

# Global Sporting Goods and Equipment Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Sporting Goods and Equipment market size is expected to reach \$ 793250 million by 2032, rising at a market growth of 5.9% CAGR during the forecast period (2026-2032).

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 studies the global Sporting Goods and Equipment demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Sporting Goods and Equipment, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Sporting Goods and Equipment that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global Sporting Goods and Equipment total market, 2021-2032, (USD Million)

Global Sporting Goods and Equipment total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Sporting Goods and Equipment total market, key domestic companies, and share, (USD Million)

Global Sporting Goods and Equipment revenue by player, revenue and market share 2021-2026, (USD Million)

Global Sporting Goods and Equipment total market by Type, CAGR, 2021-2032, (USD Million)

Global Sporting Goods and Equipment total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Sporting Goods and Equipment market

### **Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

#### Global Sporting Goods and Equipment Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global Sporting Goods and Equipment Market, Segmentation by Type:

Ball Sports Equipment

Fitness & Training Equipment

Outdoor Gear

Protective Gear & Accessories

Others

#### Global Sporting Goods and Equipment Market, Segmentation by Sport:

Team Sports

Individual Sports

Aquatic Sports

Others

Global Sporting Goods and Equipment Market, Segmentation by Professionalism:

Professional

Amateur

Global Sporting Goods and Equipment Market, Segmentation by Application:

Specialty Sports Stores

Online Retail

Department Stores

Others

Companies Profiled:

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

### Key Questions Answered

1. How big is the global Sporting Goods and Equipment market?
2. What is the demand of the global Sporting Goods and Equipment market?
3. What is the year over year growth of the global Sporting Goods and Equipment market?
4. What is the total value of the global Sporting Goods and Equipment market?
5. Who are the Major Players in the global Sporting Goods and Equipment market?
6. What are the growth factors driving the market demand?

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