

Racket Sports Products Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 – 2032

<https://marketpublishers.com/r/RBCB16ECA3C4EN.html>

Date: October 2024

Pages: 250

Price: US\$ 4,850.00 (Single User License)

ID: RBCB16ECA3C4EN

Abstracts

The Global Racket Sports Products Market was valued at USD 4.5 billion in 2023 and is projected to grow at a CAGR of 6% from 2024 to 2032. The increasing focus on health and fitness has been a key driver of this growth, with more people engaging in racket sports like tennis, badminton, and squash. These sports provide an enjoyable way to stay active, which has fueled demand for equipment in this sector. As individuals prioritize fitness and well-being, racket sports have become a popular choice for physical activity. This rising participation has significantly boosted the demand for products such as rackets, balls, and accessories.

The market is segmented based on product type, with the balls segment dominating in 2023. This segment generated USD 1.7 billion in revenue and is expected to grow at a CAGR of 6.2% during the forecast period. The frequent need to replace balls due to wear and tear ensures a steady sales cycle, unlike rackets, which have a longer lifespan. In terms of distribution channels, the market is divided into offline and online. The offline segment led the market in 2023, holding a 77.3% share.

This dominance is expected to continue, with a CAGR of 6.1% projected from 2024 to 2032. Consumers often prefer in-person purchases of racket sports equipment, as it allows them to assess the quality and feel of items like rackets and apparel before buying. North America held a significant market share in 2023, generating USD 1.3 billion in revenue. The region is anticipated to grow at a CAGR of 6.3% over the forecast period. This growth is driven by major sporting events, strong youth participation in sports, and increased investments in sports infrastructure.

Additionally, North America's established retail networks and the impact of celebrity

endorsements play a crucial role in boosting equipment sales

Contents

Report Content

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definition
- 1.2 Base estimates & calculations
- 1.3 Forecast parameters
- 1.4 Data sources
 - 1.4.1 Primary
 - 1.4.2 Secondary
 - 1.4.2.1 Paid sources
 - 1.4.2.2 Public sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis, 2021 - 2032

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
 - 3.1.1 Factors affecting the value chain
 - 3.1.2 Profit margin analysis
 - 3.1.3 Disruptions
 - 3.1.4 Future outlook
 - 3.1.5 Manufacturers
 - 3.1.6 Distributors
- 3.2 Impact forces
 - 3.2.1 Growth drivers
 - 3.2.1.1 Increasing popularity of racket sports
 - 3.2.1.2 Increasing health and fitness awareness
 - 3.2.1.3 Brand collaborations and sponsorships
 - 3.2.1.4 Events and tournaments
 - 3.2.2 Industry pitfalls & challenges
 - 3.2.2.1 High competition
 - 3.2.2.2 Presence of counterfeit products
- 3.3 Technology & innovation landscape
- 3.4 Consumer buying behavior analysis

- 3.4.1 Demographic trends
- 3.4.2 Factors affecting buying decision
- 3.4.3 Consumer product adoption
- 3.4.4 Preferred distribution channel
- 3.5 Growth potential analysis
- 3.6 Regulatory landscape
- 3.7 Pricing analysis
- 3.8 Porter's analysis
- 3.9 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2023

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive positioning matrix
- 4.4 Strategic outlook matrix

CHAPTER 5 MARKET ESTIMATES & FORECAST, BY PRODUCT TYPE, 2021 – 2032, (USD BILLION) (THOUSAND UNITS)

- 5.1 Key trends
- 5.2 Rackets
 - 5.2.1 Tennis rackets
 - 5.2.2 Badminton rackets
 - 5.2.3 Squash rackets
 - 5.2.4 Table tennis paddles
- 5.3 Balls
 - 5.3.1 Tennis balls
 - 5.3.2 Shuttlecocks
 - 5.3.3 Squash balls
 - 5.3.4 Table tennis balls
- 5.4 Accessories
 - 5.4.1 Grips
 - 5.4.2 Strings
 - 5.4.3 Covers
 - 5.4.4 Wristbands, Headbands, and Gloves
 - 5.4.5 Others (e.g., nets, bags)

CHAPTER 6 MARKET ESTIMATES & FORECAST, BY END USE, 2021 – 2032, (USD

BILLION) (THOUSAND UNITS)

6.1 Key trends

6.2 Men

6.3 Women

6.4 Kids

**CHAPTER 7 MARKET ESTIMATES & FORECAST, BY APPLICATION, 2021 – 2032,
(USD BILLION) (THOUSAND UNITS)**

7.1 Key trends

7.2 Individual

7.3 Commercial

7.3.1 Schools & Institutions

7.3.2 Sports academies

7.3.3 Clubs

**CHAPTER 8 MARKET ESTIMATES & FORECAST, BY SPORT, 2021 – 2032, (USD
BILLION) (THOUSAND UNITS)**

8.1 Key trends

8.2 Tennis

8.3 Table tennis

8.4 Badminton

8.5 Squash

**CHAPTER 9 MARKET ESTIMATES & FORECAST, BY PRICE RANGE, 2021 – 2032,
(USD BILLION) (THOUSAND UNITS)**

9.1 Key trends

9.2 Low

9.3 Medium

9.4 High

**CHAPTER 10 MARKET ESTIMATES & FORECAST, BY DISTRIBUTION CHANNEL,
2021 – 2032, (USD BILLION) (THOUSAND UNITS)**

10.1 Key trends

10.2 Online

- 10.2.1 E-Commerce website
- 10.2.2 Company website
- 10.3 Offline
 - 10.3.1 Sports specialty stores
 - 10.3.2 Supermarkets/Hypermarkets
 - 10.3.3 Department stores

CHAPTER 11 MARKET ESTIMATES & FORECAST, BY REGION, 2021 – 2032, (USD BILLION) (THOUSAND UNITS)

- 11.1 Key trends
- 11.2 North America
 - 11.2.1 U.S.
 - 11.2.2 Canada
- 11.3 Europe
 - 11.3.1 Germany
 - 11.3.2 UK
 - 11.3.3 France
 - 11.3.4 Italy
 - 11.3.5 Spain
- 11.4 Asia Pacific
 - 11.4.1 China
 - 11.4.2 India
 - 11.4.3 Japan
 - 11.4.4 South Korea
 - 11.4.5 Australia
 - 11.4.6 Malaysia
 - 11.4.7 Indonesia
- 11.5 Latin America
 - 11.5.1 Brazil
 - 11.5.2 Mexico
- 11.6 MEA
 - 11.6.1 Saudi Arabia
 - 11.6.2 UAE
 - 11.6.3 South Africa

CHAPTER 12 COMPANY PROFILES (BUSINESS OVERVIEW, FINANCIAL DATA, PRODUCT LANDSCAPE, STRATEGIC OUTLOOK, SWOT ANALYSIS)

- 12.1 Apacs Sports (M) Sdn. Bhd.
- 12.2 ASICS Corporation
- 12.3 Babolat
- 12.4 FELET International Holdings Sdn. Bhd.
- 12.5 Gosen Co., Ltd.
- 12.6 Head Sports
- 12.7 Karakal Sports
- 12.8 Li Ning (China) Sports Goods Co., Ltd.
- 12.9 Mizuno Corporation
- 12.10 Prince Sports, Inc.
- 12.11 Tecnifibre
- 12.12 Victor Rackets Ind. Corp.
- 12.13 Wilson Sporting Goods Co.
- 12.14 Yehlex
- 12.15 Yonex Co., Ltd.

I would like to order

Product name: Racket Sports Products Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 – 2032

Product link: <https://marketpublishers.com/r/RBCB16ECA3C4EN.html>

Price: US\$ 4,850.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/RBCB16ECA3C4EN.html>