VAUDE – strong in Europe

VAUDE is a German family-owned company with its headquarters in Tettnang in the Lake Constance District. Our primary markets are Germany and its surrounding EU countries. VAUDE also exports to nearly 50 countries. VAUDE distributes its products through retailers, the Internet, franchise stores and its own outlets. Corresponding with retail development in general, Internet product sales are also increasing at VAUDE. Online stores of well-known sports retailers are also becoming an important sales channel.

Mountain Sports – our most important segment, VAUDE Professional – a new business segment

VAUDE has stands on three pillars: the strongest – and the foundation of the company – is Outdoor Sports. In recent years, the bike division has developed strongly and is slowly but surely catching up with the outdoor sports division. Packs ’n Bags has suffered a lot from Corona restrictions, as the travel segment is anchored in this division.

The distribution of turnover over several business segments is intended to give the company stability. In Outdoor Sports and Bike Sports, we have been able to achieve significant growth rates in recent years. The
Packs ‘n Bags segment has stagnated or even declined slightly, but did grow again in 2019.

Sales Breakdown by Market Segment 2020

Sales Breakdown by Main Product Groups 2020

With 66 percent of sales, apparel is our largest product group. It has grown disproportionately over the last five years and is now significantly above the EU average for apparel in the outdoor market, which was about 51 percent according to EOG data in 2018.

The second largest product group is backpacks and it accounts for 25 percent of our sales. This is also well above the EU average of 8 percent. Backpacks were VAUDE’s first products and are represented in all three market segments in roughly equal proportions. In many countries, VAUDE is still perceived as a backpack brand.

VAUDE backpacks

It all began with backpacks. And even today, they are in high demand. Nearly 32 percent of VAUDE backpacks are made in Germany and the share is rising.

Industrial customers as a new business field

In 2017, we decided to take on an additional business segment for professional customers from the industry, public authorities and associations.
We want to expand the percentage of exports in Europe
VAUDE sells over 60% of its products in Germany, another 30% in Europe.

VAUDE products around the world

Our focus is on product distribution through specialized retailers

Our distribution channels

<table>
<thead>
<tr>
<th>Distribution Channels 2020</th>
<th>Sales percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brick-and-mortar specialized stores and multi-channel (incl. vaude.com)</td>
<td>57%</td>
</tr>
<tr>
<td>Internet retailers (specialized dealers who earn at least 90% of sales online, including vaude.com)</td>
<td>34%</td>
</tr>
<tr>
<td>Retailers – VAUDE Franchise GmbH stores</td>
<td>4%</td>
</tr>
<tr>
<td>Retailers – Outlets</td>
<td>5%</td>
</tr>
</tbody>
</table>

All three market segments can be depicted in these structures. The differences between online and offline sales between the market segments are relatively low. A special feature of the Packs ’n Bags segment is that they are strongly marketed in leather goods stores, especially in Germany, although this share is constantly decreasing.

It is worth mentioning that since 2018, business with “sustainability retailers”, i.e. retailers who are strongly committed to ecologically and socially fairly produced goods, has risen sharply. These are often retailers who offer a diverse range of products that cannot be attributed solely to sport. We see further growth opportunities here because we serve a clientele that seeks and appreciates VAUDE’s values. The sales share of these retailers, however, is only about 1%, but it is growing strongly.

For the Outdoor Sports segment, specialized sports stores play a major role in addition to outdoor recreation stores. In addition, it is clear that there are significant overlaps, especially between the Mountain and Bike segments in terms of sales of the product ranges. This applies to apparel and backpacks.

Revenue shares of our customer groups
70 percent of sales from 10 percent of customers

The international outdoor market continues to be characterized by cut-throat competition and strong concentration processes. This is likely to be exacerbated by the CORONA pandemic. Many small and medium-sized corporate customers have disappeared in the last few years or have been swallowed by larger companies. This is also reflected in VAUDE’s customer structure. The absolute number of corporate customers has not increased over the last 5 years – despite strong growth in sales and market share and the emergence of many online customers.

As a result, a relatively small number of corporate customers account for a large proportion of VAUDE sales. Although A-customers represent only about 10 percent of our total customer count, they are responsible for approximately 70 percent of our revenues. This is a general trend in the market. In particular, the percentage of medium-sized corporate customers is decreasing.

Our consumer target groups

We describe our consumers as “The community of open-minded, outdoor enthusiasts who appreciate the responsible lifestyle.”

MORE ABOUT IT}
Emissions
Energy
Material Consumption
Transport
Water
Suppliers

Social
VAUDE in the Supply Chain
VAUDE in Germany

About VAUDE
Corporate Philosophy
Integrated Sustainability Strategy
Organizational Profile
Dialog with our Stakeholders
Communication
VAUDE Academy

CSR Standards
Standards and Certificates
EMAS and ISO 14001
Fair Wear-Index
German Partnership for Sustainable Textiles
Green Button
Economy for the Common Good
German Sustainability Code
VAUDE Greenpeace Detox Commitment
UN Sustainable Development Goals
Higg Index
GRI Index
About this Report

News