

# Outdoor Jacket Market Size, Share Expeditious Growth Expected in Coming Years | Arc'teryx, Patagonia, Columbia Sportswear

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*Adventurous sports activities as these sports activities are fun and gives thrilling experience to performers*

PORLAND, 5933 NE WIN SIVERS DRIVE, #205, UNITED STATE, March 15, 2024 / EINPresswire.com/ -- Outdoor jackets are top wear apparel that has capabilities to resist harsh weather and protect wearer in different weather conditions. These outdoor jackets are commonly made up of nylon and polyester fabrics as it is very easy to layer underneath, outdoor jackets are internally consist of very soft material that helps to delivers comfort to wearer. Outdoor jackets are divided in three different segments light and medium weight jackets and expeditionary jackets, outdoor jackets are water proof, light weight, stow able and made up of breathable material. Outdoor jackets market has shown a significant growth in last few years as it is widely used in many industries to protect labours and employees from bad working conditions. Rapid rise in recreational activities and growing number of professional expeditioners and tourism agencies are major factors in growth of [global outdoor jackets market](#) and expected to be more inclining in forecast period.

## COVID-19 Impact Analysis-

During COVID-19, globally, many industries were suffering from great economic crises; spread of corona virus has led to great ramification on global outdoor Jacket market. To control spread of corona virus diseases, nation-wide lockdown was imposed by government resulted in huge disruption in supply chain of raw material and looming of production cycle of outdoor Jacket market. Restraints were imposed by government on several mega stores, hypermarket and brand outlet that led to great hampering in demand of outdoor Jacket.

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Restraints were imposed on tourism industries that resulted into great decline in demand of outdoor Jacket, as they are major users of outdoor Jacket for commercial purpose. Even after removal of restraints by government people are avoiding to travel to control spread of Wuhan virus.

E-commerce has played vital role in uplifting supply chain of outdoor Jacket market, as it helps to

cover wider range and cater demands of customer, rise in adaption of e-commerce platform by sellers is helping to gain traction again. Customers are also started shifting to online shopping method and hesitating and avoiding to going for in store purchases to control spread of corona virus diseases.

#### Top Impacting Factors-

Expedition are group of people that do research or explore area for security reasons, they face so many challenges while travelling or climbing mountains such as terrain, warm weather and extreme cold or Iced weather. An expedition use expeditionary jacket that helps them to protect with harsh weather conditions such as warm and cold weather as well as it also helps to keep them warm and cold. An outdoor jacket has versatile design and made up of very light weighted material that makes jackets more comfortable and convenient for outdoor activities. Wide use of outdoor jackets among expeditionary is a key driver in growth of global outdoor jackets market.

Many industries use outdoor safety jackets for safety of their employees and workers such as oil and mining industries, construction industries, traffic police and fire fighters. These outdoor safety jackets enhance overall safety of workers as these jackets have high-visibility, protect workers from hazards and maintain safety effectively at workplace. Outdoor jackets plays significant role in construction industries as outdoor safety jackets has bright colours such as green, yellow and orange that helps to easily identify the location of workers and helps to enhance safety of workers. Rise in use of outdoor safety jackets is a key factor in growth of global outdoor jackets market.

Now a day people are more attracted toward adventurous sports activities as these sports activities are fun and gives thrilling experience to performers. Outdoor jackets are majorly used by these sports person and people who love to enjoy sports activities such as climbing, cycling, gymnastics, kite ice skating and wind surfing. An outdoor jacket helps to keep them safe while performing sports activities and also helps to improve performance of sports person. Rise in use of outdoor jackets for performing various outdoor sports activities is prime factor in growth of global outdoor jackets market.

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#### Market Trends-

##### Surge in innovation of outdoor Jackets

Key player are highly investing in innovation of products and engaged with research &development process, to offers improvised and innovative products to catering demand of consumers and to compete with competitors and rival products. Key player have introduced new light weighted jackets that has more ergonomic designs, they use more hi-tech material that make jackets light weighted, warmer, and more durable. They have tried to improve performance of waterproof jackets and using highly breathable material to keep moisture out of body. Key manufactures also introduced a jacket that has ability to resist different temperatures

such as light weight jackets for 5 to 15°C and expeditionary jackets for 0 to -15°C. Surge in innovation of outdoor jackets is a prominent factor in growth of global outdoor jackets market.

### Rapid rise in participation of people in recreational activities

Now a day's people have become busier with their work life schedules and their life has become more hectic, they have started participating in different recreational activities to have fun and spend great time with friend and families. Recreational activities such as bag packing, camping, mountains climbing, skiing and trekking requires outdoor jackets as these outdoor jackets helps to protect travellers and visitors from harsh weather such as cold and warm weather. These outdoor jackets are made up of breathable fabric that helps to keep moisture away and helps maintain dry body, outdoor jackets are highly comfortable and enhance travelling experience of consumer. Rise in recreational activities is utmost factor that is influencing growth of global outdoor jackets market.

### Growth in number of travel agencies

In last few years travel industry is growing at significant rate, many people have started opening travel agencies at it has become one of the most profitable business. Many local travellers and vendor have also started offering outdoor jackets on rents to visitors that helps visitors to protect them self from extremely cold weather and snow. This rented outdoor jacket also helps to enhance experience of visitors while travelling and also helps to minimise cost of traveling. Rise in use of outdoor jackets for commercial purposes is one of the main factors that are accelerating growth of global outdoor jackets market.

### Key Benefits of Report-

This study presents the analytical depiction of the outdoor Jacket Industry along with the current trends and future estimations to determine the imminent investment pockets.

The report presents information related to key drivers, restraints, and opportunities along with detailed analysis of the outdoor Jacket market share.

The current market is quantitatively analysed to highlight outdoor Jacket market growth scenario.

Porter's five forces analysis illustrates the potency of buyers & suppliers in the market.

The report provides detailed outdoor Jacket market analysis based on competitive intensity and how the competition will take shape in coming years.

### Key Market Players

Arc'teryx, Patagonia, Columbia Sportswear, Fjällräven, Rab, Mammut, Berghaus, The North Face, Marmot, Mountain Equipment

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### Questions Answered in the Report -

Which are the leading players active in the outdoor Jacket market?

What are the current trends that will influence the market in the next few years?

What are the driving factors, restraints, and opportunities of the market?

What future projections would help in taking further strategic steps?

What is the outdoor Jacket market prediction in the future?

Which will be the niches at which players profiling with recent advancements should set a presence?

What are the current trends and predicted trend?

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