

Cricket Apparel And Equipment Market Size, Share & Trends Analysis Report By Product (Cricket Apparel, Cricket Shoes, Cricket Equipment), By End Use (Professional Players, Recreational Players), By Distribution Channel, By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Cricket Apparel And Equipment Market Growth & Trends

The global cricket apparel and equipment market size is estimated to reach USD 2.39 billion in 2030, expanding at a CAGR of 3.7% from 2024 to 2030, according to a new report by Grand View Research, Inc. The growth of the market is driven by the increasing popularity of the sport beyond its traditional strongholds in countries like India, Australia, England, and Pakistan. Emerging markets such as the United States, Canada, and countries in Europe and Asia are witnessing a surge in participation. This increase is fueled by growing immigrant populations from cricket-playing nations and local initiatives to promote the sport, thus, driving the demand for cricket apparel & equipment.

Municipalities, sports authorities, and private entities are constructing new cricket grounds, upgrading existing facilities, and building dedicated training academies. These developments not only support professional leagues and international competitions but also encourage grassroots participation and talent development. The availability of well-maintained cricket grounds and training facilities enhances the overall cricketing experience, driving demand for high-quality apparel and equipment among players of all

ages.

The emergence and global success of T20 cricket leagues, such as the Indian Premier League (IPL) and Big Bash League (BBL), have transformed the sport's landscape. T20 cricket's fast-paced format and entertainment value have attracted a new generation of fans and players. This format's popularity has spurred demand for specialized equipment designed for shorter matches, including lightweight bats for aggressive stroke play and specialized clothing that enhances agility and comfort during intense gameplay.

Furthermore, The proliferation of e-commerce platforms has expanded the accessibility of cricket apparel and equipment globally. Consumers can now purchase a wide range of products online, benefiting from competitive pricing, product reviews, and convenience. Traditional retail outlets, including sporting goods stores and specialty cricket shops, continue to play a vital role in showcasing and distributing cricket gear. This omni-channel approach enhances market reach and customer engagement, driving down the sales of cricket apparel & equipment during the forecast period.

Major players in the market include Adidas AG; Nike, Inc.; Puma SE; Gray-Nicolls Sports Ltd.; Gunn & Moore Limited; Kookaburra Sport Pty Ltd.; Sanspareils Greenlands (SG); Slazenger Limited; Spartan Sports International; Sareen Sports Industries (SS). Manufacturers are leveraging advanced materials such as carbon fiber, titanium, and composite blends to produce bats that offer superior power and control. Protective gear such as helmets, pads, and gloves incorporate lightweight yet durable materials to ensure optimal protection without compromising mobility. These technological advancements cater to the needs of professional cricketers as well as amateur players seeking to improve their game.

Cricket Apparel And Equipment Market Report Highlights

North America is expected to grow with the fastest CAGR of 14.8% over the forecast period from 2024 to 2030. Cricket's integration into mainstream sports culture in North America is gradually expanding its appeal beyond traditional cricket-playing communities. As an alternative sport to baseball and basketball, cricket attracts a diverse audience interested in exploring new athletic pursuits

Based on product, cricket apparel is expected to grow with a CAGR of 3.4% over the forecast period. The increasing global participation in cricket, growing popularity of T20 leagues, and the influence of major international tournaments, which boost demand for licensed and commemorative merchandise

Based on end use, the recreational segment is expected to grow with the fastest CAGR of 4.3% from 2024 to 2030. The rising popularity of cricket among amateurs, and the increased participation in local leagues by individuals are expected to augment the demand and growth for cricket apparel & equipment

Based on distribution channel, sales through sporting goods stores accounted for the largest share of the market in 2023. These stores often carry products from leading cricket brands as well as emerging ones, providing consumers with options to choose from various brands known for their quality and innovation in cricket gear

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