



Rival IQ
A QUID COMPANY

2023

Top Outdoor Brands

on Social Media

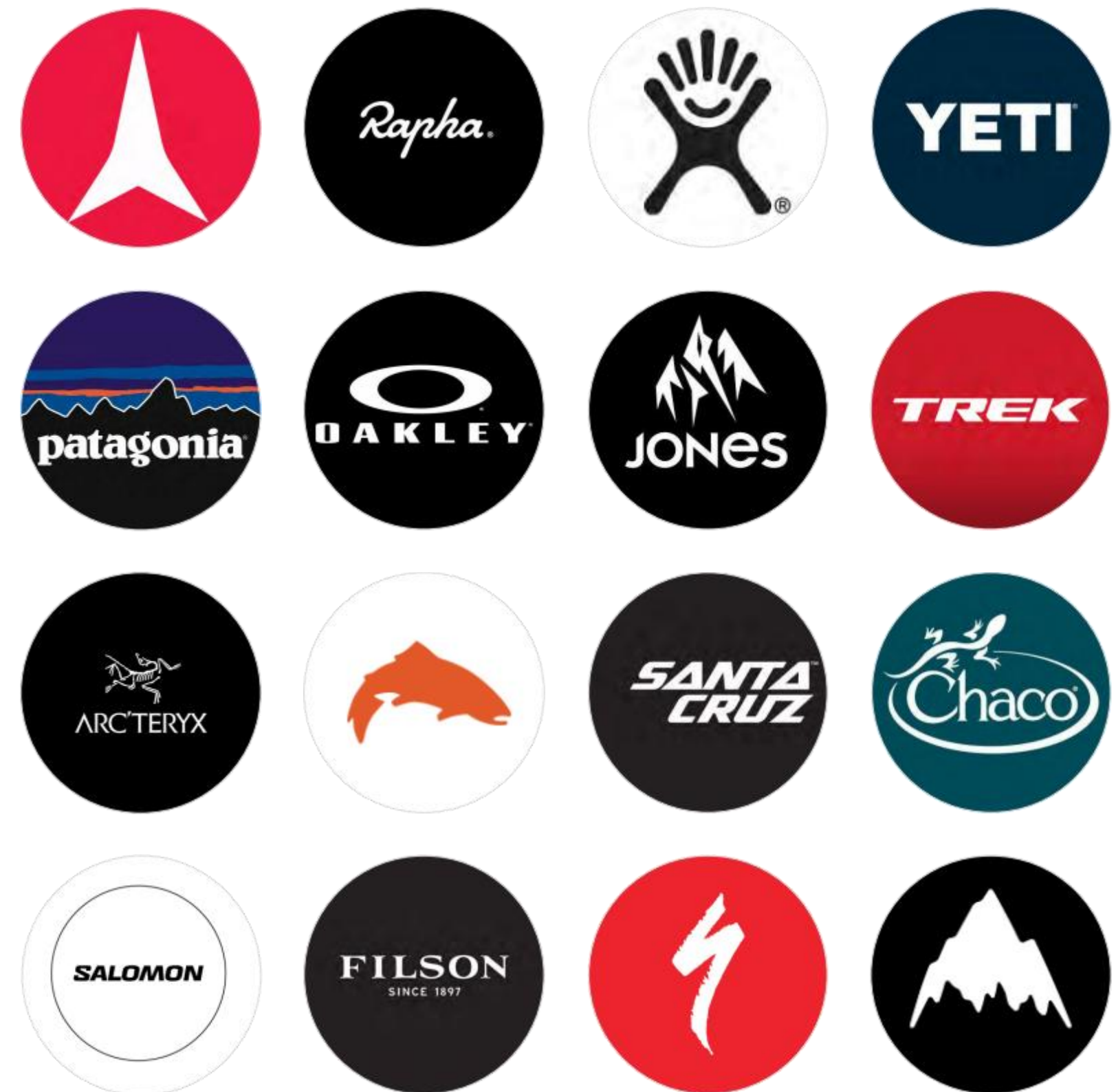


Top Outdoor Brands on Social

We studied top outdoor brands from across the country to create the ultimate guide to successful outdoor gear and apparel marketing strategies on Instagram, Facebook, Twitter, and TikTok.

Read on for the full rankings and everything that made top outdoor brandstick for the #inspo you need to jumpstart your brand's social this year.

[Read the full report online »](#)



What Did We Analyze?

DATA SET INCLUDES

120

HANDLES

IN 2023 BETWEEN THE MONTHS OF

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

COMPRISING

52K

POSTS

65M

ENGAGEMENTS



Top 10 Outdoor Brands on Social Media in 2023

The Top 10

Announcing the bravest and gnarliest outdoor brands on social this year. From dynamic new products to jaw-dropping scenery and beyond, we'll dig into the top trends every outdoor brand can use to increase engagement on Instagram, TikTok, Facebook, and Twitter.



#1



Burton Snowboards

#2

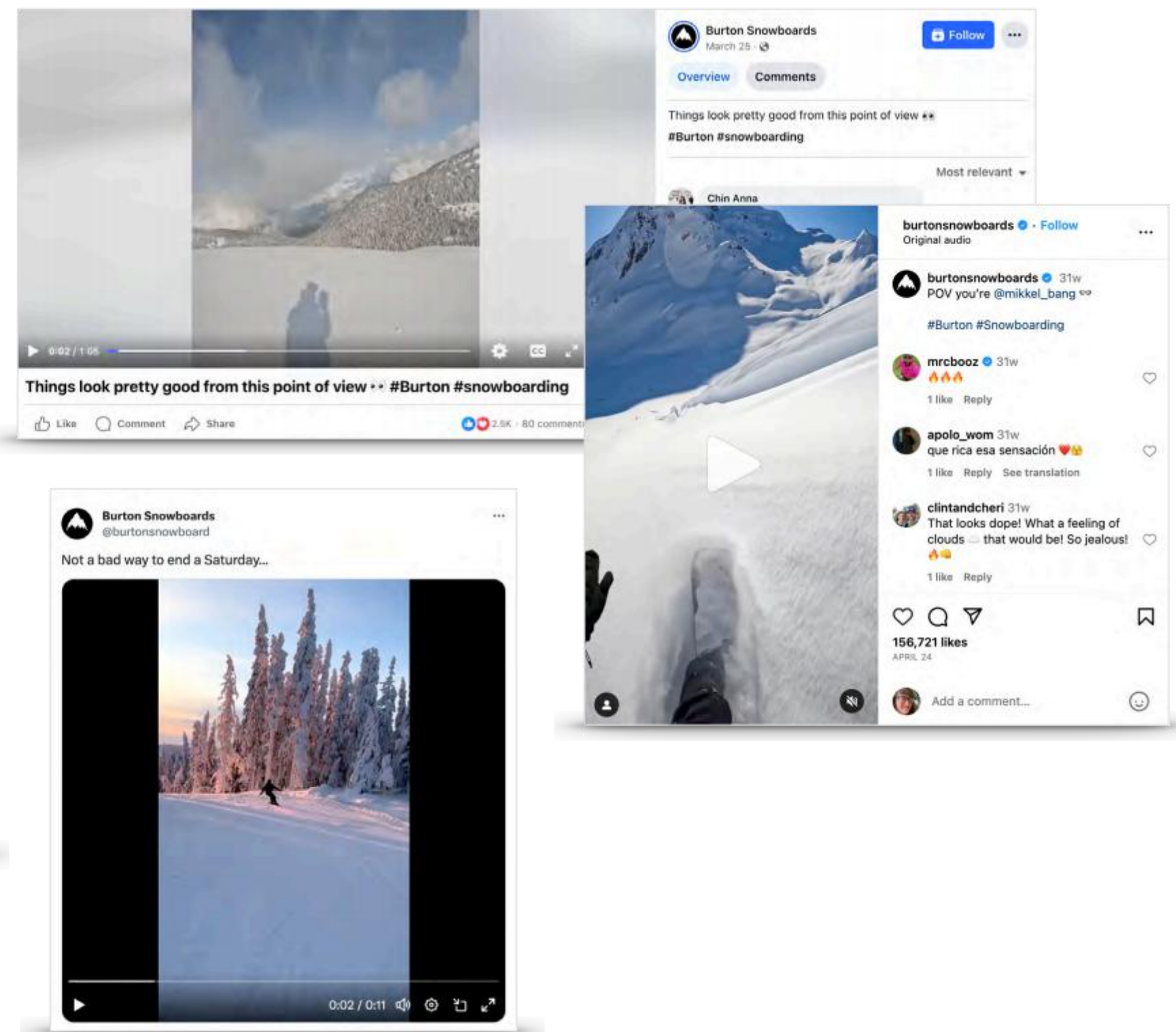
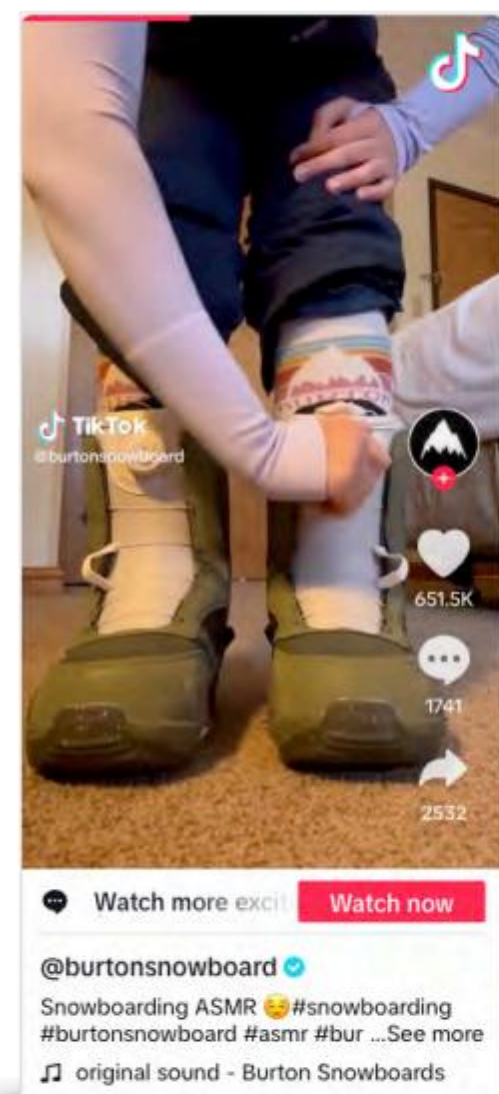
#4

#22

#2

Snowboard and winter apparel brand Burton knocked it out of the alpine park this year with top ten finishes on three of four channels to clinch the overall gold.

Burton really set itself apart on Instagram and Twitter thanks to eye-catching videos of their products in action. Fans and followers ate up gorgeous short-form videos that helped bring them to the mountains year-round. These videos also helped Burton stand out on TikTok, though the brand wasn't afraid to mix it up on that channel with more playful content.



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