

# Smart Sports Equipment Market Size, Share & Trends Analysis Report By Product (Balls, Golf Stick, Hockey Stick, Rackets & Bats, Others), By Distribution Channel, By Region, And Segment Forecasts, 2025 - 2030

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## Abstracts

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### Smart Sports Equipment Market Growth & Trends

The global smart sports equipment market size is expected to reach USD 5.70 billion in 2030 and is expected to expand at a CAGR of 10.7% from 2025 to 2030.

Rising developments in sports technology through advanced technologies, such as Internet of Things and Augmented Reality, have developed a keen interest among consumers in smart sporting equipment. Additionally, increasing consumer attention towards sports as a lifestyle in order to maintain fitness and track athletic performance is boosting the demand for advanced products.

Shifting preference for real time performance tracking process has paved the way for technology integrated sporting equipment over traditional sports equipment, which has increased the adoption of smart sporting equipment across the globe. These smart sports equipment, which are digitally connected through sensors, help sportspeople or athletes to track, monitor, analyze, and improve their performance. According to a 2017 study by the University of Wollongong, approximately 50% of youth regularly participate in organized sports in U.S., Canada, and England. Thus, rising participation of people, particularly young consumers, in various sporting activities is likely to positively impact the growth of the market.

Moreover, rising number of children indulging in different sporting activities to turn it into a career option has offered greater prominence to the product, thereby resulting in higher adoption of smart sports equipment. Newer product launches by

manufacturers in the industry are incorporating advanced features in the product that support effective performance metrics. For instance, in 2019, KAHA PTE LTD launched a smart jump rope, Lifeflow. This equipment is embedded with sensors in the handle, which enables collecting biometric data while skipping.

Golf stick emerged as the largest product category in the market and was valued at 649.5 million in 2019. Increasing consumer participation in golf sports is projected to offer lucrative growth opportunity for smart golf clubs. According to the National Golf Foundation, 36% of the U.S. population, which is over 107 million people, have played, watched, or read about golf in 2019.

Franchise stores held the largest share of 55.6% in 2019 owing to easy availability and wide distribution network of these stores. High number of manufacturers selling these products through company owned retail stores owing to the niche product segment is boosting the sales of these products through franchise stores.

Asia Pacific is expected to expand at a CAGR of 8.7% from 2020 to 2027. Rising prevalence of sporting tournaments in the region is increasing awareness related to fitness and different sporting activities, and thus visits from foreign nationals are expected to increase the usage of these smart sporting equipment.

#### Smart Sports Equipment Market Report Highlights

The rising demand for fitness and athletic performance monitoring devices is boosting market growth.

The golf stick segment dominated the market with the largest revenue share of 29.8% in 2024.

The balls segment is expected to grow at the highest CAGR over the forecast period.

Franchise stores dominated the market with the largest revenue share in 2024.

North America smart sports equipment market industry dominated the global market with the largest revenue share of 35.0% in 2024.

## Contents

### **CHAPTER 1. METHODOLOGY AND SCOPE**

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
  - 1.3.1. Purchased Database
  - 1.3.2. GVR's Internal Database
  - 1.3.3. Secondary Sources & Third-Party Perspectives
  - 1.3.4. Primary Research
- 1.4. Information Analysis
  - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

### **CHAPTER 2. EXECUTIVE SUMMARY**

- 2.1. Market Snapshot
- 2.2. Segment Snapshot
- 2.3. Competitive Landscape Snapshot

### **CHAPTER 3. SMART SPORTS EQUIPMENT MARKET VARIABLES, TRENDS & SCOPE**

- 3.1. Market Lineage Outlook
  - 3.1.1. Parent Market Outlook
  - 3.1.2. Related Market Outlook
- 3.2. Industry Value Chain Analysis
  - 3.2.1. Profit Margin Analysis (Industry-level)
- 3.3. Market Dynamics
  - 3.3.1. Market Driver Analysis
  - 3.3.2. Market Restraint Analysis
  - 3.3.3. Market Opportunities
  - 3.3.4. Market Challenges
- 3.4. Industry Analysis Tools
  - 3.4.1. Porter's Five Forces Analysis
- 3.5. Market Entry Strategies

## **CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS**

- 4.1. Demographic Analysis
- 4.2. Consumer Trends and Preferences
- 4.3. Factors Affecting Buying Decision
- 4.4. Consumer Product Adoption
- 4.5. Observations & Recommendations

## **CHAPTER 5. SMART SPORTS EQUIPMENT MARKET: PRODUCT ESTIMATES & TREND ANALYSIS**

- 5.1. Smart sports equipment Market, By Product: Key Takeaways
- 5.2. Product Movement Analysis & Market Share, 2024 & 2030
- 5.3. Market Estimates & Forecasts, By Product, 2018 - 2030 (USD Million)
  - 5.3.1. Balls
    - 5.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 5.3.2. Golf Stick
    - 5.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 5.3.3. Hockey Stick
    - 5.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 5.3.4. Racket & Bats
    - 5.3.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 5.3.5. Others
    - 5.3.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 6. SMART SPORTS EQUIPMENT MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS**

- 6.1. Smart sports equipment Market, By Distribution Channel: Key Takeaways
- 6.2. Distribution Channel Movement Analysis & Market Share, 2024 & 2030
- 6.3. Market Estimates & Forecasts, by Distribution Channel, 2018 - 2030 (USD Million)
  - 6.3.1. Franchise Stores
    - 6.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 6.3.2. Specialty Stores
    - 6.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 6.3.3. Online
    - 6.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 7. SMART SPORTS EQUIPMENT MARKET: REGIONAL ESTIMATES &**

## TREND ANALYSIS

- 7.1. Smart sports equipment Market: Regional Outlook
- 7.2. Regional Marketplaces: Key Takeaways
- 7.3. Market Estimates & Forecasts, by Region, 2018 - 2030 (USD Million)
  - 7.3.1. North America
    - 7.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
    - 7.3.1.2. U.S.
      - 7.3.1.2.1. Key country dynamics
      - 7.3.1.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)
    - 7.3.1.3. Canada
      - 7.3.1.3.1. Key country dynamics
      - 7.3.1.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)
    - 7.3.1.4. Mexico
      - 7.3.1.4.1. Key country dynamics
      - 7.3.1.4.2. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 7.3.2. Europe
    - 7.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
    - 7.3.2.2. UK
      - 7.3.2.2.1. Key country dynamics
      - 7.3.2.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)
    - 7.3.2.3. Germany
      - 7.3.2.3.1. Key country dynamics
      - 7.3.2.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)
    - 7.3.2.4. France
      - 7.3.2.4.1. Key country dynamics
      - 7.3.2.4.2. Market estimates and forecast, 2018 - 2030 (USD Million)
    - 7.3.2.5. Italy
      - 7.3.2.5.1. Key country dynamics
      - 7.3.2.5.2. Market estimates and forecast, 2018 - 2030 (USD Million)
    - 7.3.2.6. Spain
      - 7.3.2.6.1. Key country dynamics
      - 7.3.2.6.2. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 7.3.3. Asia Pacific
    - 7.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
    - 7.3.3.2. China
      - 7.3.3.2.1. Key country dynamics
      - 7.3.3.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)
    - 7.3.3.3. India

- 7.3.3.3.1. Key country dynamics
- 7.3.3.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.3.3.4. Japan
  - 7.3.3.4.1. Key country dynamics
  - 7.3.3.4.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.3.3.5. Australia
  - 7.3.3.5.1. Key country dynamics
  - 7.3.3.5.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.3.3.6. South Korea
  - 7.3.3.6.1. Key country dynamics
  - 7.3.3.6.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.3.4. Latin America
  - 7.3.4.1. Brazil
    - 7.3.4.1.1. Key country dynamics
    - 7.3.4.1.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.3.5. Middle East & Africa
  - 7.3.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 7.3.5.2. South Africa
    - 7.3.5.2.1. Key country dynamics
    - 7.3.5.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 8. SMART SPORTS EQUIPMENT MARKET: COMPETITIVE ANALYSIS**

- 8.1. Recent Developments & Impact Analysis, by Key Market Participants
- 8.2. Company Categorization
- 8.3. Participant's Overview
- 8.4. Financial Performance
- 8.5. Product Benchmarking
- 8.6. Company Market Share Analysis, 2024 (%)
- 8.7. Company Heat Map Analysis
- 8.8. Strategy Mapping
- 8.9. Company Profiles
  - 8.9.1. InfoMotion Sports Technologies Inc.
    - 8.9.1.1. Company Overview
    - 8.9.1.2. Financial Performance
    - 8.9.1.3. Product Portfolios
    - 8.9.1.4. Strategic Initiatives
  - 8.9.2. DribbleUp, Inc.
    - 8.9.2.1. Company Overview

- 8.9.2.2. Financial Performance
- 8.9.2.3. Product Portfolios
- 8.9.2.4. Strategic Initiatives
- 8.9.3. Adidas AG
  - 8.9.3.1. Company Overview
  - 8.9.3.2. Financial Performance
  - 8.9.3.3. Product Portfolios
  - 8.9.3.4. Strategic Initiatives
- 8.9.4. Wilson Sporting Goods
  - 8.9.4.1. Company Overview
  - 8.9.4.2. Financial Performance
  - 8.9.4.3. Product Portfolios
  - 8.9.4.4. Strategic Initiatives
- 8.9.5. Babolat
  - 8.9.5.1. Company Overview
  - 8.9.5.2. Financial Performance
  - 8.9.5.3. Product Portfolios
  - 8.9.5.4. Strategic Initiatives
- 8.9.6. HockeyShot
  - 8.9.6.1. Company Overview
  - 8.9.6.2. Financial Performance
  - 8.9.6.3. Product Portfolios
  - 8.9.6.4. Strategic Initiatives
- 8.9.7. Zepp INC.
  - 8.9.7.1. Company Overview
  - 8.9.7.2. Financial Performance
  - 8.9.7.3. Product Portfolios
  - 8.9.7.4. Strategic Initiatives
- 8.9.8. Gridiron Technologies
  - 8.9.8.1. Company Overview
  - 8.9.8.2. Financial Performance
  - 8.9.8.3. Product Portfolios
  - 8.9.8.4. Strategic Initiatives
- 8.9.9. Riddell
  - 8.9.9.1. Company Overview
  - 8.9.9.2. Financial Performance
  - 8.9.9.3. Product Portfolios
  - 8.9.9.4. Strategic Initiatives

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