

CRAFT 





STEFAN PERSSON

VD, CRAFT



CRAFT 

Five decades on the run.



We began fighting the cold and wet in 1977.





Company overview

Turning a Swedish
outsider into a player
on the global arena.

200 MEURO

70 Markets

Future

2030 Goal:
400 MEUR



”Swedish Endurance”



KEY MARKETS

Germany
Norway
Denmark
Sweden
Benelux
Canada
USA

Business plan per Business areas

E-com



Retail - wholesale



Footwear



Club

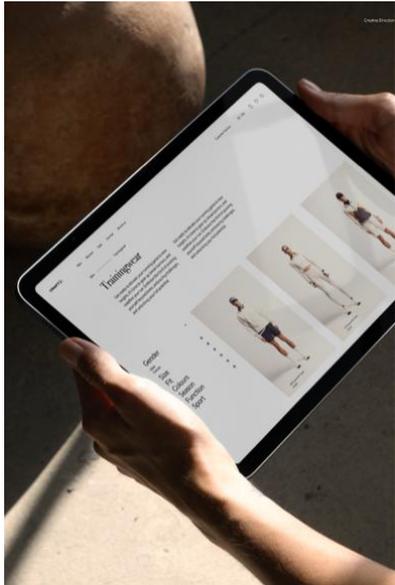


Corporate

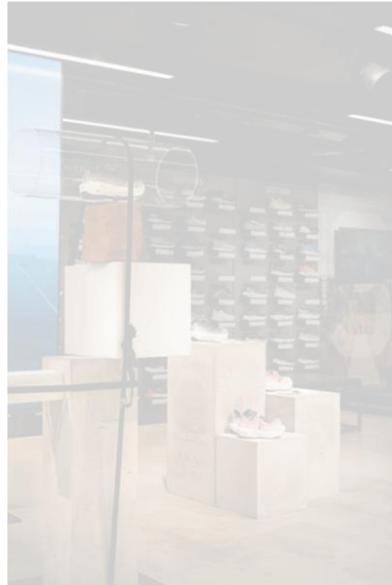


Business areas

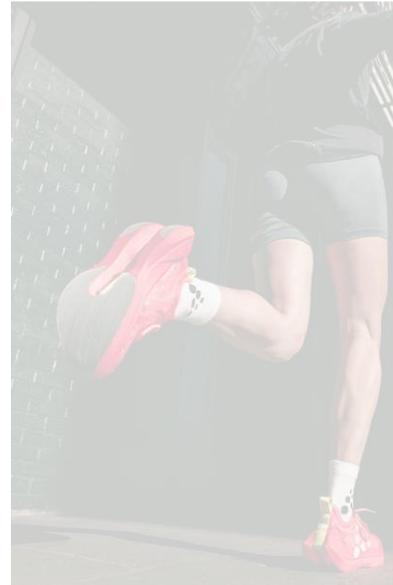
E-com



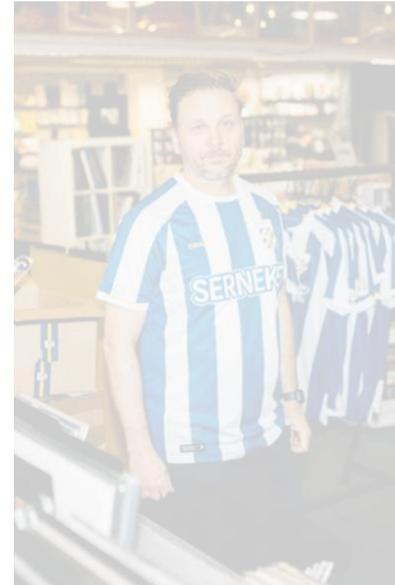
Retail - wholesale



Footwear



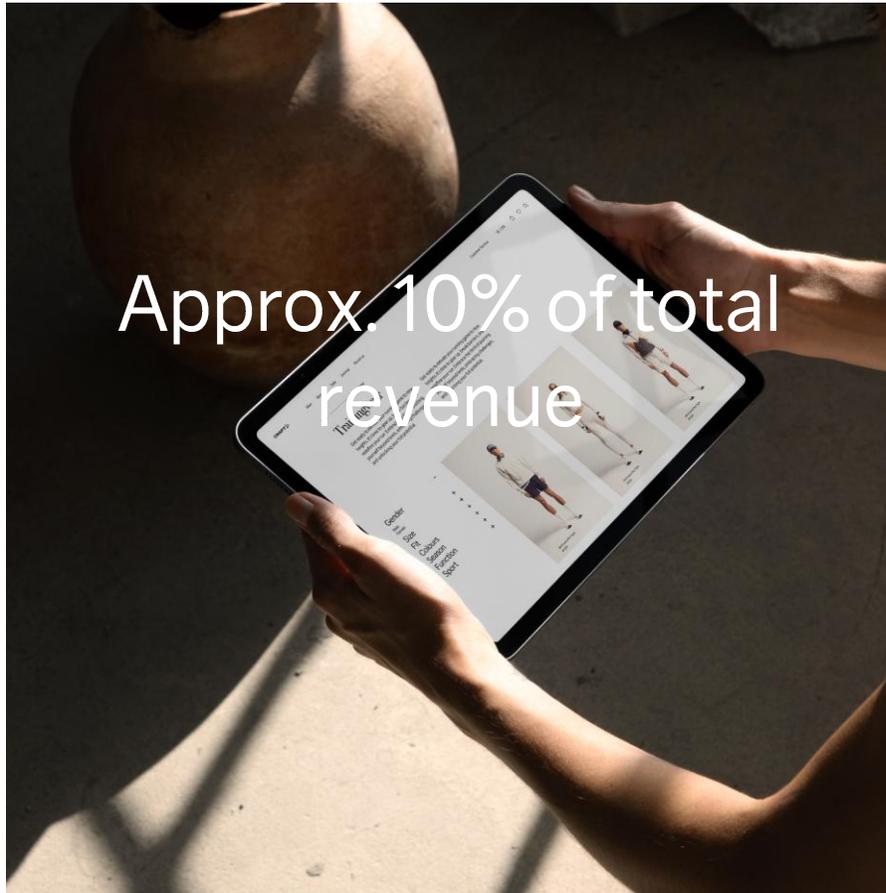
Club



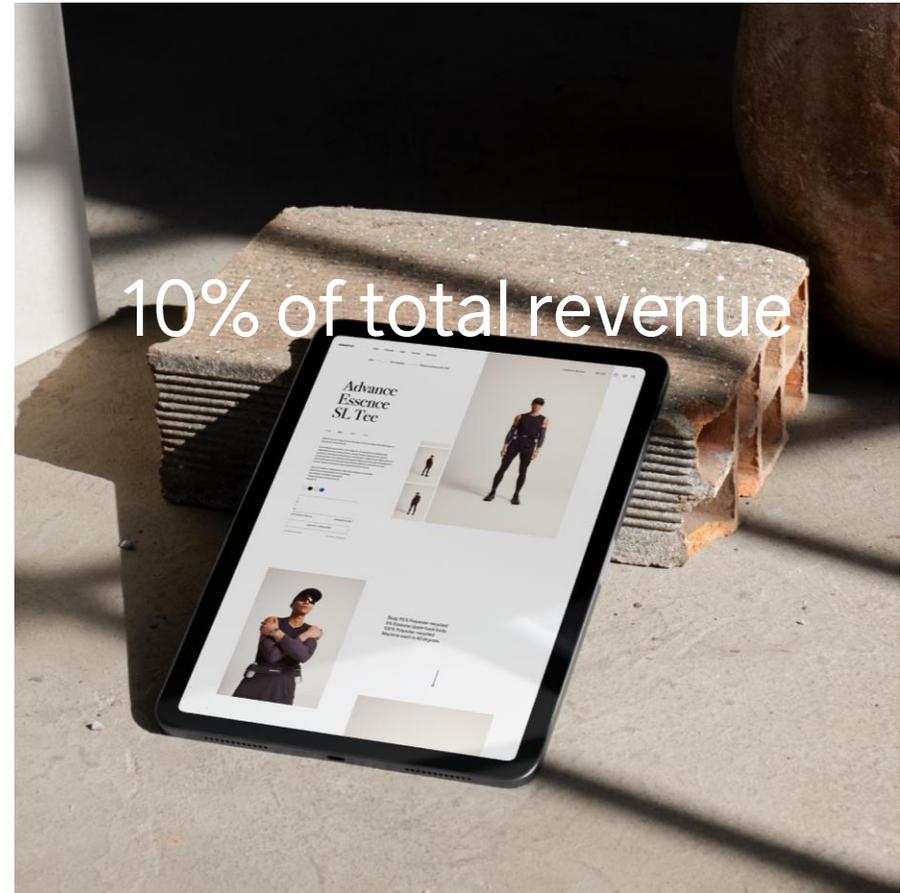
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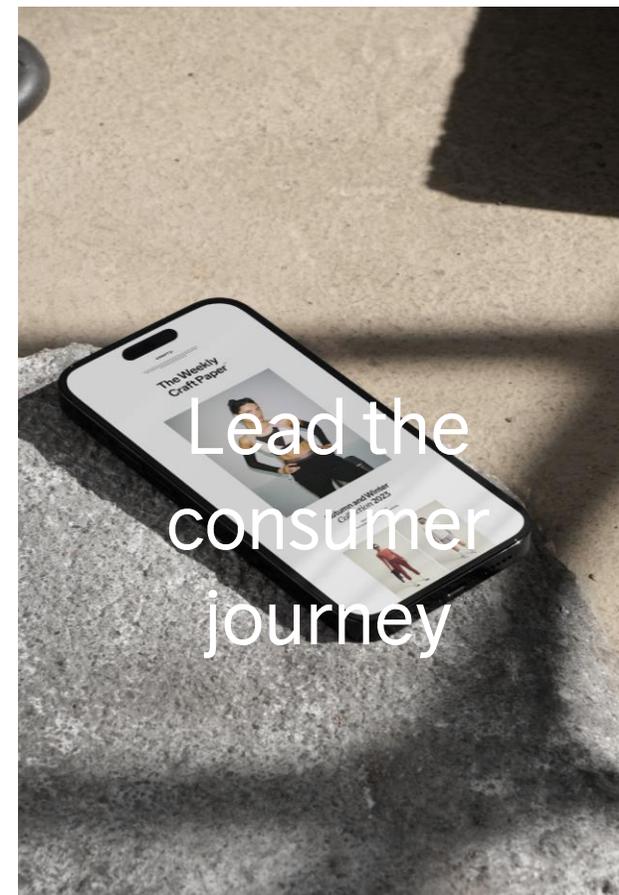
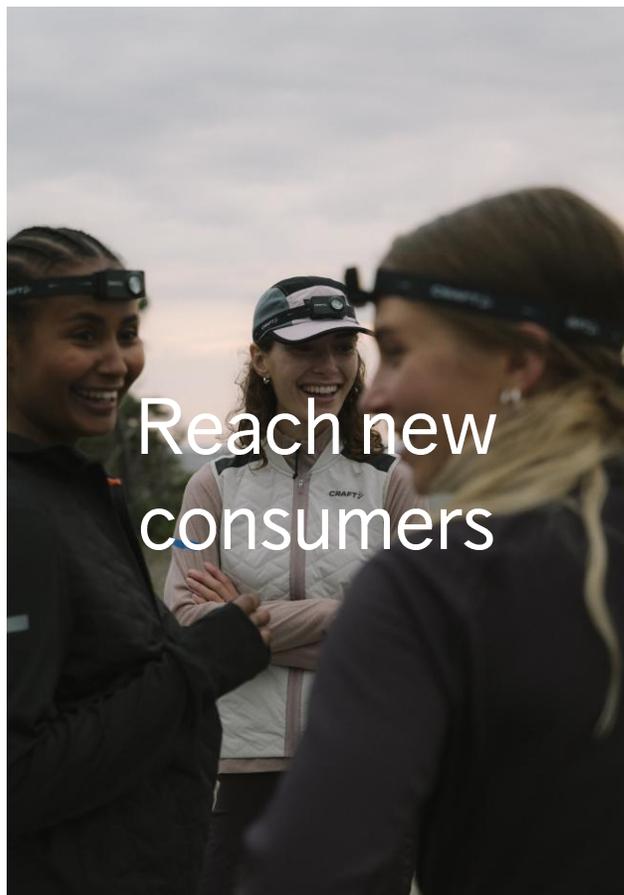
E-com, Today. Full year 2024



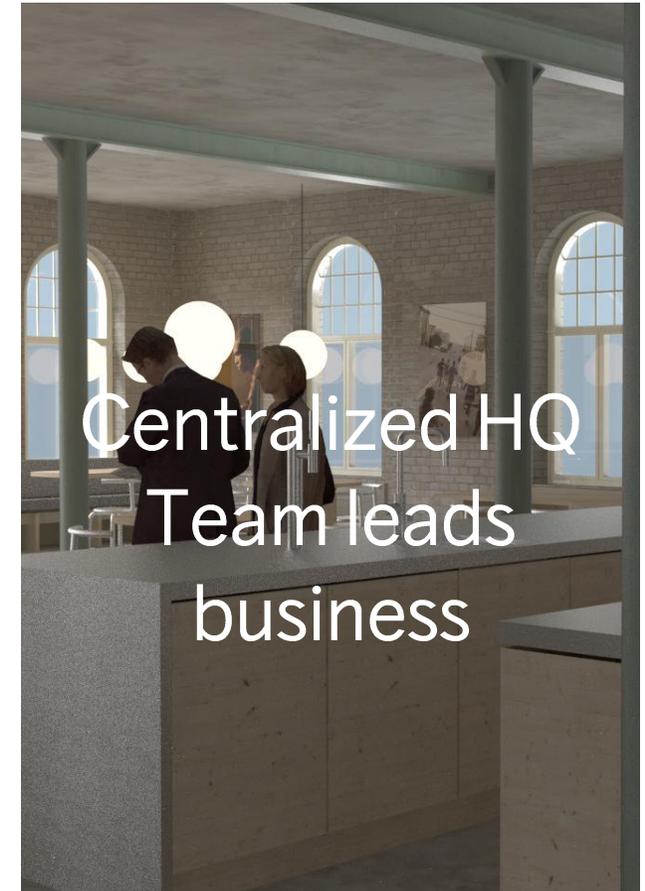
E-com, Tomorrow. 2030



E-com. Why



E-com. How



Business areas

E-com



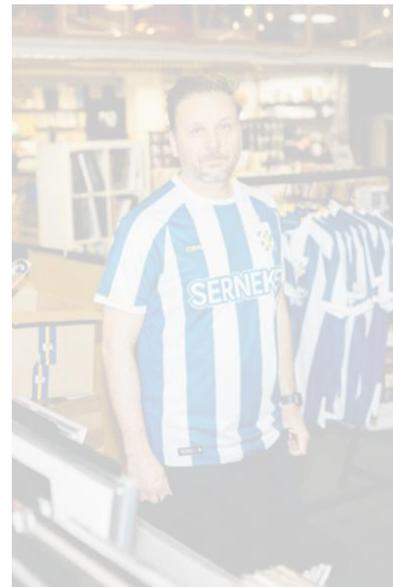
Retail - wholesale



Footwear



Club



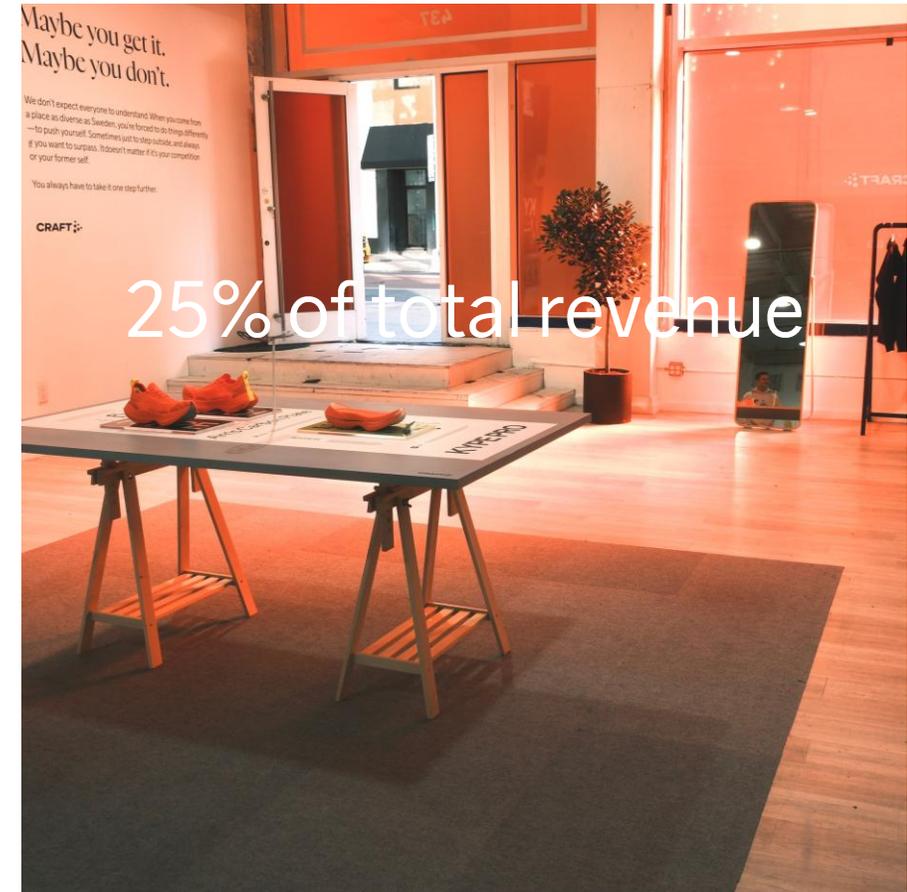
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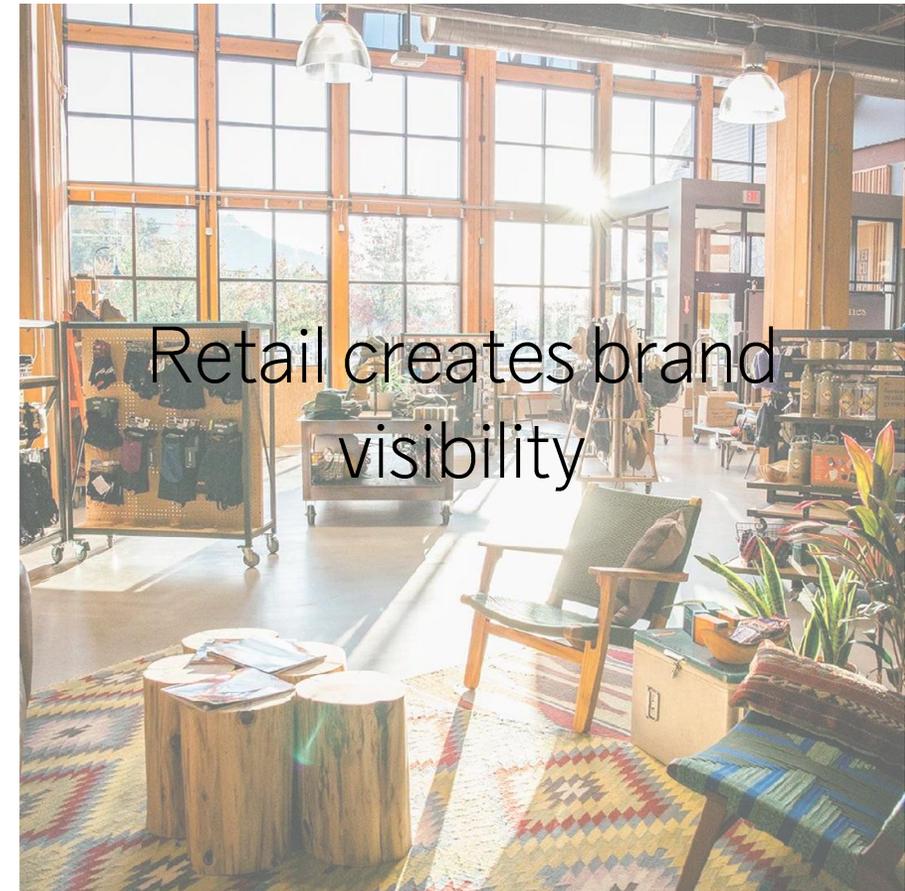
Retail. Today. Full year 2024



Retail, Tomorrow. 2030



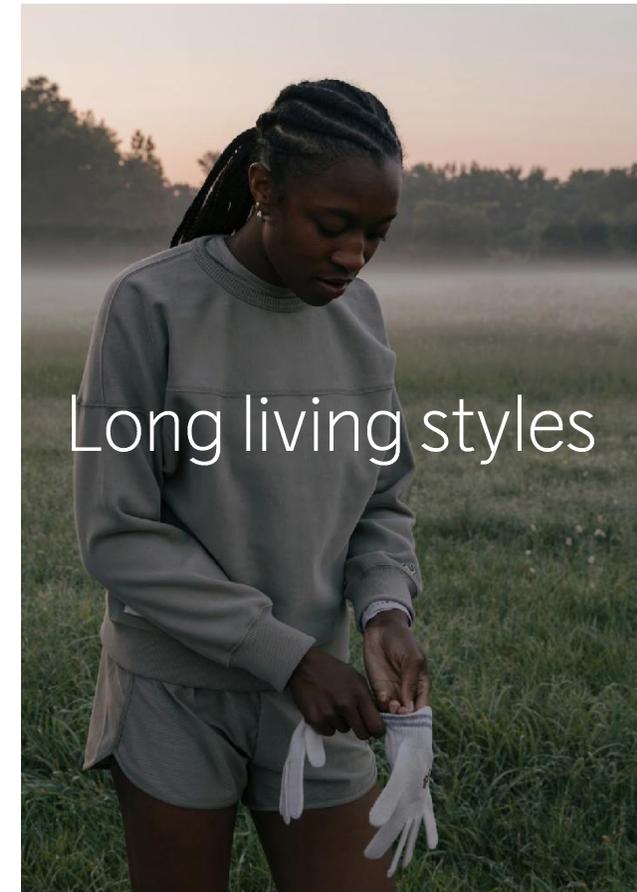
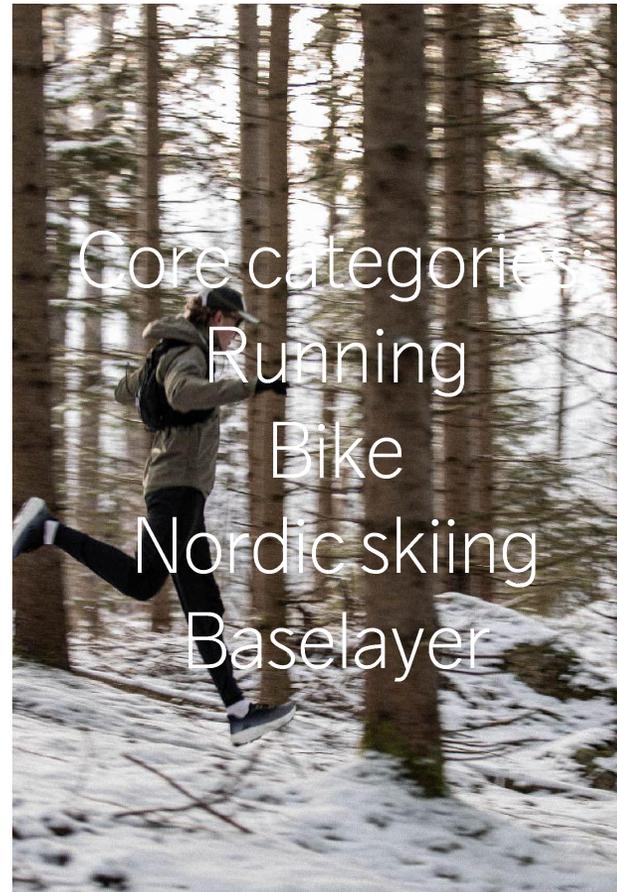
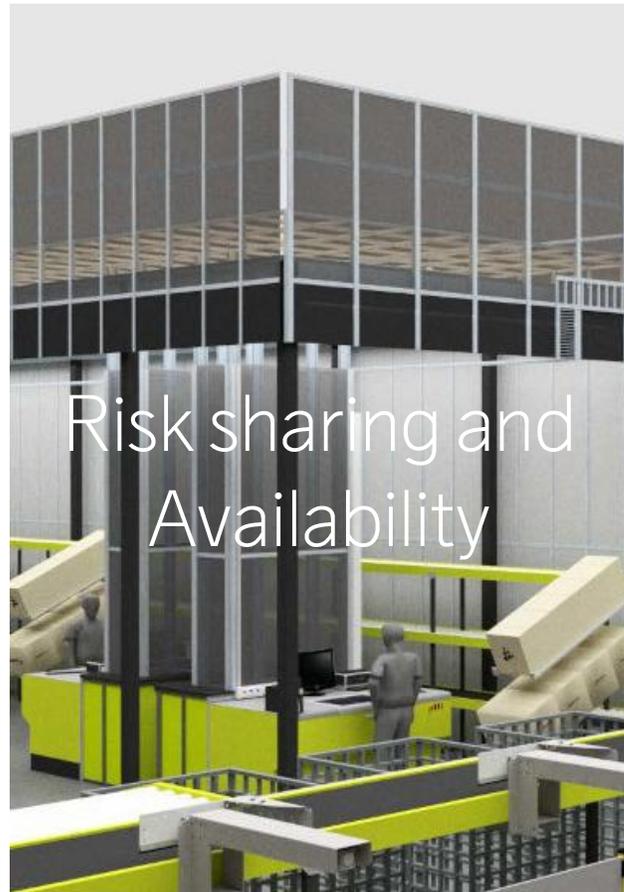
Retail. Why



Retail. Where



Retail. How



Business areas

E-com



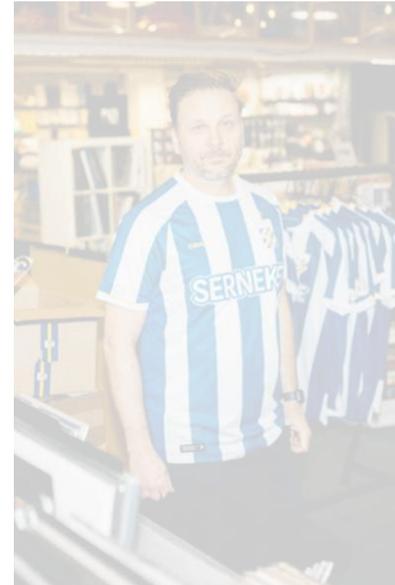
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Footwear



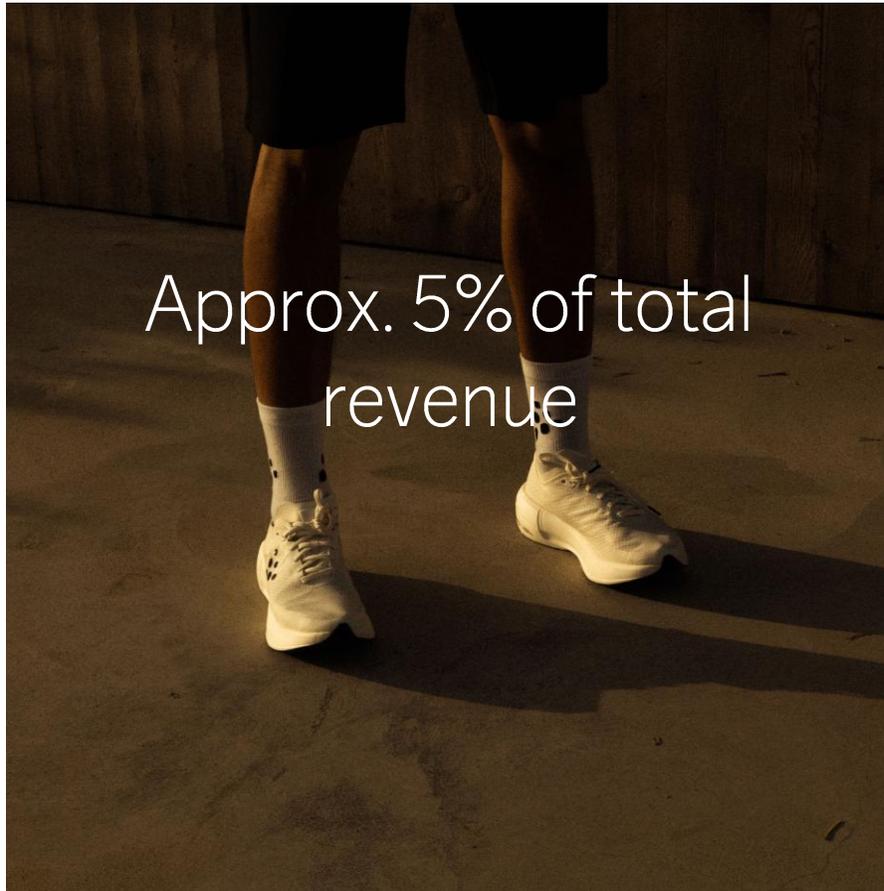
Club



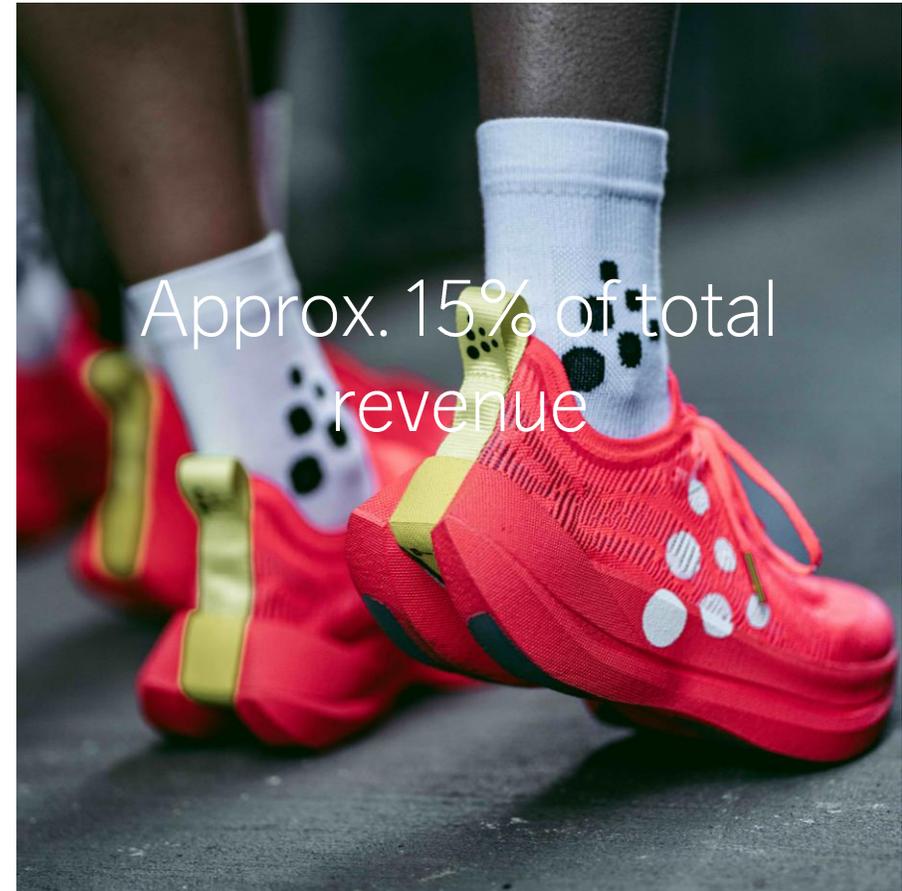
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Footwear. Today. Full year 2024



Footwear, Tomorrow. 2030



Footwear. Why

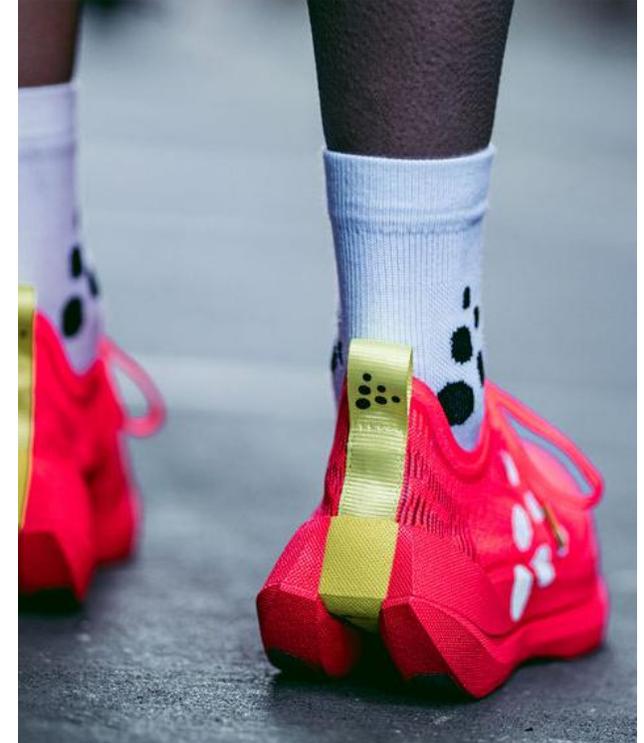
1. The Running gear market is one of the highest valued industries among sports retail globally.



2. Running is global



3. Success in Footwear correlates with larger Cap Value



Running is
global.



Running is the most popular individual sport activity.

The *Running gear market* is one of the highest valued industries among sports retail globally.

RUNNING WAS THE MOST POPULAR SPORT – AND IT'S GROWING

Running saw the most uploads in 2023, and more and more athletes are motivated to lace 'em up: The share of Strava athletes uploading runs increased 4%.



SPORTS WITH MOST UPLOADS ON STRAVA IN 2023:

1. RUN 	2. RIDE (INCLUDING E-BIKE) 	3. WALK 
4. TRAIL RUN 	5. GRAVEL AND MOUNTAIN BIKE RIDE 	
6. HIKE 	7. VIRTUAL RIDE 	8. WORKOUT 
9. SWIM 	10. ALPINE SKI 	

● Running shoes
Sökterm

● Running shorts
Sökterm

● Running t-shirt
Sökterm

+ Lägg till jämförelse

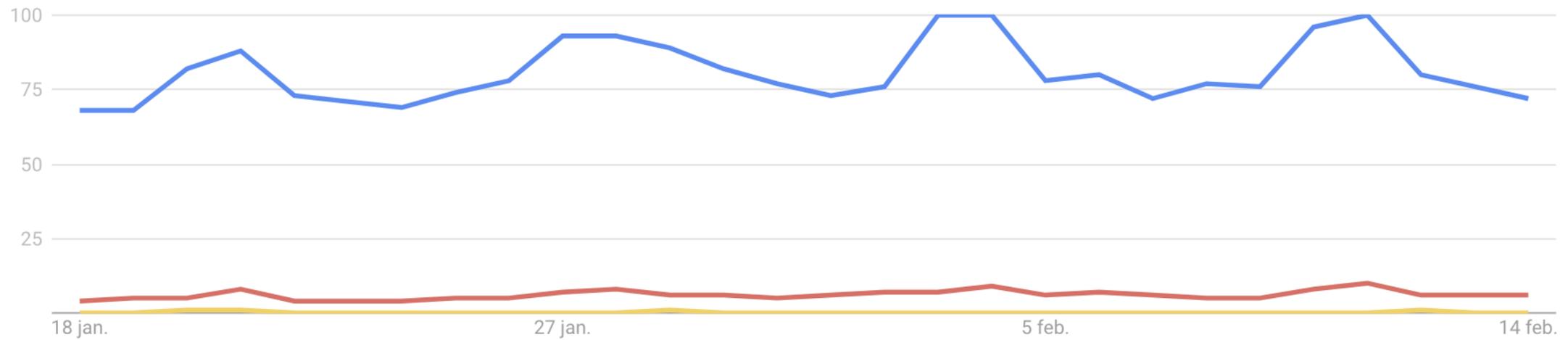
Över hela världen ▼

Senaste 30 dagarna ▼

Alla kategorier ▼

Webbsökning ▼

Intresse över tid ⓘ



Genomsnitt

*Google Trends 240218

Footwear. How

Swedish design

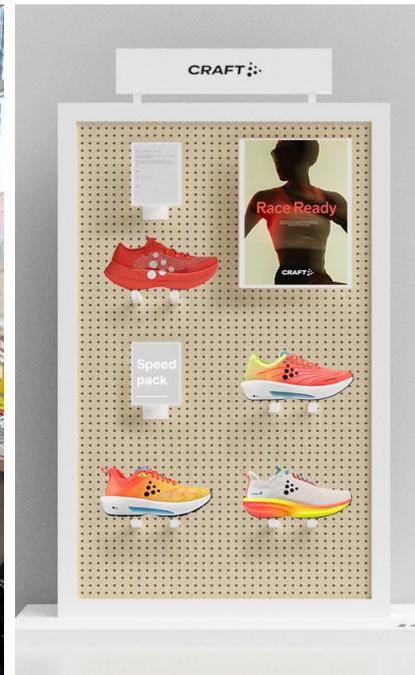
Drive awareness through clear digital presence

Ambassador & influencer program. Digitally & Locally

Interact with the local communities

100% Dedicated Footwear Local Sales Teams

Build strong KA - and store staff relationships



Footwear. Where



- Nordics
- Benelux
- Dach
- North America
- UK



- Asia
- Latin America
- South Europe

Business areas

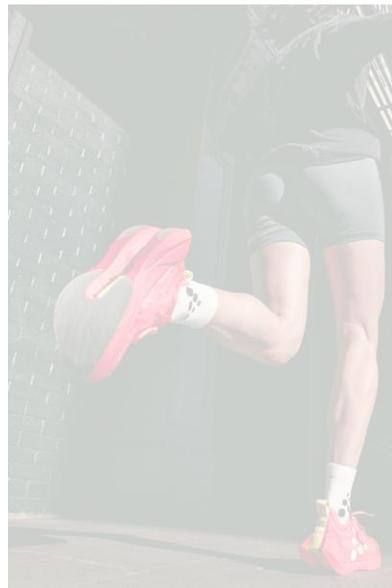
E-com



Retail - wholesale



Footwear



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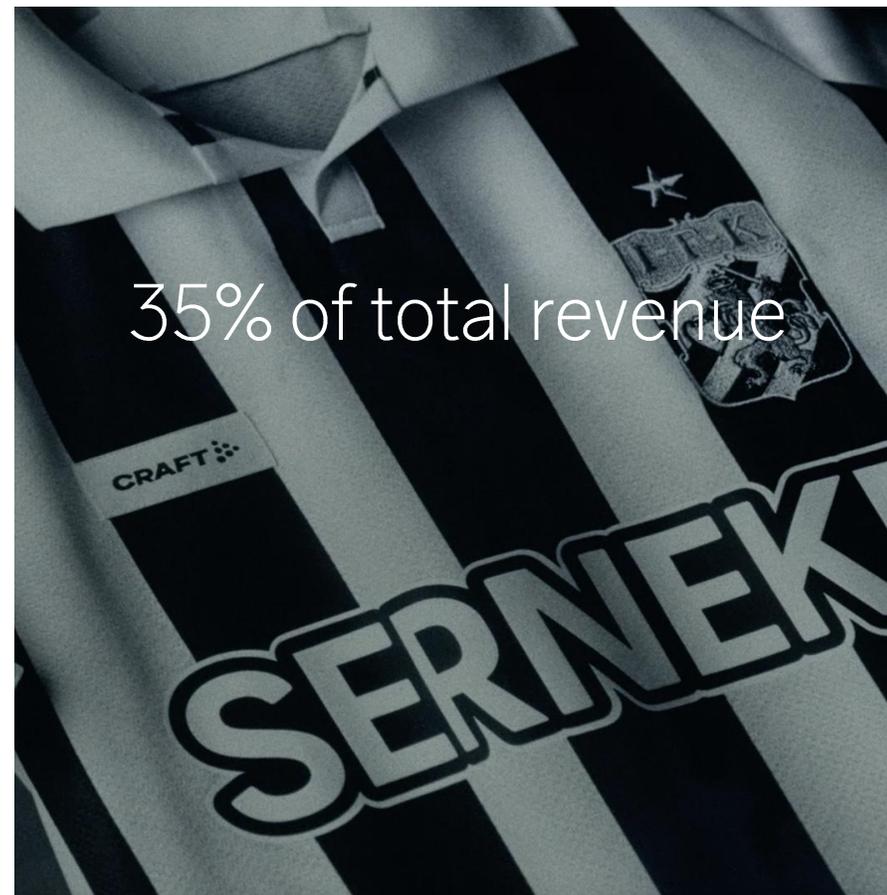
Corporate



Club. Today. Full year 2024



Club, Tomorrow. 2030



Club. Why?



Club. Where



- Nordics
- Benelux
- Dach
- USA

New Markets:

- UK & Ireland
- Spain
- Canada
- Italy

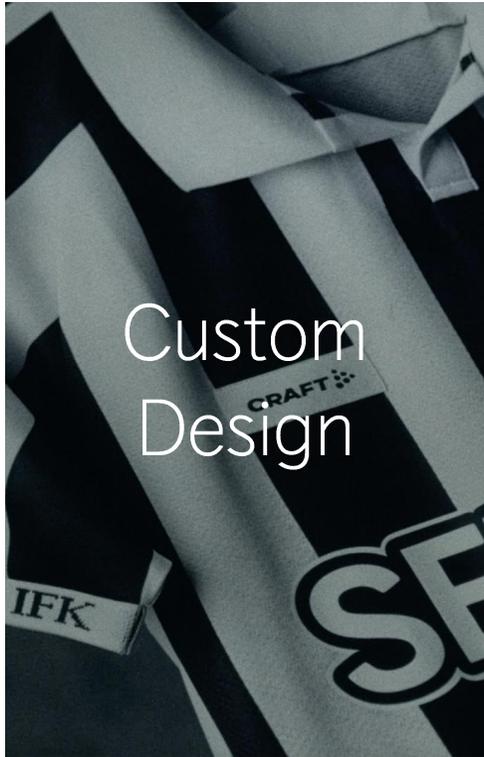
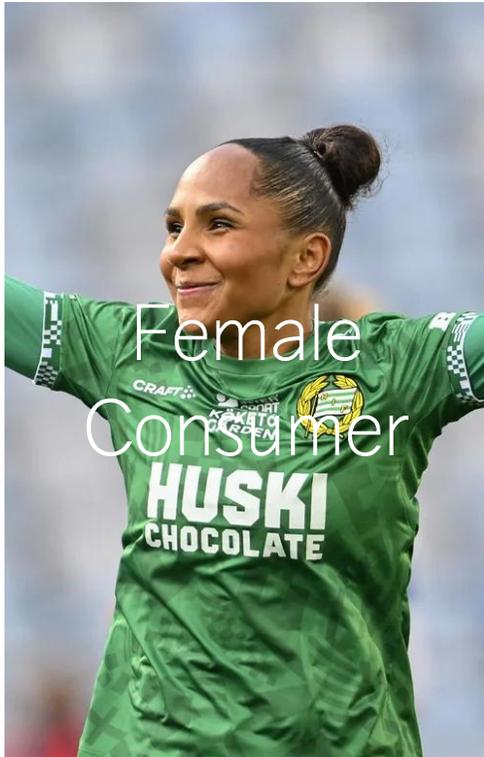
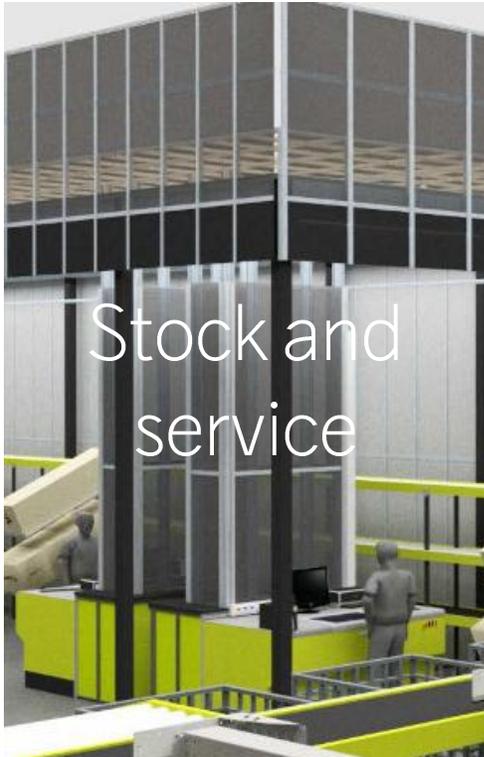
Club. How

2030

”The best club supplier in the world”



Club. How



Business areas

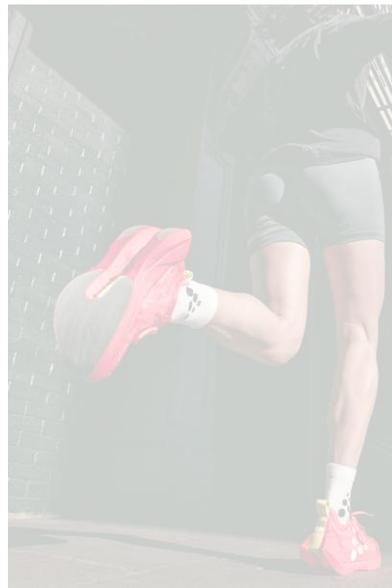
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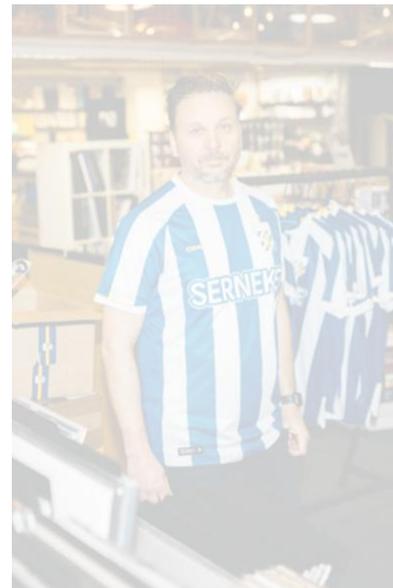
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