

SOCIAL CLIMBERS

Consumers are swapping time spent at home climbing figurative walls for social time with friends climbing real ones.

CLIMBING HIGHER

+60% increase in engagement with climbing-related topics across communities tracking on Codec



We are a cultural intelligence platform. Get in touch at info@codec.ai



Social climbing is taking off.

At Codec we analyse millions of content engagements to tag and track how communities engage with their interests and passions over time.

We've seen +60% increase in engagement with climbing-related topics across a wide range of communities.

From fitness and wellbeing to environmentally-minded consumers and family-focused communities, it seems everyone has caught the climbing bug.

Connected to broader consumer sentiment shifts towards slowing down and spending more present and connected time with loved ones, **climbing is about more than getting up walls.** Inherently social and gloriously analog, climbing taps into starved-of-late needs such as **digital detoxing, physical teamwork and delayed gratification.**

Related **searches have risen by 40% over the last 6 months** (Google Trends) and this trend is set to continue to gather pace as the Olympics begin. **Sport Climbing is making its debut in Tokyo this year with 3 new events.**

Climbing has always been a big part of The North Face's DNA. Its 'Walls are Meant for Climbing' platform promotes unity and inclusivity; the brand funds initiatives that tackle barriers to climbing, and has recently **designed the Olympic kit for team USA's first ever climbing team.** Could a percentage of sales from consumer versions of Olympic kits funnel back to support Covid-hit climbing communities around the world?

In the UK indoor climbers numbered +1M pre-pandemic. With rising interest through Covid and the added clout of the Olympics, this is a global community for brand's to watch.