

Global Sporting Goods and Equipment Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Sporting Goods and Equipment market size was valued at US\$ 531783 million in 2025 and is forecast to a readjusted size of US\$ 793250 million by 2032 with a CAGR of 5.9% during review period.

Sporting goods and equipment refer to various equipment and devices used in sports, fitness training, competitive activities, and leisure activities. It includes various types such as balls, rackets, baseball bats, protective gear, fitness equipment, and skiing equipment, used to improve athletic performance, ensure sports safety, and enrich the sports experience. Sporting equipment not only covers the basic equipment needed for traditional competitive sports but also includes equipment used in outdoor activities, personal training, and professional competitions. It is an important component in promoting national fitness, the development of competitive sports, and the growth of the sports industry. With the popularization of healthy living concepts and the increase in sports participation, the functionality, technological content, and user experience of sporting equipment are constantly improving. In 2025, the global unit price of sporting goods and equipment ranged from US\$10 to over US\$2,000, depending on the equipment, with a gross profit margin of approximately 30% to 50%.

The global sports equipment market is experiencing steady growth, driven by increasing health awareness and accelerated sports participation. With a growing population and rising health demands, coupled with the popularization of fitness culture, more and more consumers are integrating exercise into their daily lives, fueling sustained demand for various sports equipment. Particularly after the pandemic, demand for home fitness, outdoor sports, and personal training equipment has grown rapidly, with high-end smart

equipment and wearable devices becoming new growth drivers alongside traditional equipment. Simultaneously, government policies promoting national fitness, the construction of school sports facilities, and the popularization of professional sports events have created substantial downstream demand for the sports equipment industry. These opportunities have enabled the industry to maintain its vitality not only in the traditional sporting goods sector but also to embrace new opportunities in intelligent, digital, and personalized products. Despite the overall positive development trend, the sports equipment industry still faces numerous challenges. On the one hand, the diverse product types and intense brand competition create significant price war pressure in the low-to-mid-range product market, squeezing profit margins. On the other hand, the high R&D investment and complex supply chain of high-end smart sports equipment pose significant barriers to entry for small and medium-sized manufacturers. Furthermore, external factors such as fluctuating raw material prices, rising global logistics costs, and trade frictions may also affect the production costs and market prices of sports equipment. The diversification of distribution channels has led to issues such as inventory management, channel conflicts, and payment cycles, which have constrained the expansion of businesses to some extent. Some established brands have improved their gross profit margins through private label brands, experience stores, and online direct sales, but the industry as a whole still needs to continuously strengthen its efforts in brand building, supply chain optimization, and technological innovation. Downstream demand is showing a diversified development trend. Traditional competitive sports equipment still holds a stable market share, especially in mainstream sports such as football, basketball, and tennis, where demand for ball sports and protective gear remains robust. With the rise of the fitness and leisure market, categories such as fitness training equipment, yoga equipment, and home sports accessories are experiencing rapid growth. Outdoor sports equipment, including bicycles, mountaineering gear, and camping supplies, is also showing strong growth momentum among young consumers. Furthermore, the trends of digitalization and intelligentization are changing the market ecosystem, with products combining software and hardware with sensors, connectivity, and data analysis attracting a segment of users seeking high-performance experiences. Against the backdrop of rapid development in e-commerce channels, the proportion of users purchasing sports equipment online is constantly increasing. Traditional offline retail and brand flagship stores remain important channels for user experience and professional services, but the convenience of online channels is attracting more new consumers. In the coming years, with the popularization of sports tourism, sports education and competitive activities, the downstream demand for sports equipment will become more diversified and develop in a long-tail manner.

This report is a detailed and comprehensive analysis for global Sporting Goods and Equipment market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Sporting Goods and Equipment market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Sporting Goods and Equipment market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Sporting Goods and Equipment market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Sporting Goods and Equipment market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Sporting Goods and Equipment

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Sporting Goods and Equipment market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Babolat, Dunlop Sports, V?lkl, Cuetec, Head, Yonex, Everlast, Nike, Adidas, Puma, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

Sporting Goods and Equipment market is split by Type and by Application. For the

period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

- Ball Sports Equipment
- Fitness & Training Equipment
- Outdoor Gear
- Protective Gear & Accessories
- Others

Market segment by Sport

- Team Sports
- Individual Sports
- Aquatic Sports
- Others

Market segment by Professionalism

- Professional
- Amateur

Market segment by Application

- Specialty Sports Stores

Online Retail

Department Stores

Others

Market segment by players, this report covers

Babolat

Dunlop Sports

V?lkl

Cuetec

Head

Yonex

Everlast

Nike

Adidas

Puma

Under Armour

ASICS

Wilson

Decathlon

New Balance

Mizuno

Grays

Gryphon Hockey

AtlasHockey

TYKA

Uhlsport

Umbro

Penalty

Nivia

Lotto

Legea

Le Coq Sportif

Gilbert Rugby

Erre?

Cosco

K2 Sport

QNR Sports

Erke

ANTA Sports Products Ltd.

Li-Ning

Xtep

PEAK

361sport

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Sporting Goods and Equipment product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Sporting Goods and Equipment, with revenue, gross margin, and global market share of Sporting Goods and Equipment from 2021 to 2026.

Chapter 3, the Sporting Goods and Equipment competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and Sporting Goods and Equipment market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Sporting Goods and Equipment.

Chapter 13, to describe Sporting Goods and Equipment research findings and conclusion.

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