

Global Sporting Goods Market Size study & Forecast, by Sports Type (Ball Sports, Racquet sports), by Distribution Channel (Online, Offline) and Regional Analysis, 2022-2029

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Abstracts

Global Sporting Goods Market is valued at approximately USD XX million in 2021 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2022-2029. Sporting goods also known as sporting equipment are the materials, tools, apparel, and gear. These are used to compete in a sport and based on the sport. These goods range from balls to protective gear like helmets, and nets. The growing awareness for adopting healthy lifestyles, rising significance of sports and fitness, coupled with increasing investments in promoting sports are the key factors attributing to the market growth across the globe.

The increase in the number of sports events such as Olympic Games, Cricket World Cup, and Soccer World Cup is directly associated with market growth. For instance, the Sports & Fitness Industry Association and Sports Marketing Surveys USA's annual State of the Industry Report stated that nearly 232.6 million Americans participated in sports and fitness activities in 2021, the most since 2016. Furthermore, as per the Olympic Committee in 2022, The U.S. Olympic team for the Beijing Games consists of 222 athletes that have 107 women, which includes the highest record in the history of the Winter Olympics. Furthermore, according to data from the Canadian government, 60% of Canada's competitors competing in the 2020 Olympics were female, while 55% of the country's paralympic squad was made up of female athletes. Thus, the rise in female sports participation is further bolstering the market demand, which, in turn, accelerates the market growth at a substantial rate. Moreover, rising focus on new trends by the key companies, as well as the growing availability of products on various e-commerce platforms is presenting various lucrative opportunities over the forecasting

years. However, the increase in preference for indoor activities is challenging the market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Sporting Goods Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America dominated the market in terms of revenue, owing to the increasing demand for sports and fitness goods, along with the increasing disposable income. Whereas, the Asia Pacific is expected to grow with the highest CAGR during the forecast period, owing to factors such as the rising government initiatives to promote outdoor sports activities, as well as increasing consumers' preference for healthy lifestyles in the market space.

Major market players included in this report are:

Nike, Inc.

Adidas AG

PUMA SE

Amer Sports Corporation

Decathlon S.A.

Columbia Sportswear Company

Under Armour, Inc.

lululemon athletica Inc.

Yonex Co., Ltd.

ANTA Sports Products Limited

Recent Developments in the Market:

In January 2023, Adidas unveiled its new SS23 Melbourne Tennis Collection, a line of athletic gear with vibrant prints that are inspired by plants and the outdoors. The collection also makes use of the HEAT.RDY and Aeroready technologies.

Global Sporting Goods 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 Sports Type, 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 Sports Type:

Ball Sports

Racquet sports

By Distribution Channel:

Online

Offline

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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