

Outdoor Brand Comparison 2026

	Patagonia	Arc'teryx	The North Face	REI	Columbia	Outdoor Research	Mountain Hardwear	Black Diamond	Salomon
Revenues 2025	\$1.5 billion	\$2.9 billion	\$4 billion	\$3.5 billion	\$2.9 billion	\$71-\$85 million	\$100 million	Less than \$177 million	\$2 billion
Awareness 2024	51%	19%	82%	38%	81%	23%	19%	27%	Not available
Source									
Field Mag									
GQ									
LPP Group									
Statista									
Top Trade Sourcing									
Opumo									
Switchback Travel									
Reddit									

 = Mentioned by Source