

Klättermusen Business Strategy

Since 2015, Klättermusen's goal has been to pursue a sustainable and responsible development of its brand in the global outdoor sector, in harmony with the uniqueness of our more than 40 years of heritage. Our strategy is based on our company's philosophy and values.

Identity and unique positioning

The Klättermusen brand has a unique heritage which is its main asset and our entire strategy permeates through it. Heritage, quality, uniqueness and consistency define and characterise every Klättermusen product and action, a brand that withstands the tides of seasonality, because premium does not refer to expensive or trendy material, but to the number of hours required to bring to life high quality products that last.

A global transparent brand

In recent years Klättermusen has pursued a strategy of growth underpinned by two fundamental principles: to become a global brand with transparency. Today, 75% of Klättermusen's turnover is generated outside Sweden. This has been achieved by keeping a firm control of the business and by reaching out directly to customers, wholesale and digital.

Selective expansion of the product range

Thanks to the strong tradition and the credibility built over the years, Klättermusen is now selectively expanding outside the original Nordic core into complementary market segments – segments where it has, or is able to achieve, recognition thanks to in-depth product know-how. “Maximum Safety, Minimum Impact” is the motto that drives Klättermusen and will continue to steer the brand and its customers in the future.

Pursuit of direct relationships to inspire customers

Dealing directly with customers, engaging them and understanding their expectations, even when unexpressed, are the keystones of the relationship that Klättermusen seeks to build with its consumers, never failing to inspire them.

Development of the digital channel

Klättermusen believes that the digital channel is a fundamental and essential tool for brand communication and global business growth. By exploring the direct global opportunities, Klättermusen can enable a broader audience of global and forward-looking mountaineers.

Sustainable growth that creates value for all stakeholders

Klättermusen has progressively strengthened its commitment to long-term sustainable growth, with a view to meeting stakeholders' expectations and creating shared value.