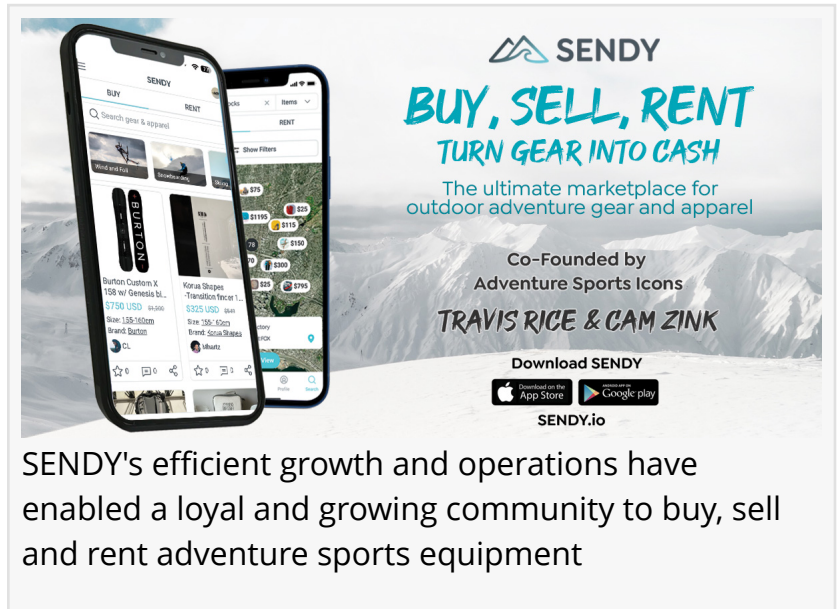


SENDY: Perfectly Positioned in a Shifting Trade Landscape to Power the Future of Outdoor Recreation Commerce

As global politics, tariffs, and trade wars continue to reshape supply chains, SENDY is emerging as the alternative commerce solution for adventure gear.

TRUCKEE, CA, UNITED STATES, March 11, 2025 /EINPresswire.com/ -- As global politics, tariffs, and trade wars continue to reshape supply chains, [SENDY](#), North America's leading adventure sports marketplace, is emerging as the ultimate alternative commerce solution for outdoor recreation gear. With an industry traditionally reliant on complex international manufacturing pipelines, SENDY provides a domestic, decentralized, and sustainable marketplace that enables consumers to access high-quality used gear and locally made products from small businesses.



SENDY's efficient growth and operations have enabled a loyal and growing community to buy, sell and rent adventure sports equipment

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We're building the future of outdoor commerce. One where adventurers can access gear easily, support local businesses, and break free from the unpredictability of international supply chains.”

Cam Zink

□ The Outdoor Industry's Supply Chain Problem

The outdoor recreation industry has long depended on offshore manufacturing, with a significant portion of outdoor gear—including skis, snowboards, bikes, tents, and technical apparel—produced in China, Taiwan, and Southeast Asia. However, evolving trade dynamics have introduced new challenges for retailers and consumers alike:

□ Tariffs & Trade Wars – Ongoing tensions between the U.S.

and China have resulted in rising costs for imported outdoor goods, forcing retailers to increase prices and limit inventory. Regions and countries including Vietnam, Taiwan and Europe will have

a tremendous impacts on Outdoor Recreation industry supply chains affecting both consumers and businesses.

- Supply Chain Disruptions – Global events, including pandemics, geopolitical conflicts, and shipping crises, have created uncertainty in product availability and planning.

- Consumer Demand for Alternatives – Shoppers are actively seeking cost-effective, sustainable, and locally sourced alternatives to reduce their

dependence on international supply chains and increasingly expensive apparel and equipment.



SENDY: Built by Athletes for Athletes

- SENDY: The Solution for Adventure Enthusiasts & Small Businesses

SENDY is perfectly positioned to address these challenges by providing an alternative to the traditional outdoor retail model. Through its circular economy and direct-to-consumer marketplace, SENDY empowers users to:

- Buy & Sell Used Gear – Extending the lifespan of outdoor equipment, reducing waste, and bypassing the volatility of global supply chains.

- Support Small & Domestic Manufacturers – SENDY enables independent brands and small businesses to reach an engaged community of buyers, offering locally made, high-quality alternatives to mass-produced imports.

- Access Gear When & Where They Need It – With SENDY's rental suite, users can find gear without waiting on backordered shipments or import delays.

"The outdoor industry is at an inflection point," said Cam Zink, Co-Founder of SENDY. "As global supply chains grow more complex, consumers need a better way to access the gear they love—one that supports local businesses, reduces environmental impact, and provides reliable alternatives to overseas production. SENDY is that solution."

- A Shift in Consumer Behavior & Market Trends

With 1.5 million annual shoppers and a growing network of retailers and independent brands, SENDY is tapping into a major shift in consumer behavior:

73% of consumers now prefer to buy from small, local businesses over large corporations when given the choice.

The outdoor gear resale market is projected to grow by over 10% annually, as adventurers turn to secondhand equipment instead of waiting for new imports.

SENDY's rental suite provides an on-demand alternative to purchasing, helping users access gear

without supply chain disruptions.

□ A Future Built on Resilience, Sustainability & Community

By giving consumers the tools to buy, sell, and rent directly from each other, SENDY is reshaping outdoor commerce into a more resilient, sustainable, and community-driven model—one that thrives independent of global trade volatility.

"We're not just building a marketplace—we're building the future of outdoor commerce," said Zink. "One where adventurers can access gear easily, support local businesses, and break free from the unpredictability of international supply chains."

About SENDY

SENDY is the leading adventure sports marketplace, empowering users to buy, sell, and rent gear with ease. Built by athletes for athletes, SENDY is redefining access, affordability, and sustainability in the outdoor industry while providing a resilient alternative to global supply chain challenges.

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