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AI MARKET REPORT · WEBINAR

How visible are you in AI search?

The first AI Market Report for outdoor and sports

October 2026 · OUTTRA

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ABOUT US

Be visible where customers search.

In store. In web search. In AI answers.

Since 2016, the network for the outdoor, bike and sports industry: we bring product data to specialist retail, customers to the shop floor and brands into AI answers.

30+
BRANDS

2,000+
RETAILERS IN OUR NETWORK

10
YEARS IN THE INDUSTRY



Sigi Müller
Founder & CEO, OUTTRA



Kathrin Worms
CMO, OUTTRA

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WHY NOW

Shopping advice increasingly comes from AI.

35%

of AI users in Germany already ask AI for help when shopping

Source: Bitkom Research, AI (Consumers) 2026

49%

of consumers in Germany expect AI assistants to handle most of their everyday purchases within the next five years

Source: Riverty & Adyen, Agentic Commerce Study, Aug. 2026

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WHY NOW

AI traffic is growing – in the US and in Europe.

+127%

AI traffic to US online retailers – year over year

Source: Adobe Digital Insights, U.S. Holiday Forecast 2026, data Aug. 2026

+200%

AI traffic in the DACH region (Germany, Austria, Switzerland) in H1 2026 – year over year

Source: e-dialog Traffic Study H1 2026

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THE SHIFT

From blue link to AI answer.

YESTERDAY

10 blue links on Google.

The user searches, clicks, compares – and decides for themselves.

Brands fight for position 1 in the search results.

TODAY

1 AI answer. 3 recommendations.

AI decides which brands and shops appear in the answer – and which don't.

If you're missing, you don't get clicked – if you're missing, you don't exist for the buyer.

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THE REPORT

The first AI Market Report for the outdoor, bike and sports industry.

01

Your ranking

Where do you rank among 7,000+ brands and retailers? Analysed by mention rate, share of voice and top-3 rate.

02

Your strengths

Which categories drive your visibility? And in which product ranges are you still invisible in AI?

03

Competitors

How do you compare with your top competitors? Broken down by score difference, sentiment and reputation.

04

Sources

Which domains does AI cite for questions about outdoor products? Broken down by retailers, brands, media and user-generated content.

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METHODOLOGY

How the report is built.

We repeatedly ask the leading AI models questions – industry-specific, intent-based and across 5 AI models in parallel.

2,400+
industry-specific questions

37,000+
AI answers analysed

160,000+
brand mentions captured

10,000+
sources analysed

5 AI models: ChatGPT · Gemini · Claude · Perplexity · Google AI Overviews

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LIVE DEMO

Let's take a look.

in.outtra.com/market-data-preview



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THE NEXT STEP

From snapshot to monitoring

THE AI MARKET REPORT

Where do I stand today?

Industry benchmark, updated monthly. Compare your AI visibility against your competitors.

THE AI VISIBILITY TOOL

Where will I stand tomorrow?

Continuous tracking of your own prompts. Head-to-head competitor comparison. Website scanner with recommendations.

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BRANDS & RETAILERS

When AI has a say, data matters more than image.

63%

expect price, availability and sustainability to matter more in purchase decisions than brand image

68%

see standardised product data as a prerequisite for AI agents to work with their products

Source: ECC KÖLN & Arvato Systems, Sept. 2026

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FOUNDATIONS

What AI visibility is built on.

AI answers aren't based on your website alone. Three foundations decide whether you get mentioned.

01

Optimised content

- Write for people, not for machines
- Clear structure, key message first
- Answer real questions
- Keep content fresh: 3 out of 4 cited pages were updated within the last year

02

Owned & external sources

- All AI models: almost 50% of sources are retailers, only 15% are brand websites
- ChatGPT (around 80% of AI traffic): brands and retailers level at around 40% each
- Your own website and your retail presence are equally important
- Mentions count – often even without a link

03

Authority & Trust

- AI prefers sources with expertise and real experience
- Show your own data, tests and proven know-how
- Make test wins, awards and certifications visible – on your own website and at retailers

Sources: OUTTRA AI Market Report Outdoor 10/2026 · Statcounter, Aug. 2026 (Europe) · Seer Interactive, July 2026

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PUTTING IT INTO PRACTICE

How to become visible in outdoor & sports.

1 Deliver product data, be visible in retail

- **Brands:** keep product data complete and consistent, and distribute it widely
- **Retailers:** import the data into your shop
- Use your Google Shopping feed – the biggest lever for Google AI Mode, Gemini and ChatGPT

2 Get visible with video

- YouTube: top source in Google AI Overviews and AI Mode
- Produce test and how-to videos
- Use brand and product in title and description, add subtitles and chapters

3 Get into trade media

- Tests and mentions in trade media are cited frequently
- e.g. SAZsport, outdoor-magazin.com
- Product PR and test placements pay off

4 Your own website: SEO as the foundation

- SEO remains a must – for AI visibility too
- Brand, category, material in the first 100 words
- Technically crawlable and kept up to date

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GET IT FOR FREE NOW

Get your AI Market Report.

Industry-specific. Available instantly.

Scan the QR code

OUTTRA.COM/KI-MARKTREPORT

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QUESTIONS?

Let's talk.

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