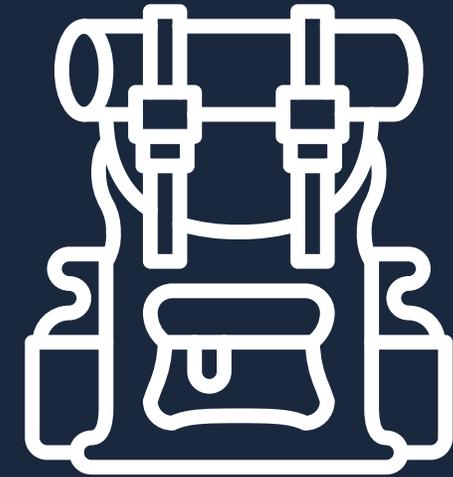


// Salience.

# Outdoor Retailers

Salience Index 2025



6 Month Report

“ This **report** is a brief  
run through of digital  
performance for last  
6 months in the **Online  
Outdoor Retailers Sector**.

Want to go beyond the data within?  
Speak to our team, any time, through  
our site or social pages.



# Editor's

2025 is here!

This year, thanks to AI, we're certain that nothing is certain.

We're already seeing marketing teams lean in even more on AI tools and software, and we're expecting higher levels of market volatility as a result. The unprecedented scope we now have to market better and faster through ever-expanding tools, particularly for lean teams, means that competition will rise, culminating in a more diverse share of voice within industries.

Yet, some marketing challenges remain from last year: the need to reduce reliance on paid channels, a renewed focus on brand performance, and better coordination between individual channels.

How will you keep tabs on the industry movements? That's where our report comes in.

The report serves to remove the blinkers on who you see as competition and, looking at all serious players in your space, give an unbiased view on organic, social & brand performance within your sector.

In addition, underperformance in any of the eleven key performance indicators provides direction on how to level up your digital performance as the year goes on.

Our next report on your industry will be in six months' time, but if you can't wait until then, get in touch any time for an assessment of the market and how you're doing

**Brett Janes**  
Managing Director  
01244 564 501  
brett@saliency.co.uk



# Note

**We are search marketers with an edge. From data-fuelled content marketers to business and data analysts, UX designers and technical gurus, we have the skills and know-how to grow your brand in whichever direction it needs. From new site builds to market leading search campaigns, we're the go-to agency for household names, challenger brands and ambitious start-ups.**

Starting in Chester as an SEO & PPC agency, we've expanded our skills and team exponentially over the last 13 years to ensure our clients' digital activities are in peak condition, from analytics to content marketing, we have the skills in-house to give your brand the competitive edge required to compete in today's digital world.



# Our



Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design



User Experience CRO

# Services

# Contents

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- 03** Winners & Losers
- 05** Overall Traffic Scores
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- 11** Emerging Trends
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- 15** The Latest News In Paid Media



**Online Outdoor Retailers** has seen a 10% increase in overall organic visibility within the last 6 months.

# Traffic Score Year on Year

## What is Organic Traffic Score in Ahrefs and how do they calculate it?

“This number is an estimation of how much organic search traffic your target website, subfolder or URL gets each month.”

So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

We know these aren't accurate representations of traffic seen in Google Analytics,, however, these are accurate metrics relatively across domains. We use 3rd party tools to estimate traffic.

### How it's calculated:



Ahrefs find all the keywords for which your target ranks in the top 100 organic search results.



They estimate the search traffic your target gets from each of those keywords based on its ranking position, monthly search volume and our estimated CTR for that position.



They sum up the traffic estimations of each keyword

# 0.63%

**Of Google  
Searchers Click  
On Results From  
The Second  
Page..**

\* Source: <https://keyword.com/blog/how-to-climb-from-page-2-to-page-1-on-serps/#:~:text=Yip%2C%20we're%20all%20in,what%20they%20are%20looking%20for>.

# Traffic Score Findings

Top 5 winners

01  **DECATHLON**

02 **GO**  
Outdoors

03 **THE**  
NORTH  
FACE 

04   
**MONCLER**

05  **PASSENGER**



These brands are the ones to watch. They're on the rise with the biggest growth in the market. Whatever they're doing, search engines are loving it and you'll want to work out what that is and emulate their strategies, fast.



# Top 5 Losses

01  TRESPASS®

02  Blacks

03  patagonia®

04  ellisbrigham

05  MUSTO



On the opposite end of the spectrum, these brands have had the biggest visibility drops. They're likely to have been punished by a search algorithm update or have let things slide over the course of the year. Either way, learn from their mistakes.



# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Mar 2025	Traffic score Sep 2024	YoY Change	Compared to Market
decathlon.co.uk	1	-	1,787,547	1,435,128	+25%	+14%
gooutdoors.co.uk	2	-	1,413,207	1,264,790	+12%	+2%
thenorthface.co.uk	3	-	975,516	891,486	+9%	-1%
cotswoldoutdoor.com	4	+1	405,801	362,353	+12%	+2%
trespass.com	5	-1	354,275	431,175	-18%	-28%
regatta.com	6	-	343,123	306,858	+12%	+2%
blacks.co.uk	7	-	274,825	305,101	-10%	-20%
berghaus.com	8	-	250,480	229,982	+9%	-1%
milletts.co.uk	9	-	243,972	227,266	+7%	-3%
uk.stanley1913.com	10	-	233,937	213,362	+10%	-1%
arcteryx.com	11	-	224,569	198,481	+13%	+3%
moncler.com	12	+3	212,136	155,159	+37%	+27%
columbiasportswear.co.uk	13	+3	184,301	145,566	+27%	+16%
snowandrock.com	14	+3	157,869	126,994	+24%	+14%
rab.equipment	15	-2	154,307	173,036	-11%	-21%
eu.patagonia.com	16	-4	153,008	184,583	-17%	-27%
salomon.com	17	-3	152,475	158,325	-4%	-14%
passenger-clothing.com	18	+1	147,247	95,306	+54%	+44%
fjallraven.com	19	+1	114,566	81,594	+40%	+30%
osprey.com	20	+4	107,107	76,203	+41%	+30%
alpinetrek.co.uk	21	-3	95,506	108,811	-12%	-22%
gb.ecco.com	22	-1	93,631	79,457	+18%	+8%
craghoppers.com	23	-1	92,129	78,350	+18%	+7%
merrell.com	24	+1	80,709	73,533	+10%	-
hellyhansen.com	25	+8	75,730	60,917	+24%	+14%
ultralightoutdoorgear.co.uk	26	+4	71,983	63,169	+14%	+4%
sportpursuit.com	27	-1	71,851	71,461	+1%	-10%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Mar 2025	Traffic score Sep 2024	YoY Change	Compared to Market
alpkit.com	28	+9	69,685	58,074	+20%	+10%
napapijri.co.uk	29	+16	69,576	41,567	+67%	+57%
saltrock.com	30	-7	67,238	76,642	-12%	-22%
scarpa.co.uk	31	-4	65,242	70,419	-7%	-18%
grisport.co.uk	32	+8	59,944	50,068	+20%	+10%
outdoorworlddirect.co.uk	33	-2	59,442	62,772	-5%	-16%
tiso.com	34	-2	57,352	61,268	-6%	-17%
rohan.co.uk	35	-	55,527	59,502	-7%	-17%
absolute-snow.co.uk	36	-8	54,839	69,354	-21%	-31%
montane.com	37	+2	52,527	50,189	+5%	-6%
vango.co.uk	38	+3	52,409	45,704	+15%	+4%
nevisport.com	39	-1	49,816	54,392	-8%	-19%
ellis-brigham.com	40	-11	49,109	69,077	-29%	-39%
sealskinz.com	41	+2	47,133	42,978	+10%	-1%
winfieldsoutdoors.co.uk	42	-8	45,321	59,600	-24%	-34%
jack-wolfskin.co.uk	43	+25	45,153	22,215	+103%	+93%
snowleader.co.uk	44	+2	43,199	40,939	+6%	-5%
trekitt.co.uk	45	-1	42,759	42,763	-	-10%
towsure.com	46	+4	42,632	33,936	+26%	+15%
bananafingers.co.uk	47	+5	42,030	32,787	+28%	+18%
attwoolls.co.uk	48	+1	41,738	34,039	+23%	+12%
musto.com	49	-13	38,478	58,315	-34%	-44%
acaioutdoorwear.com	50	+4	36,976	30,017	+23%	+13%
ultimateoutdoors.com	51	-9	36,068	44,727	-19%	-30%
shop.ordnancesurvey.co.uk	52	+1	35,894	30,637	+17%	+7%
karrimor.com	53	-2	34,007	32,870	+3%	-7%
emea.mizuno.com	54	+1	32,855	27,369	+20%	+10%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Mar 2025	Traffic score Sep 2024	YoY Change	Compared to Market
tauntonleisure.com	55	-7	30,323	36,045	-16%	-26%
dubarry.com	56	+6	29,723	24,312	+22%	+12%
altura.co.uk	57	+13	28,886	21,465	+35%	+24%
glisshop.co.uk	58	-11	28,008	36,865	-24%	-34%
scott-sports.com	59	+2	26,202	24,331	+8%	-3%
rockrun.com	60	-4	25,061	27,049	-7%	-18%
campingworld.co.uk	61	-4	24,694	26,501	-7%	-17%
lasportiva.com	62	-3	24,667	24,814	-1%	-11%
seatosummit.co.uk	63	+2	23,930	22,583	+6%	-4%
outdoorgb.com	64	+8	22,234	18,915	+18%	+7%
gerber-store.co.uk	65	+11	21,942	17,429	+26%	+16%
outsidersstore.com	66	-8	21,890	26,232	-17%	-27%
meindl.co.uk	67	+4	21,765	21,419	+2%	-9%
georgefisher.co.uk	68	-2	21,150	22,493	-6%	-16%
buff.com	69	+5	21,050	18,245	+15%	+5%
dometic.com	70	+5	20,841	17,696	+18%	+8%
colemanuk.co.uk	71	+8	20,085	16,826	+19%	+9%
ldmountaincentre.com	72	-3	19,468	21,998	-12%	-22%
mammut.com	73	+16	19,268	13,296	+45%	+35%
outwell.com	74	-14	18,755	24,621	-24%	-34%
outdooraction.co.uk	75	+7	18,665	15,944	+17%	+7%
ortlieb.com	76	+17	17,247	11,832	+46%	+36%
didriksons.com	77	-10	16,898	22,300	-24%	-34%
ronhill.com	78	-14	16,492	22,760	-28%	-38%
olproshop.com	79	+18	15,919	11,266	+41%	+31%
lifesystems.co.uk	80	+24	15,814	10,397	+52%	+42%
blackdiamondequipment.com	81	+4	15,543	14,143	+10%	-

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Mar 2025	Traffic score Sep 2024	YoY Change	Compared to Market
thesleepingbagstore.com	82	+17	15,419	11,180	+38%	+28%
nordicoutdoor.co.uk	83	-6	15,407	17,211	-10%	-21%
icebreaker.com	84	-11	15,225	18,511	-18%	-28%
worldofcamping.co.uk	85	-22	15,002	23,286	-36%	-46%
terra-nova.co.uk	86	-6	14,958	16,726	-11%	-21%
hestragloves.uk	87	-	14,564	13,948	+4%	-6%
littl life.com	88	-7	13,762	16,143	-15%	-25%
jack-wolfskin.com	89	+158	13,659	398	+3332%	+3322%
hi-tec.co.uk	90	-4	13,129	14,034	-6%	-17%
paramo-clothing.com	91	-8	13,055	14,736	-11%	-22%
leki.co.uk	92	+27	13,025	7,371	+77%	+66%
wmcamping.co.uk	93	+49	12,917	4,605	+180%	+170%
gaynors.co.uk	94	-6	12,536	13,942	-10%	-20%
uttings.co.uk	95	-17	12,493	16,909	-26%	-36%
lomo.co.uk	96	-2	12,397	11,773	+5%	-5%
snowpeak.com	97	-7	11,499	12,694	-9%	-20%
gorewear.com	98	+13	11,190	8,987	+25%	+14%
zone3.com	99	-15	11,042	14,159	-22%	-32%
norwichcamping.co.uk	100	-9	11,001	11,998	-8%	-19%

**Industry  
Variance**  
**+10%**



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates a 10% increase in overall organic growth within this industry.

If the market's growing, you should be too. If it's shrinking, you need a precise and targeted search strategy.

**THE DPMI<sup>®</sup>**  
**MARKETING**  
**AWARDS**  
FINALIST 2016

**GLOBAL 2023**  
**SEARCH AWARDS**  
**FINALIST**

**EUROPEAN 2023**  
**SEARCH AWARDS**  
**WINNER**

**THE DPMI<sup>®</sup>**  
**CONTENT**  
**AWARDS**  
FINALIST 2015

**UK 2022**  
**SEARCH AWARDS**  
**WINNER**

Prolific North  
**CHAMPIONS**  
AWARDS 2023

**UK 2017**  
**SEARCH AWARDS**  
**SHORTLISTED**

**THE DPMI<sup>®</sup>**  
**SEARCH**  
**AWARDS**  
FINALIST 2016

**UK**  
**Agency**  
**Awards**  
**2023**  
**FINALIST**

**NORTHERN**  
**DIGITAL**  
**AWARDS**  
**SHORTLIST**  
**2018**

**DIGITAL IMPACT**  
**AWARDS 20**  
**WINNER**

**ds Awards Awards Awards Awards**

# Our

Since 2009, we've provided search marketing services for household names, challenger brands and ambitious start-ups across retail, lead generation, finance & charity sectors. We work on agile principles, born from the belief that marketing challenges rarely come with six months' notice, so there's no point in making plans that far in advance. We assess the biggest issues and opportunities for our clients at the start of every sprint. We are a new breed of search marketing agency that moves fast and adapts to opportunities in the moment, not in a month.



**15+** Years Experience

**8.5m** Organic Transactions

**58m** Organic Sessions

[Find Out More](#)

# Experience



**The results we've achieved from  
Salience's content marketing efforts  
have exceeded my expectations.**

— Paul Hambridge, MD



[Read this Case Study](#)

# Why Don't We Include PPC Data In Our Reports?

PPC data from third party platforms over your own Google Ads' account is unreliable. Unlike organic metrics such as visibility, which are easily measured, it is difficult to collect any meaningful PPC performance data without the use of spy programmes.

Although there are a number of PPC spying tools available on the market, these should never be trusted. We're only interested in giving you the most meaningful, relevant, and up-to-date data which simply cannot be achieved for PPC.



The team at Saliency have completely overhauled our PPC campaigns, implementing a new strategy which keeps costs low and ROAS high. Onboarding was fast and easy with transparent pricing and very minimal setup required.

We've had great communication throughout and regular meetings to discuss progress.

Rosie Adams, Marketing Manager,  
Hard to Find Whisky



# Case Study



## A dominating brand paid media strategy for **Wholesale Sweets**.

Wholesale Sweets is a self-descriptive business: sweets at wholesale prices.

When approached to be paid media partners, the brand was in a transitional period between brand names, moving from UK Sweets to Wholesale Sweets. Having a "generic" search term within a brand name presents both great challenges and benefits.

The brand's vision was clear: create a dominating brand strategy for Wholesale Sweets: become synonymous with the term "Wholesale Sweets".

At the beginning of the campaign it was clear that gaining visibility in this area would be tough. The term "wholesale sweets" isn't considered a brand by Google; a total of 15 other competitors still actively bid for top position.

Using a targeted approach to dominate the new brand brought the following results:

- Search impression share (visibility) increased by 117%,
- Ads serve above organic results 173% more often
- Position 1 achieved 188% more often
- Conversions increased by 130%
- Conversion value doubled

AKA domination of "wholesale sweet" terms.

## Similar Challenges?

**Talk to an expert.**





**Going above and beyond our expectations of a digital marketing partner, Salience gave us the insight and understanding to take our business to the next level whilst keeping it enjoyable and fun.**

— Caren Downie, Fashion Director

**LEMONADE DOLLS**

[View Case Studies](#)

# Keyword

We've been keeping a close eye on what keywords people are searching for in the market, allowing us to see what is trending.

In the following sections we'll give you the heads up on which keywords are on the rise and need your attention, alongside those which are becoming less and less important.

Using historical search data, we're able to find trend patterns and identify opportunities ahead of the curve.

Our search and content strategists continually monitor industry movements. From here, we're able to spot content and category gaps before they're deemed industry standard.



The cost of living crisis and new budgets are hitting both consumers and businesses in dramatic ways. We're predicting high volatility across typically higher search volume searches.

# Trends

## Emerging Brands

# Emerging Brands

Keyword	Search Volume	Interest Trend
decathlon	823000	7%
arcteryx	135000	22%
regatta	135000	2%
osprey	74000	7%
passenger clothing	60500	7%
salomon	49500	32%
craghoppers	49500	7%
salt rock	40500	17%
rohan	40500	8%
ellis brigham	33100	13%
tiso	27100	22%
montane	22200	14%
scarpa	12100	14%
nevisport	9900	16%
sealskinz	9900	6%
columbia sportswear	5400	14%
snow leader	2900	23%
grisport	2900	8%

## Emerging Products

# Emerging Products

Keyword	Search Volume	Interest Trend
hiking trekking boots	33100	3%
backpacks for guys	18100	6%
mens rucksack	18100	6%
camp shops	18100	6%
camping gas cooker	12100	19%
camping store	12100	6%
camping light	6600	7%
portable gas cooking stove	5400	8%
camping gear	5400	7%
gas burner camping stove	3600	18%
hiking pole	3600	15%
4 seasons sleeping bag	3600	7%
equipment for fishing	2900	20%
jacket for trekking	2400	17%
mountaineering boots	2400	9%
mountaineering outfitters	1900	84%
backpack 20l	1900	22%
hiking shops near me	1900	15%

## Emerging Products

# Emerging Products

Keyword	Search Volume	Interest Trend
built for athletes backpack	1600	20%
mountain warehouse ski gear	1300	23%
mens hiking wear	1300	17%
day hiking backpack	1300	17%
waterproof backpack for men	1000	19%
portable gas oven for camping	590	76%
hiking backpacks for men	590	37%
outdoor gear backpack	590	35%
mountain warehouse ski pants	480	28%
camping portable gas cooker	390	147%
portable gas cooker camping	390	147%
ladies trekking poles	210	128%

## Receding Brands

# Receding Brands

Keyword	Search Volume	Interest Trend
blacks	368000	-13%
patagonia	201000	-18%
the north face	165000	-25%
millets	135000	-18%
berghaus	90500	-5%
napapijri	60500	-12%
fjallraven	60500	-14%
snow and rock	49500	-11%
jack wolfskin	33100	-27%
alpkit	33100	-13%
musto	14800	-5%
trekitt	12100	-25%
towsure	12100	-5%
vango	9900	-8%
attwoolls	6600	-8%
acai outdoorwear	2900	-9%
outdoor world direct	1900	-9%
stanley 1913	390	-25%

## Receding Products

# Receding Products

Keyword	Search Volume	Interest Trend
camping chairs	74000	-14%
sleeping bags	60500	-18%
rucksack	49500	-18%
mountaineering equipment	40500	-8%
women's trekking boots	33100	-10%
camping equipment shops near me	27100	-18%
childrens rucksack	22200	-18%
waterproof backpack	18100	-28%
foldable chair with table	18100	-18%
black backpack	18100	-18%
childrens sleeping bags	18100	-18%
climbing shoes	18100	-13%
camping equipment	18100	-14%
mens backpack	18100	-5%
ladies mini backpack	12100	-18%
small backpack women	12100	-18%
small backpack	9900	-18%
camping kitchen	8100	-26%

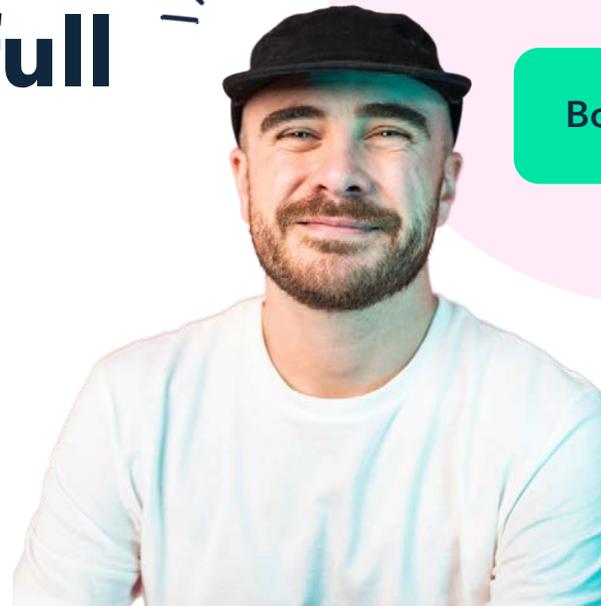
## Receding Products

# Receding Products

Keyword	Search Volume	Interest Trend
double sleeping bag	8100	-18%
mountain equipment jackets	6600	-24%
campground accessories	6600	-19%
camping accessories	6600	-19%
leather backpack for women	5400	-28%
30 litre backpack	4400	-18%
large backpack	3600	-25%
backpack sales	2900	-28%
waterproof mountain bike jacket	2400	-32%
fleece mountain equipment	2400	-19%
female climbing shoes	1600	-37%
ladies climbing shoes	1600	-37%

 **Decathlon** is dominating the brand search game.

**This is far more than technical SEO fundamentals, achieving this requires a full frontal assault on search.**



**Brett Janes**  
**Managing Director**

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[Book a Chat](#)

# Ooo Nice Clients...

Dreams

carpetright.

Lindt 

HARVEY MARIA®  
— FABULOUS FLOORS —

sunny

 early  
learning  
centre

PÂTISSERIE  
VALERIE

  
FLOORINGKING

  
The Entertainer  
TheToyShop.com

PAPIER

 BRITA®

 JUSTMYLOOK

  
TOTALLY wicked®

LiveScoreBet™

  
healthspan

PORCELANOSA



Sleep & Snooze is a challenger brand in the Beds & Mattresses space.

They partnered with Salience to increase brand awareness and drive press coverage, with the core aim  
Of placing their brand directly in front of consumers.

Taking a search-first approach to digital pr we made sure that our strategy focussed on obtaining high-quality, relevant links.

### How we did this?

In order to grow brand awareness and build relevant links, we first had to narrow down the core topics which their subject matter expert could speak on with authority.

For Sleep & Snooze these topics were: sleep hygiene & bedroom interior design.

This meant we were able to outreach expert advice to journalists in the lifestyle and interiors press on:

- **Bedroom Feng Shui**
- **The Coastal Grandma Interior Trend for Bedrooms**
- **Bedscaping**
- **Mattress and Bedding Hygiene**

### THE RESULTS

61 Pieces of coverage

10 Relevant High DA Links

# Google Analytics

Google Analytics, where would we be without this tool in the modern digital landscape? It's hard to imagine navigating your digital & search marketing data without using this tool, and because of this, we know it won't be going anywhere anytime soon. It is, however, easy to imagine Google Analytics changing and updating.

In an expected move, Google's Universal Analytics is being sunsetted and will stop processing data at the beginning of July in 2023 according to a recent announcement from Google. With the push towards the adoption of their new, next-generation version of Google Analytics, GA4.

Google is encouraging the immediate switch to GA4. As doing so, will give us the chance to build historical data before the inevitable switch in over a year's time.

GA4 is Google's latest iteration of Google Analytics that will combine its data from both your websites and apps. The main difference GA4 is offering is the way in which it collects data. Instead of the sessions we've spent so many years being used to, GA4 will highlight Users and Events in its place. Basically GA4's event data model will process each user interaction as its own, standalone event.

As some of you reading this may know, rolling out a new product or service has its risks, there's always that looming fear that it won't be well received or liked. Unfortunately for Google when they initially released GA4 to the public, they've fell victim to this issue across many parts of the digital world. There has been a widespread disdain for GA4 since its launch. The Search Marketing community has widely described it as unusable, awful & horrible. In using it ourselves where we have found GA4 to be an unintuitive tool that makes a lot of data that is easily found in Universal Analytics difficult to locate and hard to access.

As with many of their updates and changes across their services, Google is encouraging an immediate switch to GA4 despite us having over a year to do so, you might be asking why? As mentioned above, GA4 is difficult and unwieldy, Universal Analytics is more popular and still here to use. The main reasoning for switching to GA4 sooner, rather than later, will give us the chance to build historical data and optimise our accounts within GA4 before the inevitable switch in over a year's time. We will also get a chance to spend more time adjusting and becoming acquainted with the overall changes in data and UI compared to Universal Analytics.

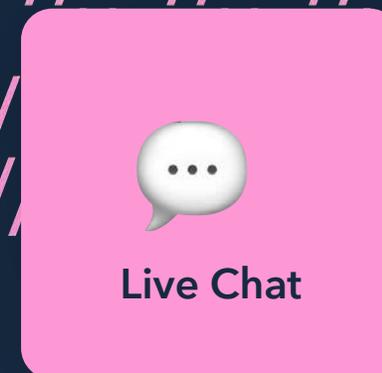
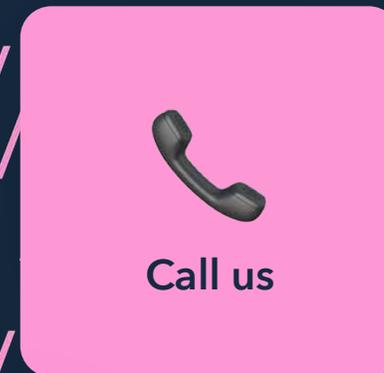
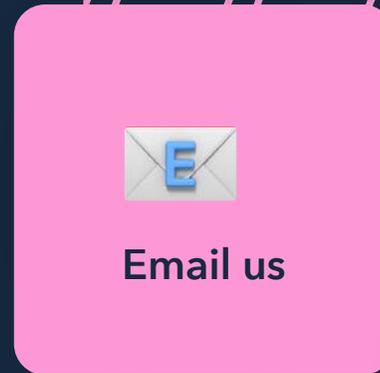
**Struggling with the  
migration to GA4?**

**Speak with an expert.**

# Got a

Come across any head-scratchers in this report so far?

Get in touch for a no-strings chat and we'll run you through any metrics and how they apply to your brand.



# Question?



// **Salience.**