



Prowinter Outdoor

Prowinter goes Outdoor

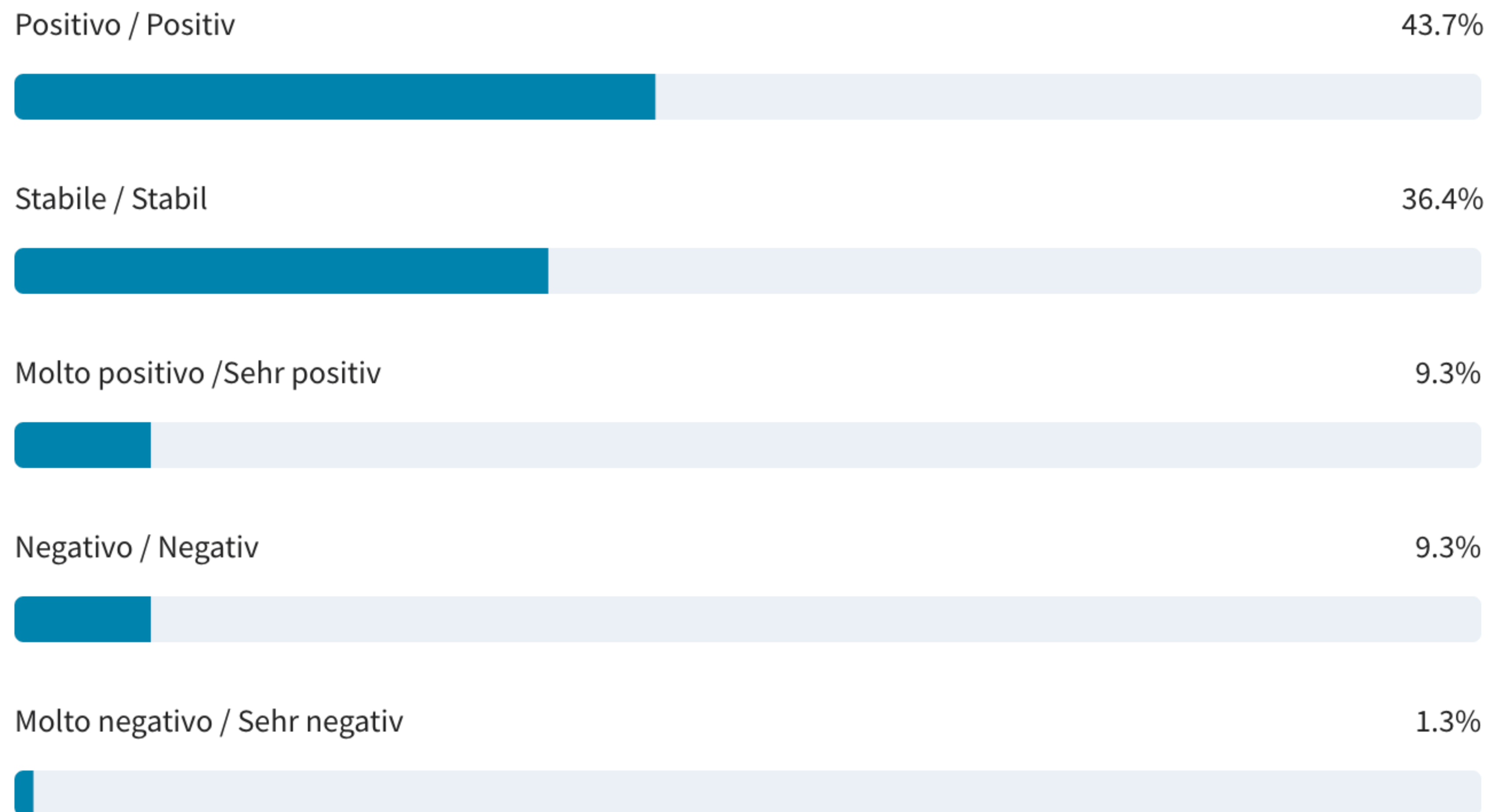
Convegno
**Il consumatore
Outdoor: conoscerlo
è la chiave del futuro**

14/01/2025 15.00–16.30 @Südtirol Lounge

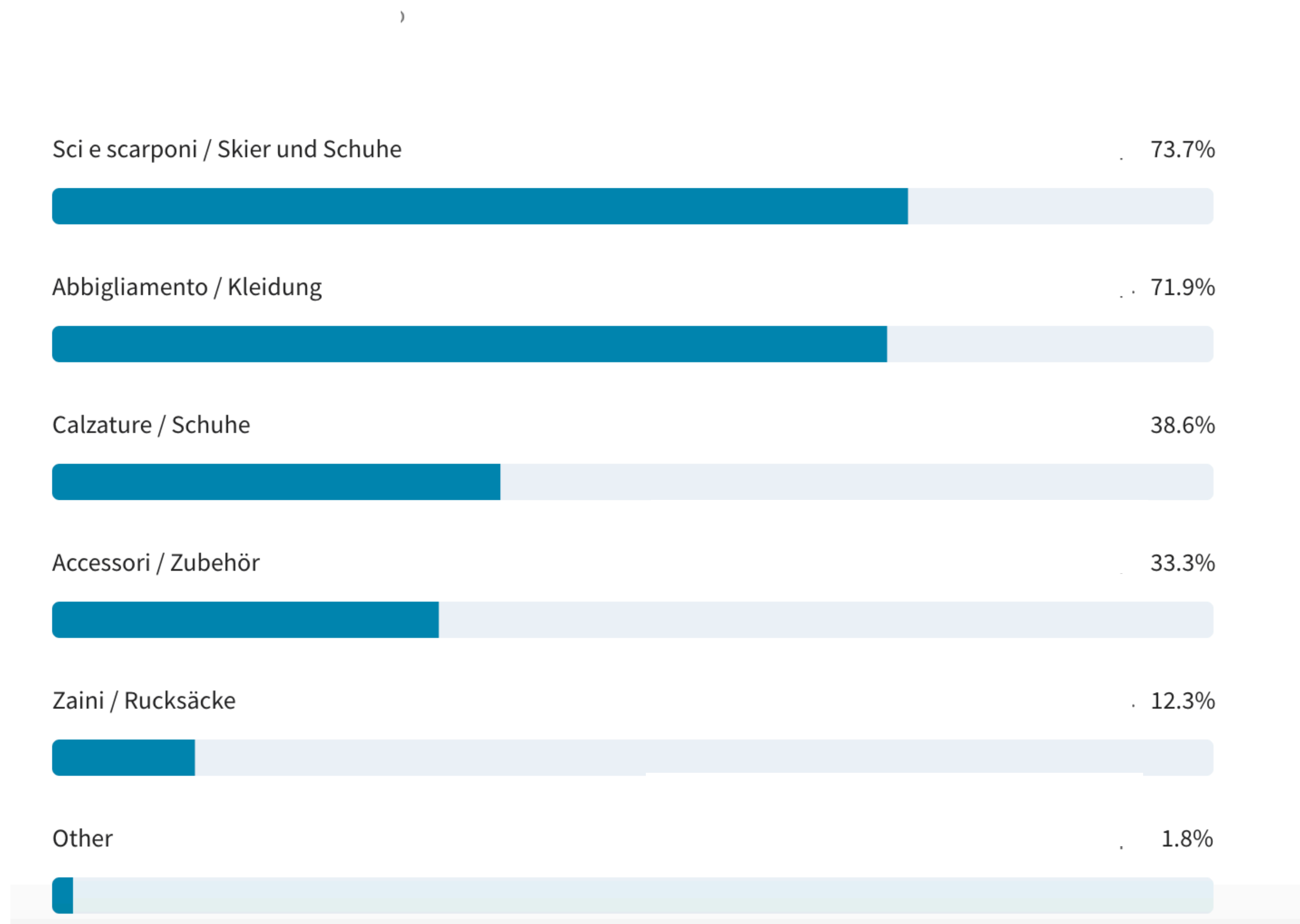


 **Prowinter**
Lab

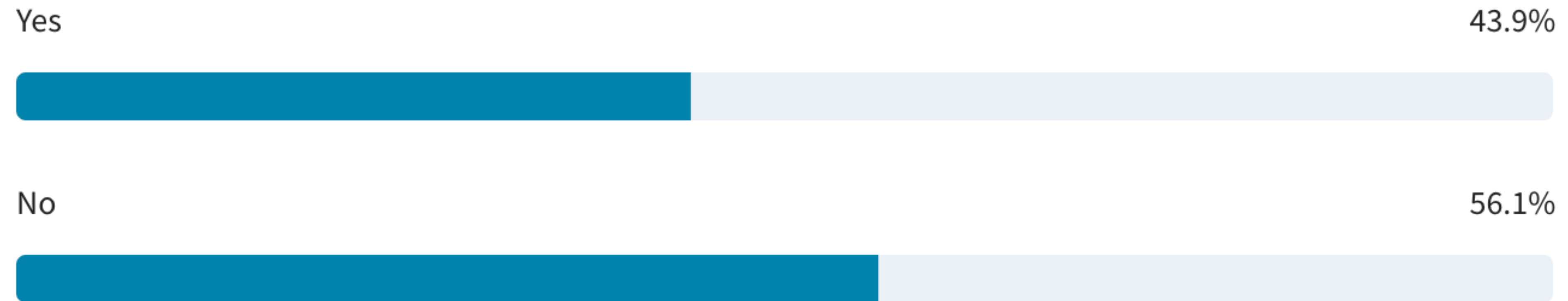
Come valuti l'andamento del mercato degli sport invernali all'inizio della stagione 24/25?



Quali sono i principali prodotti che stai promuovendo per la stagione 24/25?



Hai ampliato il tuo assortimento con nuovi brand o categorie?

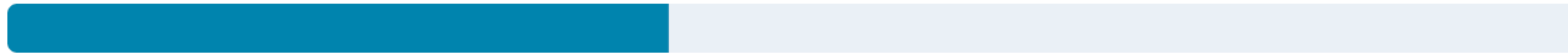


Quali sono i principali trend di acquisto dei tuoi clienti per il 24/25?

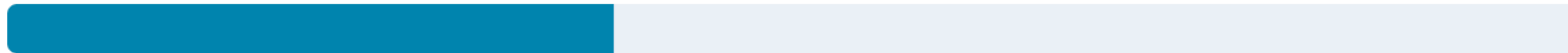
Versatilità dei prodotti (uso multisport) / Vielseitigkeit des Produkts (Verwendung in mehreren Sportarten) 56.1%



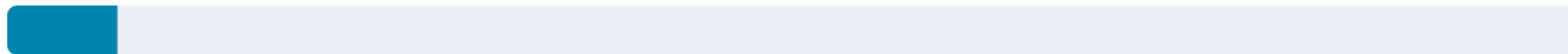
Tecnologie innovative (es. BOA, nuovi materiali) / Innovative Technologien (z. B. BOA, neue Materialien) 42.1%



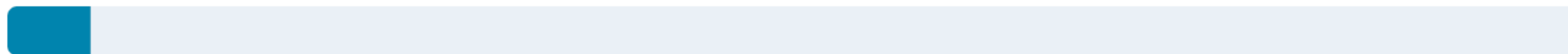
Prodotti per l'Outdoor / Outdoor Produkte 38.6%



Sostenibilità ambientale / Umweltverträglichkeit 7%



Other 5.3%

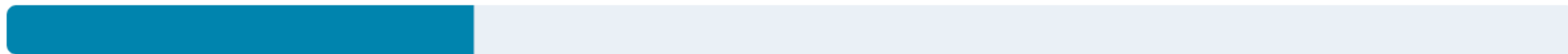


Quanto conta per i tuoi clienti il fattore sostenibilità nella scelta dei prodotti?

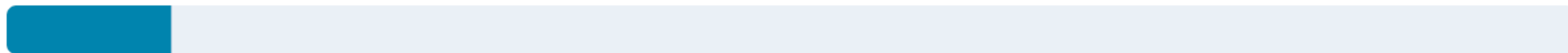
Poco / Wenig 57.9%



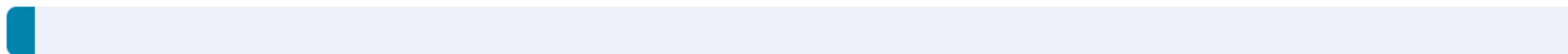
Abbastanza / Ganz 29.8%



Per nulla / Überhaupt nicht 10.5%

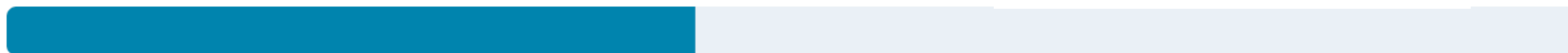


Molto / Sehr 1.8%

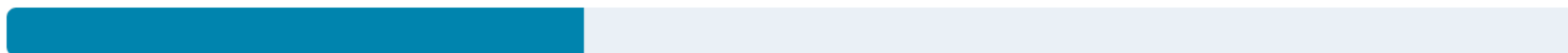


Stai proponendo iniziative promozionali per attrarre più clienti?

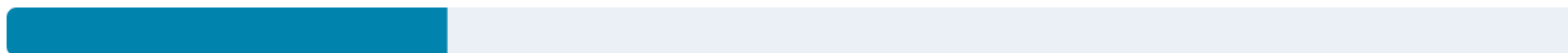
Sì, con sconti pre-stagionali / Ja, mit Rabatten vor der Saison 43.9%



No / Nein 36.8%



Sì, con eventi o dimostrazioni in negozio / Ja, mit Veranstaltungen oder Demonstrationen in den Geschäften 28.1%

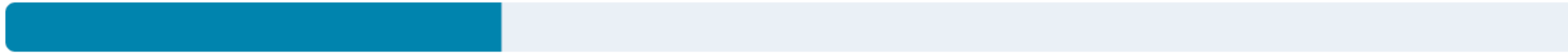


Quali strumenti di marketing utilizzi per promuovere i tuoi prodotti?

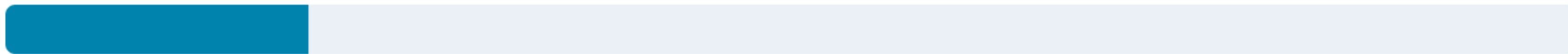
Social media / Soziale Medien 89.5%



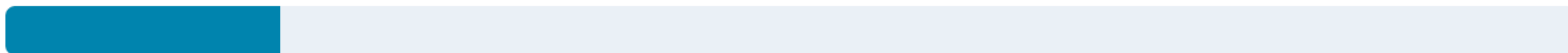
Campagne pubblicitarie locali / Lokale Werbekampagnen 31.6%



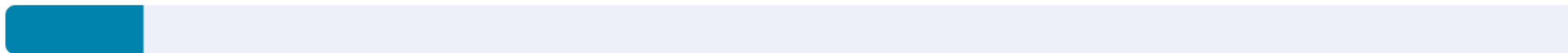
Eventi in negozio / Veranstaltungen in den Geschäften 19.3%



Collaborazioni con atleti/ambassador / Zusammenarbeit mit Athleten/Botschaftern 17.5%



Other 8.8%



Come stimi il tuo fatturato nella stagione 24/25?



Parteciperai a Prowinter 2025 (13-15 gennaio, Bolzano)?

