

# Global Badminton Racket Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

<https://marketpublishers.com/r/G2A6BB7FA44EN.html>

Date: January 2024

Pages: 118

Price: US\$ 3,480.00 (Single User License)

ID: G2A6BB7FA44EN

## Abstracts

According to our (Global Info Research) latest study, the global Badminton Racket market size was valued at USD 786.4 million in 2023 and is forecast to a readjusted size of USD 1215 million by 2030 with a CAGR of 6.4% during review period.

Badminton racket is a light long-handled racket used by badminton players. A badminton racket is composed of a racket head, a racket handle and a racket handle. A length of the badminton racket is not more than 68 cm, which the length of racket handle and rod is not more than 42 cm. With the development of science and technology, the development of the racket is becoming light, the racket frame is becoming hard, the racket rod is becoming flexible, and the air resistance is becoming small.

Global Badminton Racket main players are Yonex, VICTOR, RSL, Lining, KAWASAKI, etc. Global top five manufacturers hold a share above 15%. China is the largest market, with a share nearly 45%.

The Global Info Research report includes an overview of the development of the Badminton Racket industry chain, the market status of Men (Carbon, Carbon Alloy), Women (Carbon, Carbon Alloy), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Badminton Racket.

Regionally, the report analyzes the Badminton Racket markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global

Badminton Racket market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Badminton Racket market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Badminton Racket industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Carbon, Carbon Alloy).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Badminton Racket market.

**Regional Analysis:** The report involves examining the Badminton Racket market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Badminton Racket market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Badminton Racket:

**Company Analysis:** Report covers individual Badminton Racket manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Badminton Racket This may involve surveys, interviews, and analysis

of consumer reviews and feedback from different by Application (Men, Women).

**Technology Analysis:** Report covers specific technologies relevant to Badminton Racket. It assesses the current state, advancements, and potential future developments in Badminton Racket areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Badminton Racket market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

### Market Segmentation

Badminton Racket market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

### Market segment by Type

Carbon

Carbon Alloy

### Market segment by Application

Men

Women

### Major players covered

Yonex

VICTOR

RSL

Lining

GOSEN

KAWASAKI

Carlton Sports

Wilson Sporting Goods

Babolat

Apacs Sports

COSCO India Ltd.

Silver Sports India

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Badminton Racket product scope, market overview, market

estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Badminton Racket, with price, sales, revenue and global market share of Badminton Racket from 2019 to 2024.

Chapter 3, the Badminton Racket competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Badminton Racket breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Badminton Racket market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Badminton Racket.

Chapter 14 and 15, to describe Badminton Racket sales channel, distributors, customers, research findings and conclusion.

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