

Extreme Canopy announces a brand new range of Flare Shade umbrellas for all-weather use

Extreme Canopy is planning to go all-out to capture a recovering market



Huntington Beach, California Nov 24, 2021 ([IssueWire.com](http://www.IssueWire.com)) - Extreme Canopy, one of America's most premier retailers of high-end canopies, portable temporary shades, and all manners of promotional accessories is ramping up its range of Flare Shade umbrellas. Extreme Canopy has announced that it soon start offering all-new models of umbrellas that can be used all through the year.

The announcement is bound to create the impression that the company is looking forward to capitalize on a rapidly recovering economy where the demand for umbrellas has gone up significantly.

Extreme Canopy is, of course, well-known among outdoor enthusiasts; they are an established presence in the niche of tents, rugged canopies, inflatable products, and everything in the sector. They were already retailing several models of Flare Shade umbrellas, and the new range is set to up the ante and outsell competitors.

Flare Shade is one of America's most premier shading solutions. It is a specialist in umbrellas and uses very rugged materials imported from Italy and Spain besides Marine-grade aluminum in the manufacturing process. Flare Shade is also located in California, and boasts bespoke outdoor umbrellas, custom-printed restaurants plus commercial outdoor umbrellas.

A spokesperson from Extreme Canopy said, *"We are delighted to let our customers know that we are stocking up on our existing range of Flare Shade umbrellas, and a new range of all-weather umbrellas will soon be available. We have observed that the demand for these umbrellas has risen over the last few months, and our decision is in line with our stated motto of 'customer first.'*

Our customers will naturally be able to select any model from our current product range if they wish. Like all of our products, the new range too will be shipped across the United States. More information on the new range will soon be available on our website."

The market for outdoor and all-season umbrellas has indeed been on the rise ever since the grip of the pandemic loosened a bit. According to several industry authorities, the beach umbrella market in North America is [expected to reach a total valuation](#) of a whopping \$200 million by 2031, while there may be an YoY growth of ~5% in the same time period.

Like every other sector, the Covid-19 pandemic had dented the umbrella industry worldwide to a great extent. A number of manufacturers had to shut shop due to poor sales and unreasonably high input costs. The loss of labor was another major reason why some units shut down. Besides, in the absence of large outdoor gatherings, it was disastrous for the umbrella market in general, as the industry relies heavily on the traditional American love for the outdoors.

With growing percentages of vaccinations and receding caseloads, the general public has once again decided that it is now safe to leave their homes and enjoy outside before peak winter hits.

Besides individual customers, umbrellas are extremely popular among all kinds of businesses for outdoor marketing. The institutional demand is the most profitable one of the entire segment. Various kinds of bespoke umbrellas are in vogue for promotional activities.

With the prospects of heady growth in mind, Extreme Canopy's decision to ramp up its range is an expected move. It remains to be seen how the new range is priced; the umbrella market is extremely price-sensitive.

That they are choosing Flare Shade makes for great business savvy since they are both based in California.

Even as several parts of Europe are once again looking at a renewed resurgence of the virus and have started locking down, the United States is in a relatively safe position. If the situation persists in the same manner, the market for umbrellas will surely witness a great financial year.

About the company

Extreme Canopy is one of the most popular retailers of inflatables, gazebos, instant canopies, event tents, medical tents, umbrellas, and outdoor furnishings. It is part of the Extreme Group and has a significant presence in Australia and New Zealand too.

Contact details

Available here: <https://www.extremecanopy.com/about-us/>

Media Contact

Extreme Canopy

admin@extremecanopy.com

888-201-1968

17852 Gothard Street

Source : Extreme Canopy

[See on IssueWire](#)