

Global Squash Equipment Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Squash Equipment market size was valued at USD 901.4 million in 2023 and is forecast to a readjusted size of USD 1120.6 million by 2030 with a CAGR of 3.2% during review period.

Squash is played across the globe; however, it is largely popular in the Americas and Europe, because of the presence of a high number of squash courts and the popularity of the sport in the regions. Due to increased product features in squash equipment, the market is expected to grow moderately during the forecast period. The moderate growth is attributed to the already popular and high growth of other racket games like tennis and badminton.

The increasing adoption of better promotional strategies by key competitors will drive the growth prospects for the global squash equipment market during the forecast period. Most of the well-established key competitors in the squash equipment market promote their products through advertising campaigns by featuring celebrities like famous squash players and is considered to be one of the most successful marketing strategies to increase market shares. In general, customers are easily persuaded by products endorsed by their favorite players, which results in changing preferences among end users. For instance, Ramy Ashour, Jahangir Khan, and Dipika Pallikal are some of the top squash players who endorse squash equipment for international companies to increase their sales revenue. Furthermore, to improve the market presence and expand their market shares, many key competitors sponsor several squash tournaments and top players.

The Global Info Research report includes an overview of the development of the

Squash Equipment industry chain, the market status of Specialty and Sports Shops (Squash Rackets, Squash Balls), Department and Discount Stores (Squash Rackets, Squash Balls), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Squash Equipment.

Regionally, the report analyzes the Squash Equipment 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 Squash Equipment market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Squash Equipment 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 Squash Equipment 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., Squash Rackets, Squash Balls).

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 Squash Equipment market.

Regional Analysis: The report involves examining the Squash Equipment 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 Squash Equipment market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Squash Equipment:

Company Analysis: Report covers individual Squash Equipment 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 Squash Equipment. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Specialty and Sports Shops, Department and Discount Stores).

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

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Squash Equipment 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

Squash Equipment 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

Squash Rackets

Squash Balls

Squash Shoes

Market segment by Application

Specialty and Sports Shops

Department and Discount Stores

Online Retail

Major players covered

Dunlop Sport

HEAD

Prince Global Sports

Tecnifibre

Wilson

Babolat

One Strings

Slazenger

Solinco

Amer Sports

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 Squash Equipment product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Squash Equipment 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 Squash Equipment 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 Squash Equipment.

Chapter 14 and 15, to describe Squash Equipment sales channel, distributors, customers, research findings and conclusion.

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