

# **Asia Pacific Sports Protective Equipment Market Size study, by Product Type (Helmets & Other Headgear, Protective Eyewear, Face protection & mouth guards, and Pads, guards, chest protectors, & gloves), by Area of Protection (Head & face, Trunk & thorax, Upper extremity, and Lower extremity), by Distribution Channel and Country Forecasts 2022-2032**

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## **Abstracts**

Asia Pacific Sports Protective Equipment Market is valued at approximately USD 3.23 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 5.42% over the forecast period 2024-2032. The Asia Pacific Sports Protective Equipment Market is driven by various factors including increasing awareness about sports safety, rising participation in sports activities, and the growing popularity of extreme sports. The market offers an extensible range of sports protective equipment such as helmets, pads, guards, gloves, and eyewear across different sports categories including cycling, skiing, snowboarding, skating, and contact sports such as rugby and hockey. Countries such as China, Japan, South Korea, Australia, and India are key contributors to this market due to their large population base and growing interest in sports and recreational activities. In addition, advancements in materials and technology have led to the development of more efficient and comfortable protective gear, this trend further help in growth for the Asia Pacific Sports Protective Equipment Market.

The rise in participation in sports and recreational activities is one of the key factors propelling the demand for the Asia Pacific Sports Protective Equipment Market. The increasing health consciousness among individuals, higher disposable incomes, and government initiatives promoting physical fitness. Various people embrace an active lifestyle, and there is a growing awareness of the importance of safety during sports

engagements, driving the need for protective gear. In addition, the region's expanding urban population is leading to lifestyle shifts, with more individuals turning to sports and fitness activities as a means of maintaining health and well-being. Moreover, the increasing popularity of planned sports events with the emergence of new sporting disciplines, such as extreme and adventure sports, further contributes to the demand for specialized protective equipment tailored to the unique requirements of these activities. Increasing demand for innovative and technologically advanced sports protective gear has a significant growth opportunity for the Asia Pacific Sports Protective Equipment Market. However, cost sensitivity and limited awareness and education can stifle market growth between 2022 and 2032.

The key Countries considered for the Asia Pacific Sports Protective Equipment market study includes China, India, Japan, South Korea, Australia and Rest of Asia Pacific. In 2023, China was the largest regional market. China has witnessed a rise in sports participation, fueled by increasing health awareness, government initiatives promoting sports and fitness, and a growing middle class with disposable income for leisure activities. For instance, in 2022 Beijing Summer Olympics, 176 athletes are participated from China out of which 77 received medal from it. This rise in sports engagement has led to an increased demand for protective gear among athletes and enthusiasts. The market in India, on the other hand, is expected to develop at the fastest rate over the forecast period.

Major market player included in this report are:

Under Armour, Inc.

Amer Sports

Adidas AG

ASICS Corporation

United Sports Brands

BRG Sports

XENITH, LLC.

PUMA SE

Nike, Inc.

Vista Outdoor Operations LLC

The detailed segments and sub-segment of the market are explained below:

By Product Type

Helmets & Other Headgear

Protective Eyewear

Face protection & mouth guards  
Pads, guards, chest protectors, & gloves

By Area of Protection

Head & face  
Trunk & thorax  
Upper extremity  
Lower extremity

By Distribution Channel

Specialty Retail Stores  
Multi-Retail Stores  
Online Stores & Others

By Region:

Asia Pacific  
China  
India  
Japan  
Australia  
South Korea  
RoAPAC

Years considered for the study are as follows:

Historical year – 2022  
Base year – 2023  
Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.  
Annualized revenues and country level analysis for each market segment.  
Detailed analysis of geographical landscape with Country level analysis of major regions.  
Competitive landscape with information on major players in the market.  
Analysis of key business strategies and recommendations on future market approach.  
Analysis of competitive structure of the market.  
Demand side and supply side analysis of the market

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