

Global Badminton Racket Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Badminton Racket market size will reach 995.10 Million USD in 2025 and is projected to reach 1,585.41 Million USD by 2032, with a CAGR of 6.88% (2025-2032). Notably, the China Badminton Racket market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

A badminton racket is a sports equipment used to hit a shuttlecock in the sport of badminton. It is made up of a handle, a frame, and strings that are strung tightly across the frame. The frame can be made of various materials such as aluminum, graphite, or carbon fiber, and its weight and balance can vary depending on the player's preference. The strings are typically made of synthetic materials, and the tension of the strings can also be adjusted to suit the player's playing style. A good badminton racket is essential for players to perform well and gain technical proficiency in the sport.

The major global manufacturers of Badminton Racket include Yonex, VICTOR, RSL, Lining, GOSEN, KAWASAKI, Carlton Sports, Babolat, Apacs Sports, Wilson Sporting Goods, COSCO India Ltd., Silver Sports India, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and

reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Badminton Racket. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Badminton Racket market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Badminton Racket market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Badminton Racket industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Badminton Racket Include:

Yonex

VICTOR

RSL

Lining

GOSEN

KAWASAKI

Carlton Sports

Babolat

Apacs Sports

Wilson Sporting Goods

COSCO India Ltd.

Silver Sports India

Badminton Racket Product Segment Include:

Carbon Badminton Racket

Carbon Alloy Badminton Racket

Badminton Racket Product Application Include:

Men

Women

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