EUROPEAN OUTDOOR SHARE OF SEARCH

The North Face's share of search fell from 49.4% to 33.0% in four years, while Salomon rose from 17.1% to 30.8%. Arc'teryx nearly doubled from a small base; Patagonia held steady and Fjällräven slipped.

The North Face share, last 12 months
33.0%
−16.4 pts vs Oct 2021 to Sep 2022

Salomon share, last 12 months
30.8%
+13.7 pts vs Oct 2021 to Sep 2022

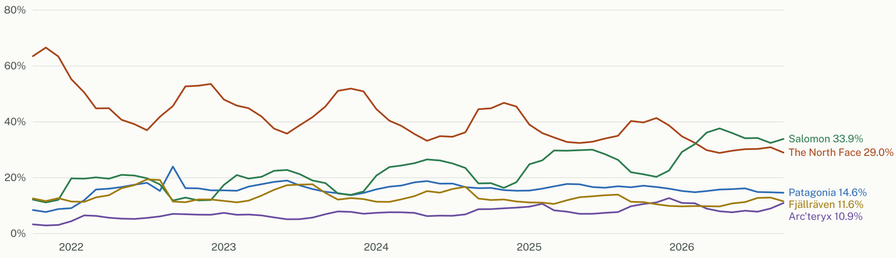
Patagonia share, last 12 months
15.6%
+1.5 pts vs Oct 2021 to Sep 2022

Fjällräven share, last 12 months
10.8%
−3.3 pts vs Oct 2021 to Sep 2022

Arc'teryx share, last 12 months
9.7%
+4.6 pts vs Oct 2021 to Sep 2022

SHARE OF SEARCH OVER TIME

Average of six markets, monthly, Oct 2021 to Sep 2026. Each brand's share of the five-brand total.



BY MARKET, LAST 12 MONTHS

Share of search Oct 2025 to Sep 2026. The leader in each market is in bold.

Market	The North Face	Salomon	Patagonia	Arc'teryx	Fjällräven	Leader
Belgium	33.7%	**35.9%**	16.0%	8.1%	6.3%	Salomon
France	31.0%	**48.8%**	11.7%	6.9%	1.6%	Salomon
Germany	**37.1%**	24.3%	18.0%	10.8%	9.8%	The North Face
Netherlands	**37.2%**	28.7%	14.3%	11.2%	8.7%	The North Face
Sweden	14.5%	22.8%	18.2%	10.6%	**34.0%**	Fjällräven
United Kingdom	**44.5%**	24.5%	15.5%	10.8%	4.6%	The North Face

CATEGORY DEMAND GROWTH BY MARKET

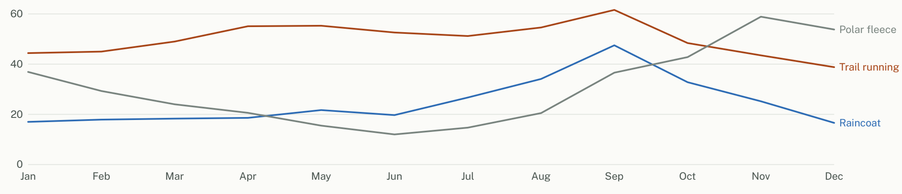
Change in Google Trends interest, Oct 2025 to Sep 2026 against Oct 2021 to Sep 2022, and against the year before. Each category is measured on its own scale, so compare growth, not size.

Market	Trail running, 4 years	Trail running, last year	Raincoat, 4 years	Polar fleece, 4 years
Germany	+267%	+23%	+19%	−7%
Netherlands	+191%	+30%	+12%	−10%
Belgium	+133%	+16%	+36%	+14%
United Kingdom	+119%	+28%	+40%	+15%
France	+106%	+16%	+63%	+9%
Sweden			+42%	−14%

Trail running for Sweden did not load from Google Trends and is left blank.

WHEN EACH CATEGORY PEAKS

Average interest by calendar month across markets and five years, each category on its own 0 to 100 scale.



EXAMPLE: ONE BRAND'S PRICES ACROSS MARKETS

Patagonia, as a worked example: full price on its own sites, 19 Oct 2026, converted at ECB rates of 16 Oct 2026. Premium is against the eurozone price.

Product	Market	Local price	In euros	Premium
Torrentshell 3L Rain Jacket	NL	€200	€200.00	0.0%
Torrentshell 3L Rain Jacket	DE	€200	€200.00	0.0%
Torrentshell 3L Rain Jacket	FR	€200	€200.00	0.0%
Torrentshell 3L Rain Jacket	IT	€200	€200.00	0.0%
Torrentshell 3L Rain Jacket	UK	£180	€213.31	+6.7%
Torrentshell 3L Rain Jacket	SE	kr 2,299	€206.28	+3.1%
Better Sweater Fleece Jacket	NL	€160	€160.00	0.0%
Better Sweater Fleece Jacket	DE	€160	€160.00	0.0%
Better Sweater Fleece Jacket	UK	£140	€165.91	+3.7%
Better Sweater Fleece Jacket	SE	kr 1,799	€161.42	+0.9%
Nano Puff Jacket	NL	€200	€200.00	0.0%
Nano Puff Jacket	DE	€200	€200.00	0.0%
Nano Puff Jacket	UK	£170	€201.46	+0.7%
Nano Puff Jacket	SE	kr 2,299	€206.28	+3.1%

Method. Google Trends "interest over time" for each brand as a topic (Patagonia as clothing company; the others as company or brand), past five years, all categories, web search, exported separately for the Netherlands, Germany, the United Kingdom, France, Belgium and Sweden. Within each market, each brand's monthly index is divided by the five-brand total to give share of search. October 2026 is a partial month and is left out. Category demand uses the Trail running, Raincoat and Polar fleece topics, each pulled on its own per market, so each series is indexed to its own peak.

Limits. Trends indexes are relative and sampled, so shares compare brands within a market but not absolute search volumes between markets. The six-market figures are a simple average and are not weighted by market size.

Data: Google Trends exports for six markets, Oct 2021 to Sep 2026, and full prices from eu.patagonia.com collected 19 Oct 2026. This is a public copy of the interactive dashboard, with the data built into the page.