

Global Badminton Equipment And Products Market Size study & Forecast, by Products (Apparel, Shoes, Racquets, Strings, Shuttlecocks, Accessories), by Distribution Channel (Hypermarkets/Supermarkets, Specialty and Sports Stores, Online) and Regional Analysis, 2022-2029

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Abstracts

Global Badminton Equipment And Products Market is valued at approximately USD 1808.36 million in 2021 and is anticipated to grow with a healthy growth rate of more than 5.5% over the forecast period 2022-2029. The market is primarily driven by the rising interest in and popularity of badminton among people worldwide of all ages. Additionally, it is projected that an increase in badminton events at the national and international levels, as well as government and corporate sponsorship of the sport, will support market growth. For instance, USA Badminton and the Badminton World Federation announced their cooperation in September 2022 in order to increase badminton's commercial growth and popularity in the United States. The sector is also expected to be supported in the next years by an increase in participants, training facilities, and playgrounds. Moreover, rising initiative by the key market players is driving the growth for the market.

In order to meet customer demand, badminton equipment manufacturers also continuously endeavour to add new features to their products. For instance, in January 2021, YONEX CO., LTD. unveiled the revolutionary POWER CUSHION ECLIPSION Z for footwear. The ECLIPSION series gives athletes the confidence they need to execute even the most elaborate or nuanced footwork thanks to its emphasis on stability. Additionally, a number of organisations like USA Badminton (USAB) and the Badminton World Federation (BWF), encourage the expansion of badminton sports' global appeal,

opening up enormous market expansion prospects. As an illustration, USAB is the acknowledged national governing body for badminton in the United States. The organization's primary objectives as the sport's national governing body are to promote and encourage greater badminton participation across the country as well as to assist and develop American athletes. However, high cost of the products is restraining the market growth over the forecast period 2022-2029.

The key regions considered for the Global Badminton Equipment And Products Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. In terms of global revenue in 2021, Asia Pacific dominated the market for badminton products and equipment. One of the key aspects influencing the regional industry has been the abundance of badminton players in this area. The largest portion of the badminton equipment and product industry was influenced by badminton's significant popularity in China, Japan, Indonesia, and other nations. Over the projected period, the badminton equipment and product market in North America is anticipated to develop at the quickest CAGR among all regions. The large concentration of badminton players who favour gear and goods with distinctive qualities and brand value has led to an increase in product demand.

Major market players included in this report are:

YONEX Co., Ltd.

Mizuno Corporation

Li Ning (China) Sports Goods Co., Ltd.

Babolat

Apacs Sports (M) Sdn Bhd

FELET International Holdings Sdn. Bhd.

ASICS Corporation.

GOSEN CO., LTD.

Yehlex

VICTOR RACKETS IND.CORP.

Recent Developments in the Market:

Yonex Co., LTD introduced the POWER CUSHION AERUS Z badminton shoes in October 2022. The POWER CUSHION AERUS X is intended to be a cosy, lightweight model with a basic function set.

Babolat announced the release of two new badminton racquets, the EVO AERO and EVO AERO LITE, in October 2022. These racquets offer easy power, comfort, and greater spin. Babolat EVO racquets are designed for players who prefer entertaining, lively games to intense, play-to-win encounters.

A favourite of badminton legend Lin Dan, the COMFORT Z series was re-announced by Yonex Co., LTD in June 2022.

Global Badminton Equipment And Products Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Products, Distribution Channel, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Products:

Apparel

Shoes

Racquets

Strings

Shuttlecocks

Accessories

By Distribution Channel:

Hypermarkets/Supermarkets

Specialty and Sports Stores

Online

By Region:

North America

U.S.

Canada
Europe
UK
Germany
France
Spain
Italy
ROE
Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
RoLA
Rest of the World

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