

 OUTDOOR CAP®

HEADWEAR TRENDS SPRING 2022





Moving forward into Spring 2022, we continue seeing new trends in headwear fashion emerge. At Outdoor Cap, we are committed to helping you stay up to date with the latest in fashion trends and the styles that will be popular in the coming season. Our hope is that this resource, curated by our product design and development experts, aids you in navigating the ever changing headwear market.

In this guide we examine emerging feature trends such as graphics, fabrics, shapes, prints, patterns, trims and details that are trending in both men's, women's, and youth headwear. We further explore market segments including outdoor recreation, outdoor sports, activewear, and more so whether you are buying for retail, promotional, or team sports you are equipped with the latest trends in each segment.



Jami Gardner
Sr. Director of Sourcing & Development

THREE BIG TRENDS IN HEADWEAR

As consumer habits evolve the three big shifts that impact headwear are:

Sustainability: Consumers are becoming ever more conscientious about the impact they and the brands they purchase have on the environment. Expect more focus on recycled materials, sustainable materials using sustainable or regenerative practices, and products with natural fibers to continue to gain momentum in the market.

Local Pride: Representing your state or local region is becoming increasingly popular on all apparel, especially headwear as consumers increasingly identify with locally made products and aim to show their support for their local communities and businesses. This will be seen across all apparel markets but will be especially evident in promotional products.

A Return to Nature: The increase in outdoor recreation that occurred in response to the pandemic continues to drive demand for nature-centric outdoor apparel. Apparel items that spotlight National Parks have seen a significant uptick in demand. Consumers are keen to express their interest in environmental conservation and outdoor recreation so apparel items that feature these themes are becoming highly sought after.



OVERALL TRENDS

MEN'S TRENDS

Prints and Patterns: stacked patches, tropical patterns, fish patterns & dimensional prints

Graphics: abstract nature inspired landscapes

Styles: trucker, vintage inspired, unstructured 5 and 7-panel

Fabrics: full mesh crown, heathered, canvas, and corduroy

Patches: stacked patches

Trim & Details: bold visor ropes, perforation, and packable/flexible visors



OVERALL TRENDS

WOMEN'S TRENDS

Prints and Patterns: generic camouflage, tie dye, tonal

Graphics: pastel, bright, 90's vibes, pet love, supporting local (people & businesses)

Styles: trucker, sun protection, brim shapes

Fabrics: corduroy, denim

Trim & Details: relaxed fit, frayed visor



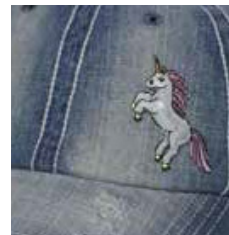
YOUTH TRENDS

Trend toward gender neutral options

Prints & Patterns: polka dots, stripes, squiggles

Graphics: wildlife art, nature scenery, phrases & slogans, dinosaurs, bugs, giraffes, mermaids, unicorns, pandas, sloths, sports, adventure, food, vehicles, and outdoor themes

Fabrics: denim, canvas, textured



OVERALL TRENDS



MARKETS

PROMOTIONAL HEADWEAR

During the pandemic healthcare became a dominant market for promotional items, with government and nonprofits also experiencing a noticeable uptick. Look for 2022 to see a shift back as education, manufacturing, and hospitality spending returns to the promotional items market.

Trucker cap, bright colors, performance fabrics, local pride, sustainable materials

Outdoor Cap Products: OC771, OC120M, REDLBL110



TEAM SPORTS

Trends in team sports center around fabric/technology and color availability. Travel/Select baseball growth has accelerated the customization appetite for the team market. Perforated fabric is also a mega trend in team, keeping players cool and giving an elevated look to on-field and sideline caps.

Customization options, perforation

Outdoor Cap Products: AIR25, AIR50, MLB-600



OUTDOOR RECREATION

The Outdoor Recreation market continues to shift more fashion forward with a focus on conservation and preservation.

Camo, Americana, heavy washes, bright earth tone canvas, animals, landscapes, sustainability, national parks, patches, flat visor with rope

Outdoor Cap Products: OC771, REDLBL110, REDLBL109, GL-555



OUTDOOR SPORTS

The Outdoor Sports market continues to be dominated by hunting and fishing with a strong focus on conservation and digitized animal graphics.

Camouflage, earth tones, national parks, digitized animals, stylized landscapes, buffalo, cow, fish, vintage, heathered materials, heavy washes, hard pigment dyed twill, americana, American pride.

Outdoor Cap Products: PFC-100, OC871CAMO, OC771, REDLBL109



WESTERN

The Western market trend is continuing to be less dress-up and more utilitarian with a move toward urban shapes.

Hard pigment dyed twill, heavy washes, chambray, heathered fabrics, leathered patches, western and southwestern patterns

Outdoor Cap Products: RedLBL103, RedLBL106, UC-100M, DN-200M



MARKETS

COLD WEATHER

As spring ushers in the return to warmer weather lighter and more versatile apparel makes for incredibly popular spring headwear.

Cuffed beanie, pom, fleece lining, throwback looks, waffle knit

Outdoor Cap Products: OC804, OC805, KNF-200, PWC-100



GOLF

Performance fabric continues to dominate a golf market that remains highly influenced by what the pros are wearing.

Rope detail, perforation, performance fabric, dyes

Outdoor Cap Products: OC503M, OC502M, OC504, PN100, OC803



STREET LIFESTYLE

Streetwear is among the fastest-growing market in the fashion driven by those under 30 years old amongst whom the 5 panel hat is incredibly popular.

Unstructured 5-panels, flat visor, corduroy, floral, bold playful graphics

Outdoor Cap Products: OC901M, REDLBL108, REDLBL101



AMERICANA

Americana remains wildly popular among apparel, though designs are trending less bold than the past couple years.

Heavy washed, denim, heathered material, pre-curved visor, vintage, performance driven saltwater fishing

Outdoor Cap Products: PNY-USAM, USA-750M, USA-900M



ACTIVE

Performance fabrics with breathable, moisture wicking features dominate the active market which continues to see bright colors and unobtrusive logos be the dominant design styling.

Performance fabric, perforation, bright colors, reflective accents, small logos

Outdoor Cap Products: OC502M, OC120M, REEVO, OC504



FARM & WESTERN

The trucker cap remains wildly popular in farm and western headwear with a trend towards materials with heavy washes, heathered fabrics and designs representing agricultural life, the trucker cap remains wildly popular.

Heavy washes, heathered fabrics, heavy decorative stitch

Outdoor Cap Products: OC801, DN-200M, FWT-130, PDT-750, PNY-USAM



MARKETS

SUN PROTECTION

Full brim styles remain the best option for sun protection, with sublimated patterns and straw hats both being extremely popular.

Brims, performance fabrics, bold repeat patterns, sublimated neck gaiters

Outdoor Cap Products: BH-600, CSB-100, CSB-300, STW-100



CONCLUSION

Outdoor Cap is here to help you stay ahead of consumer trends. Coming out of a global pandemic it has only made sourcing headwear more difficult. That is why it is more important than ever that Outdoor Cap be here for you with insight into the market, an understanding of what sells, and strong sourcing partnerships. With 45 years of experience making headwear, Outdoor Cap is committed to meeting all your headwear needs.

ABOUT THE RESEARCH

Outdoor Cap's Research, Development, and Innovation team along with the design and sourcing groups spend hundreds of hours each year using a variety of research avenues including current offerings in-store, in-coming line developments up to 18 months out, white label brand developments, direct to consumer offerings, WGSN trend forecasting, and direct consumer research. The teams combine learnings from all these sources into seasonal trend guides we publish internally and share components of publicly. For more information reach out to marketing@outdoorcap.com to connect with our research teams.