

Field Hockey Equipment Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032

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Abstracts

The Global Field Hockey Equipment Market, valued at USD 4.9 billion in 2023, is anticipated to grow at a CAGR of 4.3% during the forecast period. Increasing global exposure to field hockey through major tournaments, such as the Hockey World Cup and the Olympics, has fueled interest and participation in the sport. Nations with a strong field hockey heritage, like India, Australia, the Netherlands, and Germany, are promoting the sport actively. The growing interest in field hockey is further driven by emerging markets across Asia and Africa, contributing to its expanding global reach. Incorporating field hockey into physical education programs, from schools to universities, has also contributed to increased youth engagement. Participation in field hockey is on the rise in various regions, especially at the high school level in the United States, where there has been a steady increase over the past decade. Grassroots initiatives by national federations, along with local clubs and community events, are making the sport more accessible, helping to boost participation across different age groups. The market is segmented based on product type into gear & accessories and equipment, with the equipment segment dominating the market, holding the largest share of USD 3.6 billion in 2023. This segment is expected to maintain its leading position, growing at a CAGR of 4.4%.

Increasing participation from youth and the rising demand for high-quality equipment, such as sticks and balls, are driving growth. Innovations in materials and design have improved equipment performance, making it more durable and user-friendly. In terms of distribution channels, the market is split between online and offline segments. The offline segment holds the majority share, with 66.1% of the total market, and is projected to grow at a CAGR of 3.9%.

The physical retail experience is critical for purchasing equipment, especially for items like sticks and protective gear, where fit and feel are essential. Retailers are

increasingly adopting omni-channel strategies, offering a blend of online research and in-store purchases, with services like click-and-collect gaining popularity. Regionally, North America holds the largest market share, expected to grow at a CAGR of 5.3% while Asia Pacific is projected to grow at 3.8% due to sustained interest and government support for the sport.

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