment, clothing and footwear
Revenue (2022)	A\$136.2 million
Growth	N/A
Online sales (2022)	~A\$26 million*
Online as % of total sales	15-20%*
Online growth	N/A
Private brand sales	N/A

* Estimate only

Top 10 Outdoor Retail e-Commerce websites* in Australia

Name	URL	Revenue	Web traffic (avg. monthly visits)
Mountain Designs	https://www.mountaindesigns.com/	\$21.1 million	159.3K
Paddy Pallin	https://www.paddypallin.com.au/	\$19.3 million	294K
Bogong Equipment Pty Ltd	https://www.bogong.com.au/	\$18.7 million	83.9K
Snowys Outdoor	https://www.snowys.com.au/	\$17.1 million	671.3K
Mont Adventure Equipment	https://www.mont.com.au/	\$13.9 million	94.2K
Wilderness Shop	https://www.wildernessshop.com.au/	\$6.6 million	25.9K
Mountain Equipment	https://www.mountainequipment.com/	\$6.4 million	39.4K
Wild Earth	https://www.wildearth.com.au/	\$6 million	480.8K
K2 Base Camp	https://www.k2.com.au/	<\$5 million	62.4K
Tom's Outdoors	https://www.tomsoutdoors.com.au/	<\$5 million	82.7K

*excludes major brands e.g BCF, Macpac, Kathmandu and Anaconda

SECTION 3

INDUSTRY TRENDS

GOOGLE TRENDS, SHOPPING EXPERIENCE, SUSTAINABILITY

Outdoor adventure search on the rise

South-East Queenslanders are the most avid searchers of caravan, camping, boating, fishing & 4×4, with major centers Brisbane and the Sunshine Coast ranking in the top five cities worldwide for each key term over the two years.

- Australia ranks number 1 for proportionate searches for caravan and 4×4 and is placed second only to New Zealand for fishing and boating according to Australian Events' independent analysis of Google Trends
- When it comes to camping related searches, Australia is ranked at number 11 – but a closer inspection of regional trends revealed that Brisbane residents were the most dedicated searchers for the term across the globe.





**NATIONAL GEOGRAPHIC
CONCEPT STORES
LAUNCHED IN SYDNEY AND
MELBOURNE**



**ANACONDA LAUNCHES A
NEW RETAIL CONCEPT
STORE IN SYDNEY**

**BCF OPENS ITS SECOND
BIGGEST STORE IN
SUNSHINE COAST**



Integrated experience – the changing retail channel

Experiential retail has been around for a few years, but it's never been more critical. The pandemic exponentially accelerated the shift into online shopping, prompting retailers to rethink the in-store experience.

According to consulting firm Kearney, up to 81 per cent of Gen Z consumers like to purchase in-store, and most of them also prefer visiting stores to trial and discover new products.

Sustainability

Outdoor enthusiasts are increasingly looking for camping gear, fishing equipment, and hiking apparel that are made from sustainable materials, such as recycled fabrics or organic fibers. They also prefer products that are manufactured using eco-friendly processes and minimise waste

In response to this trend, many outdoor retailers in Australia are expanding their offerings of sustainable products. They are partnering with eco-conscious brands, introducing their own sustainable product lines, or adopting sustainable practices throughout their supply chains. This includes using recycled packaging materials, reducing energy consumption, and promoting responsible waste management.





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