

Outdoor Products

Utah is the best place for outdoor companies because Utah is the best place for the outdoors.

On the cover:
Bike riding down a gravel
trail near Moab, UT.

Three BIG things about the outdoor industry in Utah:

1

Utah is home to companies like **Backcountry** (see blue #27 on map), **Black Diamond** (#12), **Cotopaxi** (#13), **iFIT Health** (#1), **KÜHL** (#18), **Lifetime Products** (#10), and more than 200 others.

2

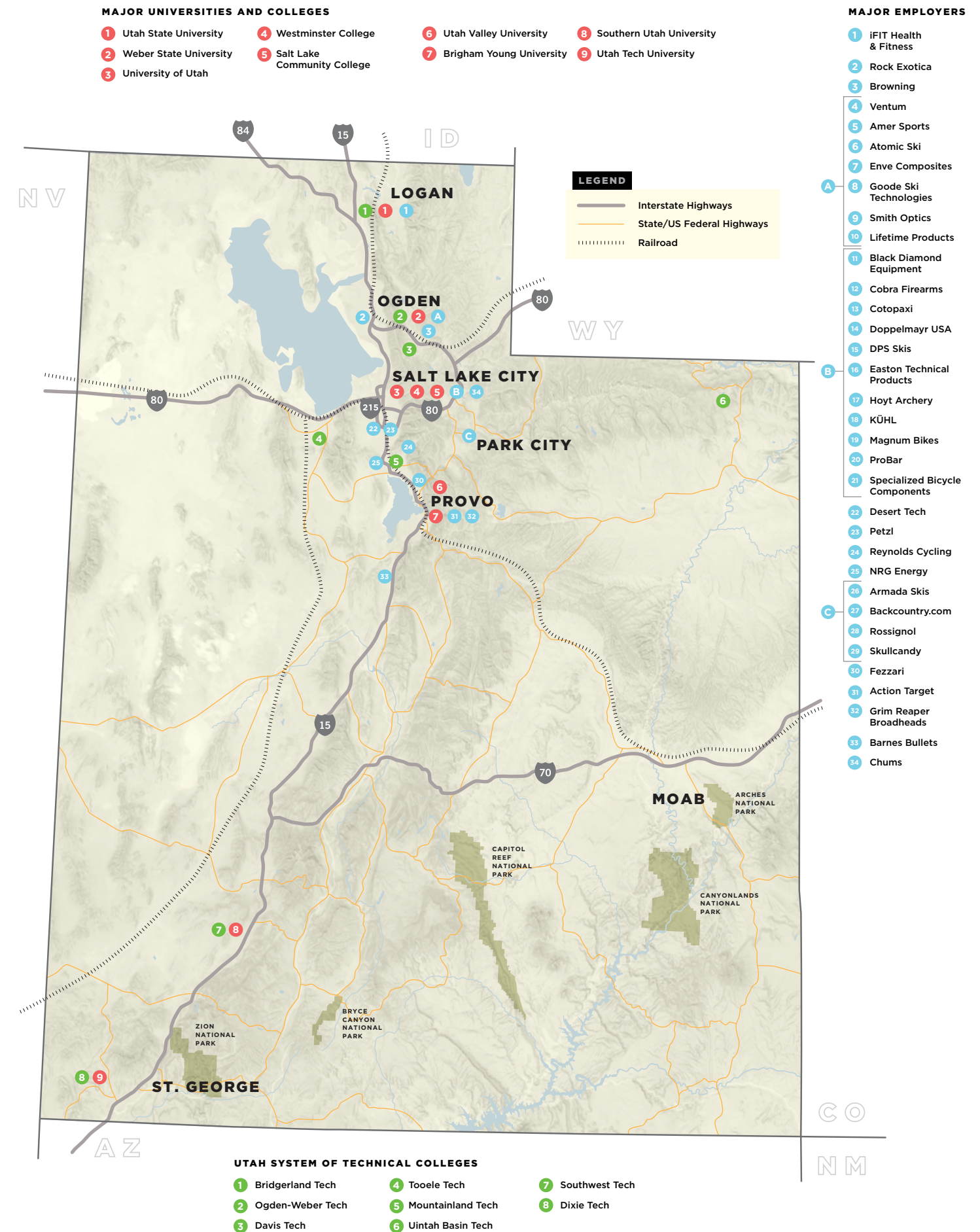
With some of **the most magnificent open space on the globe**, you can think of Utah as a world-class outdoor product testing facility.

3

Utah has over **900% more sporting & athletic goods manufacturing** employment density than the national average. *Yes, 9-hundred percent.*



Contact **Erin Farr** to learn more about
the outdoor industry in Utah
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The famous Shafer Trail in Canyonlands National Park.

UTAH HAS MORE THAN

63,000 Square Miles of Infinitely Accessible Testing Grounds

LET THAT SINK IN FOR A MOMENT

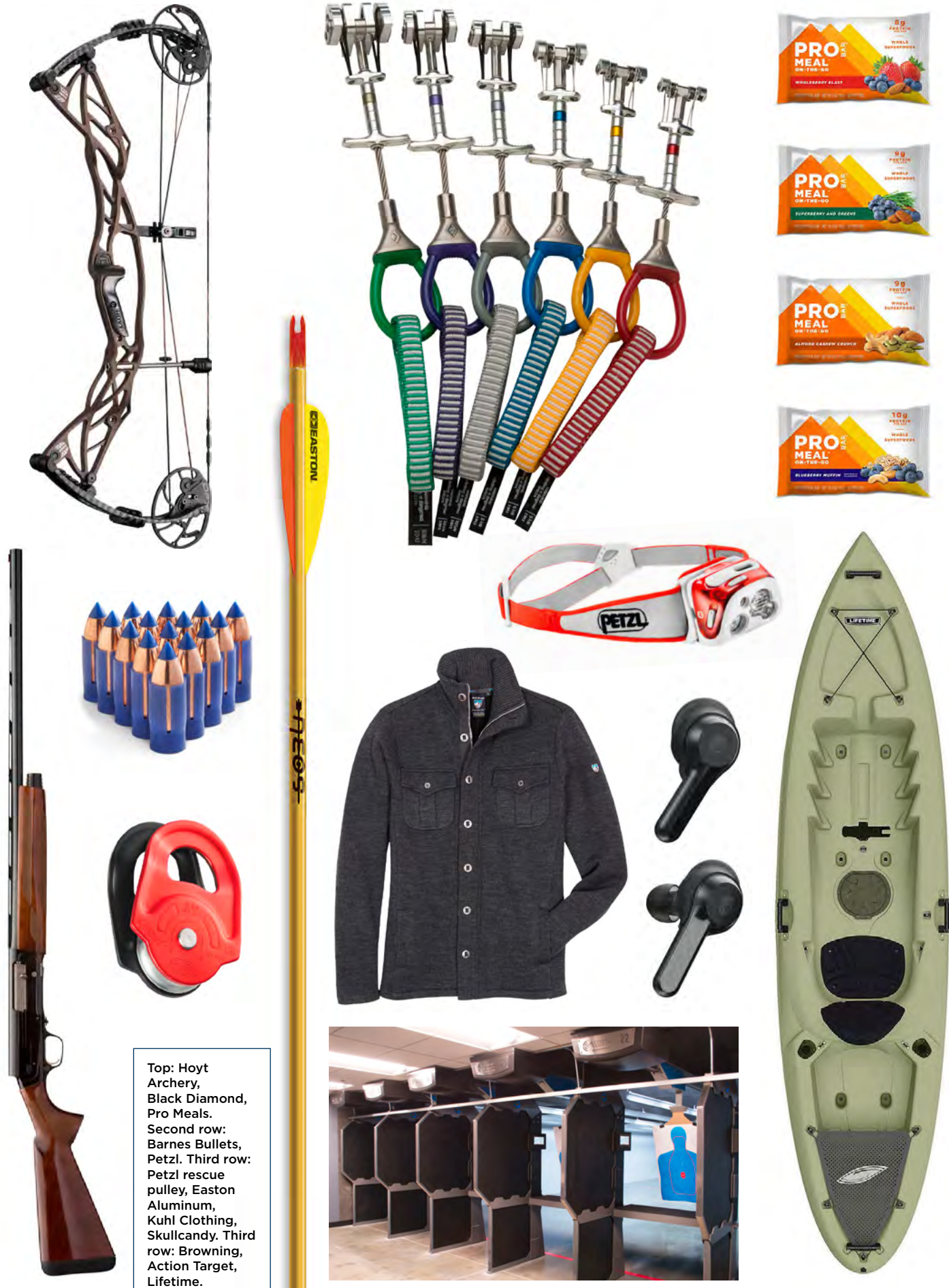
Park City's Jupiter Bowl.

Major Outdoor Products Employers

COMPANY	EMPLOYEES	DESCRIPTION
Backcountry.com	250-499 Park City	Backcountry.com is an online specialty retailer that sells clothing and outdoor recreation gear for hiking, camping, mountain biking, rock climbing, winter sports, etc.
Lifetime Products	1000-1999 Ogden	Lifetime Products is a leading producer of plastic and metal products such as folding tables, chairs, and basketball hoops.
iFIT Health & Fitness	500-999 Logan	iFIT Health and Fitness is one of the world's largest developers, manufacturers, and marketers of fitness equipment.
Black Diamond Equipment	250-499 Salt Lake City	Black Diamond Equipment manufactures and develops rock climbing, skiing, and other outdoor products.
Easton Technical Products	100-249 Salt Lake City	Easton Technical Products manufactures and develops sporting goods, specializing in archery, hunting, camping, and more.
Action Target	100-249 Provo	Action Target designs, manufactures, and installs shooting ranges, tactical combat houses, and portable steel targets.
Amer Sports	100-249 Ogden	The sporting goods company owns internationally recognized brands including Salomon, Wilson, Atomic, Arc'teryx, Peak Performance, Enve, and Precor.
Browning	100-249 Morgan	Browning is an industry leader in the full spectrum of outdoor products, including sporting arms, technical hunting clothing, knives, gun safes, flashlights, and more.
Doppelmayr USA	100-249 Salt Lake City	Doppelmayr specializes in the production of drive platforms, electrical control and hydraulic systems for lifts, tower structures, terminal enclosures, chair production.
Enve Composites	100-249 Ogden	ENVE Composites designs and hand builds carbon wheels and component systems for mountain and road bikes.
NRG Energy (Formerly Goal Zero)	100-249 Riverton	NRG Energy develops portable solar panels, power packs, and lighting products, with a mission to put reliable power in the hands of every human being.
Hoyt Archery	100-249 Salt Lake City	Hoyt Archery is an outdoor products company specializing in the manufacturing of archery and bow hunting equipment.
Rock Exotica	50-99 Clearfield	Rock Exotica is a rock climbing equipment manufacturer based in Clearfield, UT.
Skullcandy	100-249 Park City	Skullcandy makes headphones that are made to withstand the harsh conditions of outdoor sports.
Smith Optics	100-249 Clearfield	Smith Optics develops sports eyewear, goggles, sunglasses, and helmets for biking, motocross, skiing, surfing, and more.
Specialized Bicycle	100-249 Salt Lake City	Specialized Bicycle Components produces bicycles and cycling equipment, such as wheels, tubes, helmets, boots, and apparel.
Barnes Bullets	100-249 Mona	Since 1932, Barnes Bullets has been an industry leading manufacturer of percision small arms ammunition and muzzleloaders.
Chums	50-99 Salt Lake City	The easily adjustable Chums Original Cotton retainer is the product that put the company on the map. It now offers a wide range of outdoor accessories.
Cotopaxi	100-249 Salt Lake City	Cotopaxi designs and manufactures innovative outdoor products sucha as backpacks, hiking gear, camping gear, apparel, and outdoor accessories.
Fezzari	50-99 Lindon	Fezzari custom builds, designs, engineers, manufactures, and distributes road, mountain, and performance bicycles and related products.

■ = HEADQUARTERED IN UTAH

NRG Energy produces weatherproof portable solar power panels and fume-free generators for camping and emergencies.



Top: Hoyt Archery, Black Diamond, Pro Meals. Second row: Barnes Bullets, Petzl. Third row: Petzl rescue pulley, Easton Aluminum, Kuhl Clothing, Skullcandy. Third row: Browning, Action Target, Lifetime.

COMPANY		EMPLOYEES	DESCRIPTION
KÜHL		250-499 Salt Lake City	KÜHL makes outdoor clothing and accessories that provide both comfort and protection in any environment.
Petzl		50-99 West Valley	Petzl designs and manufactures outdoor products and accessories for the climbing and caving industries.
ProBar		20-49 Salt Lake City	ProBar makes healthy, delicious, plant based foods and snacks.
Reynolds Cycling		50-99 Sandy	Reynolds Cycling brought the first carbon clincher wheelset to market. They design and produce bicycle wheels and small components.
Rossignol		50-99 Park City	Rossignol produces ski and snowboarding equipment, including goggles, helmets, bags, boots, apparel, and more.
Magnum Bikes		20-49 Salt Lake City	Magnum Bikes, founded in 2010, is a leader in innovation and design of electric bicycles. They sell and ship their products worldwide.
Atomic Ski		20-49 Ogden	Atomic Ski produces skis and skiing equipment, such as skis, poles, boots, helmets, goggles, bags, and apparel.
DPS Skis		50-99 Salt Lake City	DPS Skis manufactured the world's first pure prepreg carbon fiber sandwich ski. Its innovations continue with the PHANTOM permanent, waxless base treatment.
Desert Tech		50-99 West Valley City	Desert Tech, founded in 2007, produces compact rifle systems that focus on simple, attractive, and versatile designs. Their products are sold and shipped worldwide.
Ventum		10-19 Ogden	Ventum makes high-performance racing bicycles and is the Official Global Bike Partner of IRONMAN®.
Armada Skis		10-19 Park City	Armada Skis is the industry's first rider-owned, rider operated ski manufacturer, which produces top performing skis, poles, outerwear, and softgoods.
Coalatree		10-19 Salt Lake City	Coalatree designs eco-minded gear and apparel including the Evolution hoodie, made from recycled coffee grounds.
Cobra Firearms		20-49 Salt Lake City	Cobra Firearms develops and manufactures a line of derringer small pocket pistols and other small firearms.
Grim Reaper Broadheads		20-49 Provo	Grim Reaper Broadheads manufactures and develops arrowheads, and is the inventor of patented Razortip Technology.
Goode Ski Technologies		10-19 Ogden	Goode Ski Technologies manufactures water skis, snow skis, ski poles, and other ski equipment and accessories, including the world's first pure carbon water ski.

 = HEADQUARTERED IN UTAH

*SOURCE: UTAH DEPARTMENT OF WORKFORCE SERVICES



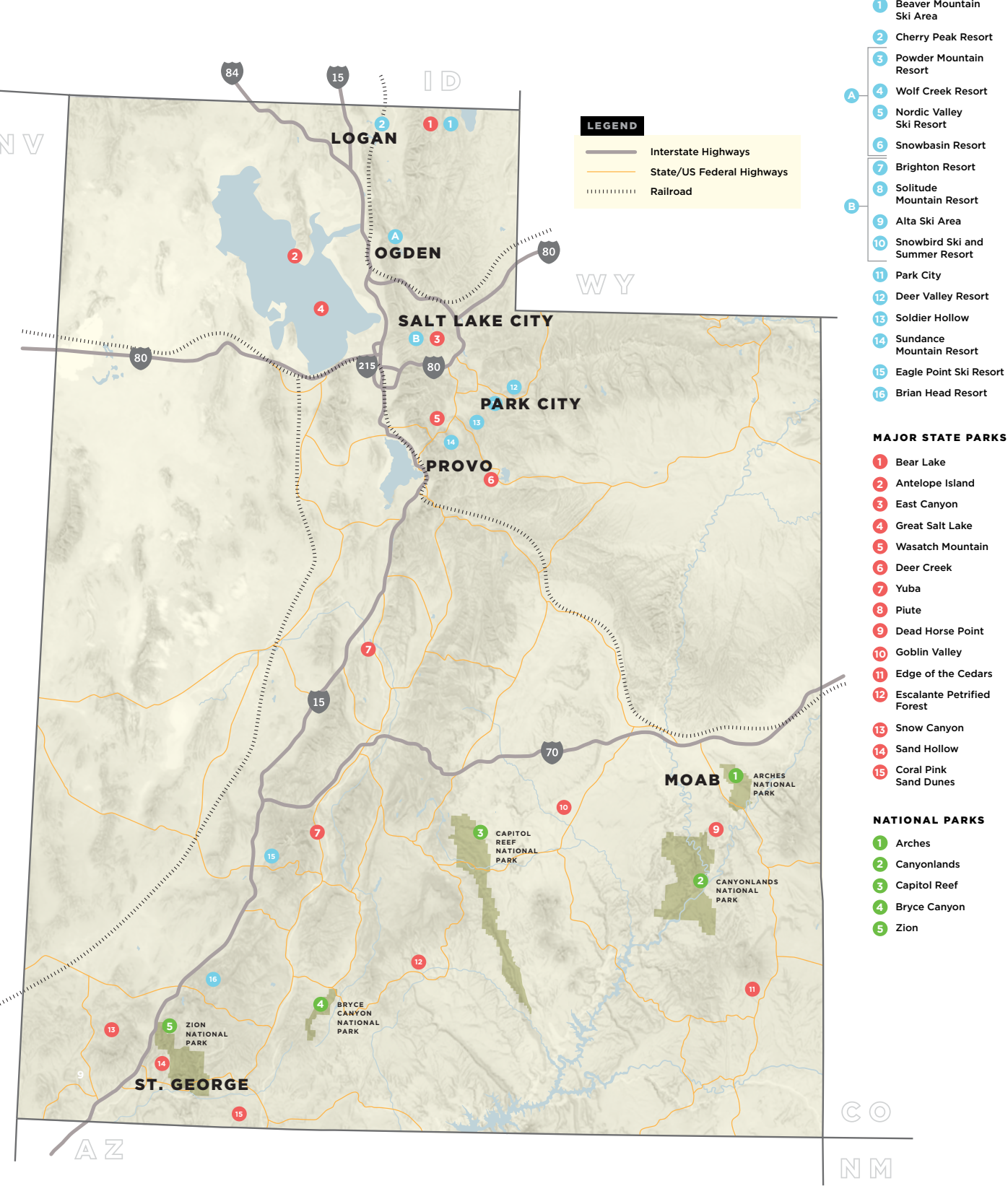
This page, top: Goode water ski. Bottom, Rossignol skis.



This page, left: Ventum, Fezzari, and Specialized bicycles. Reynolds carbon fiber wheels. Right side: Coalatree hoodie. Backcountry. Grim Reaper Broadheads.

Resorts & Parks

Or, what local companies like to call
“Open Product Testing Facilities.”



A climber ascends a rock wall in the canyonlands area near Indian Creek in Utah.

Recent Announcements



**Jack
Wolfskin**

50 Jobs

Jack Wolfskin is an outdoor apparel and equipment brand founded in Germany. Its products include high-end mountain and leisure clothing, footwear, backpacks, sleeping bags, and tents.

Location: Park City, UT



110 Jobs

Amer Sports owns internationally recognized brands including Salomon, Wilson, Atomic, Arc'teryx, Peak Performance, Enve, and Precor.

Location: Ogden, UT



200 Jobs

Armacor is a firearms and ammunition manufacturer, importer, exporter, and distributor company operating the Armacor and Rock Island Armory brands.

Location: Cedar City, UT



OPTIMIZED FOR YOUR TARGET™

116 Jobs

Barnes Bullets manufacturers bullet slugs and ammunition. The company sells ammunition products to wholesalers, dealers, consumers, local, state, and federal agencies, shooting schools, and international customers. **Location: Mona, UT**



32 Jobs

Ventum makes high-performance racing bicycles and is the Official Global Bike Partner of IRONMAN.

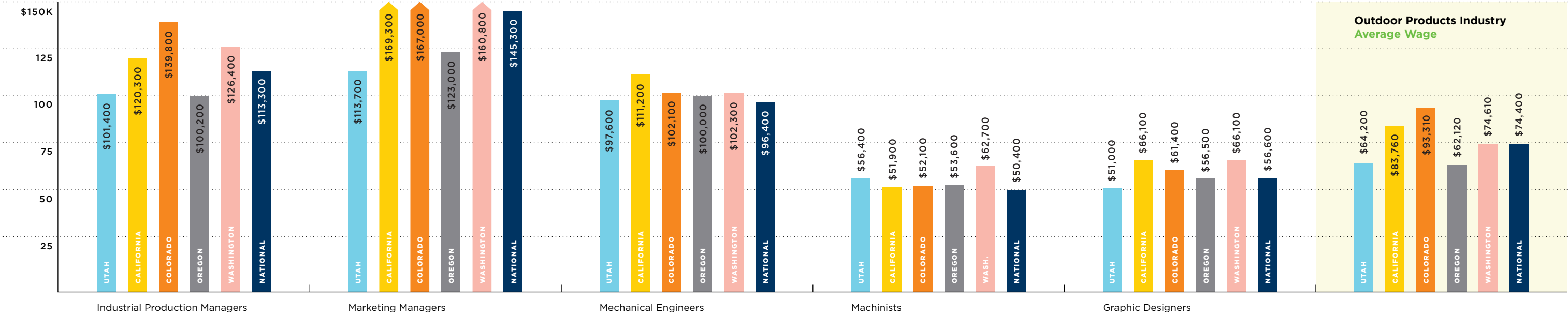
Location: Heber City, UT



Data Profile

Occupational Wages in Outdoor Products

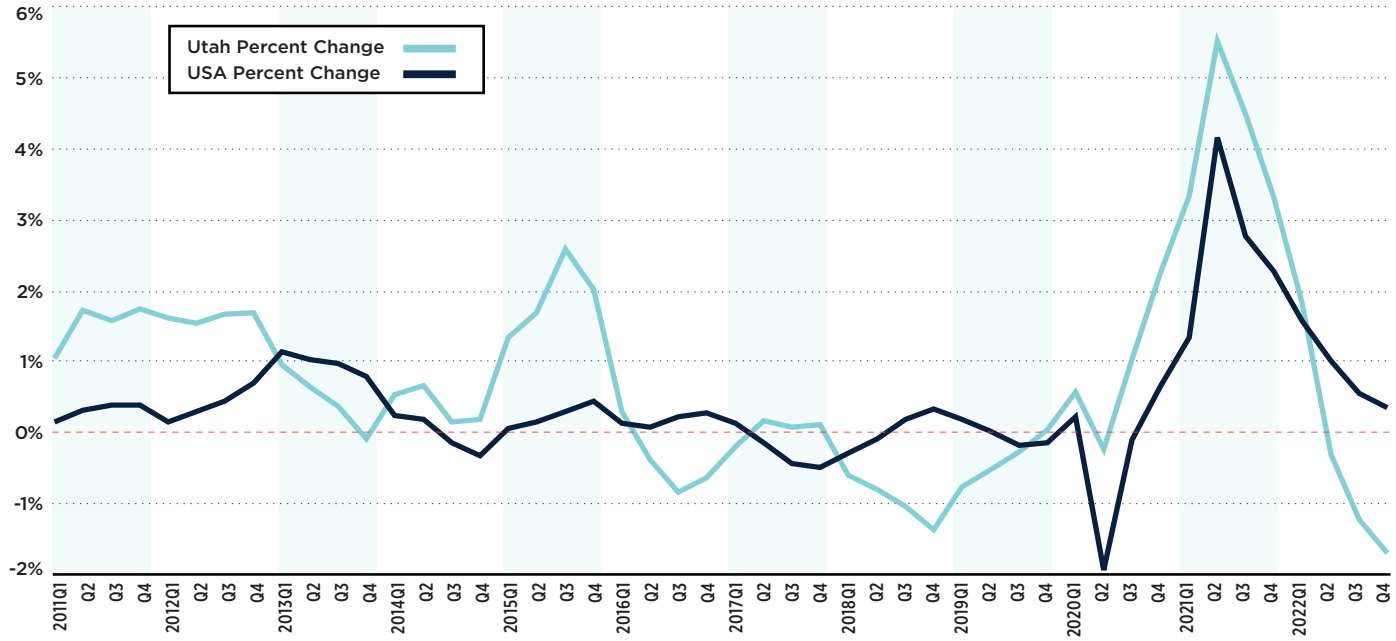
SOURCE: Bureau of Labor Statistics, May 2022



Outdoor Products Industry Data

	UTAH	NATION
Total Employment	8,381	173,818
5-Year Employment Growth	14.4%	13.9%
5-Year Forecasted Growth	8.0%	-0.5%

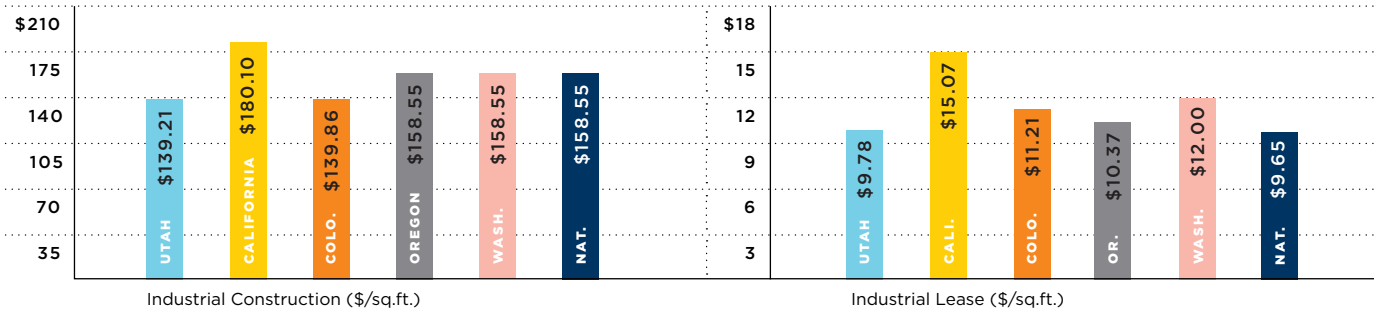
Outdoor Products Job Growth Over Time



Real Estate

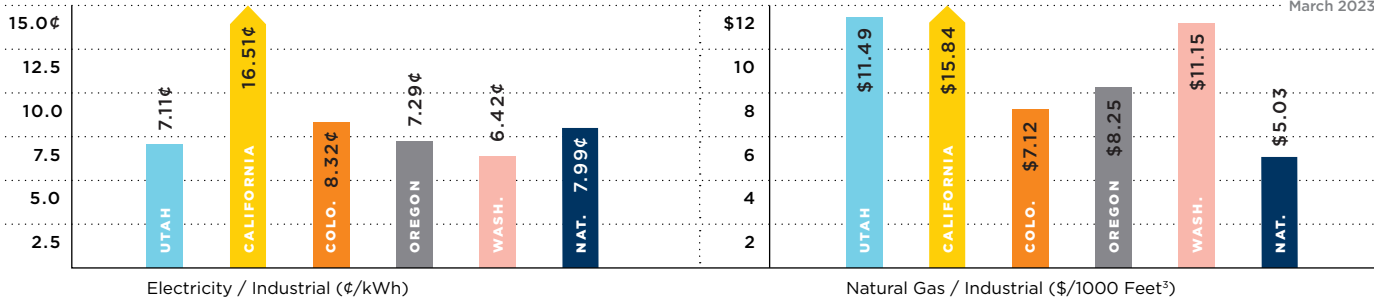
SOURCE: RSMean

SOURCE: Loopnet



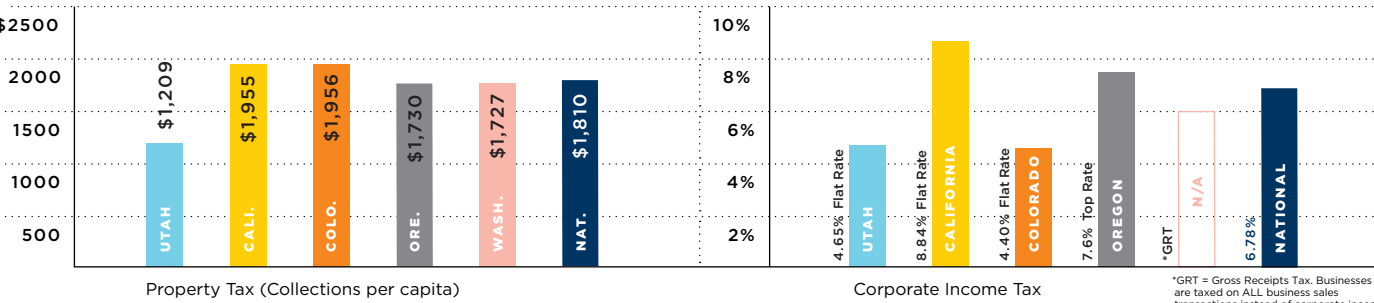
Utilities

SOURCE: Energy Information Administration, March 2023



Taxes

SOURCE: taxfoundation.org



Education

A State of Education

Utah is home to **12 major colleges and universities** and has an excellent talent pipeline of over **275,000** students. Bachelor’s and graduate awards grew by **17% over the last five years**. Utah has an educated workforce, with over 94% of the population 25 or over with a high school diploma and **39.8%** with a bachelor’s degree.

TOP THREE INSTITUTIONS WITH OUTDOOR DEGREES



Utah State University
DEGREE: Outdoor Product Design & Development



University of Utah
DEGREE: Parks, Recreation, & Tourism



Weber State University
DEGREE: Outdoor & Community Recreation Education

Education snapshot

2020-21 TOTAL STATEWIDE ENROLLMENT

275,218

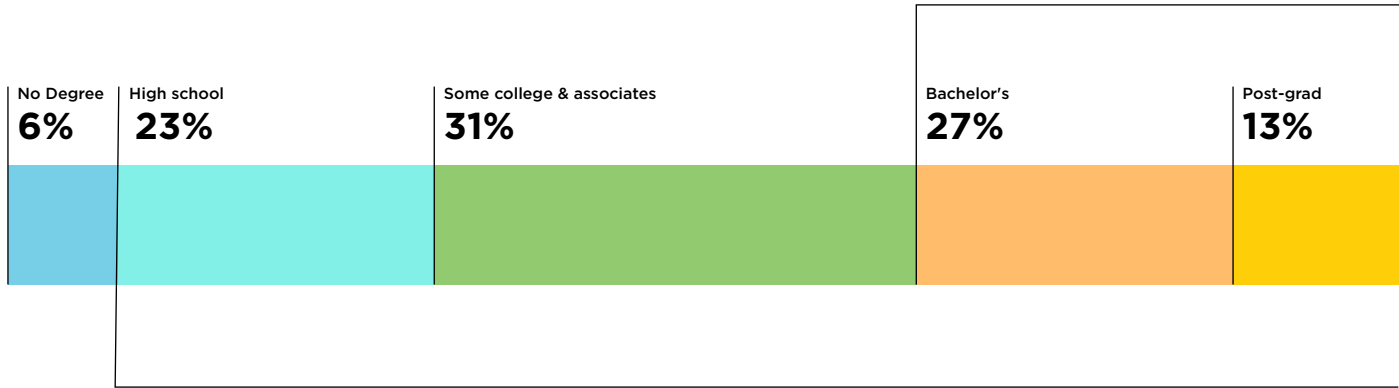
2020-21 TOTAL STATEWIDE DEGREES AWARDED

38,003

Working population by minimum level of education

Bachelor’s degree or higher

39.8%



High school grad or higher

94.1%

Brigham Young University campus in Provo, UT.





Silver Lake, near Brighton, UT.

Labor

Utah Labor

We have, well, a lot of sporting goods manufacturing.

942%

	UTAH	NATION
Annual Population Growth:	1.7%	0.6%
Median Age:	31.8	38.8
5-Year Employment Growth:	14.5%	4.2%
Net Migration (2020-22)	54,712	NA
Labor Force Participation Rate	68.8%	63.2%
Annual Median Wage:	\$44,300	\$46,100

Labor snapshot

UTAH AVERAGE WAGE

\$58,100

MEDIAN AGE

31.8

Five-year employment growth

NATION

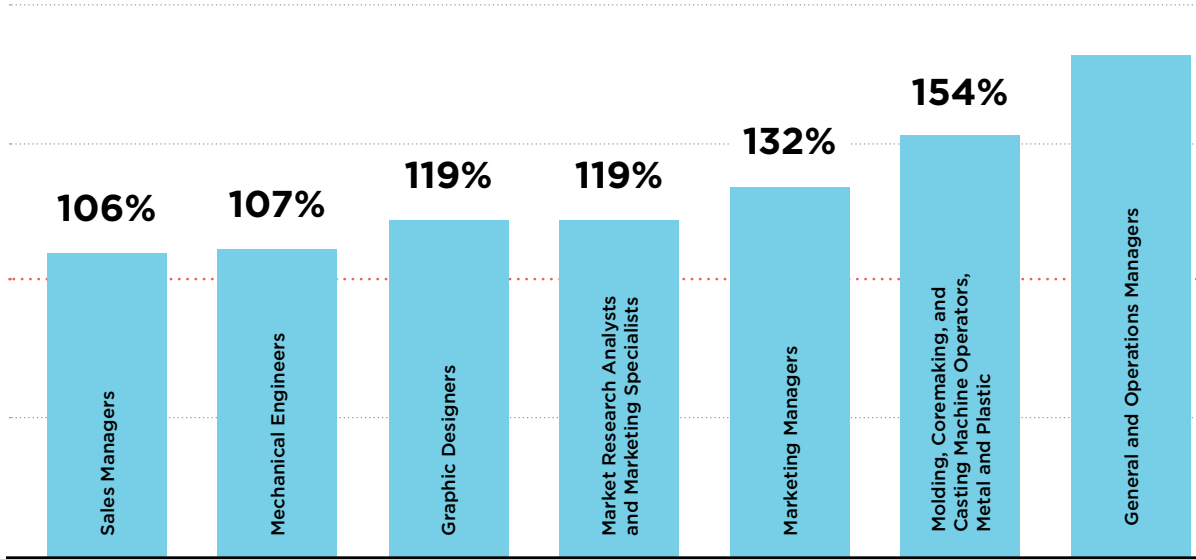
+4.2%

vs.

UTAH

+14.5%

Outdoor Products employment index



200%

150%

National Average

50%

Sporting and Athletic Goods Manufacturing Industry

Like to know more about outdoor businesses in Utah?



EDCUtah questions?

Call Scott Cuthbertson,
President & CEO:
801-328-8857



Project questions?

Call Erin Farr,
Vice President of
Business Development:
801-323-4243



Research questions?

Call Michael Stachitus,
Director of Research:
801-323-4253

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