

# **U.S. Racket Sports Market Size, Share & Trends Analysis Report By Sport (Badminton, Racquetball, Table Tennis, Tennis, Pickleball, Squash), By Price Range (Mass, Premium), By Product, By Distribution Channel, And Segment Forecasts, 2024 - 2030**

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## **Abstracts**

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### **U.S. Racket Sports Market Growth & Trends**

The global U.S. racket sports market size was estimated to reach USD 7.85 billion in 2030 and is anticipated to grow at a CAGR of 7.1% from 2024 to 2030, according to a new report by Grand View Research, Inc. Growing participation rates in racket sports such as tennis, pickleball, badminton, and squash in the U.S. contribute to the increased demand for racket sports goods such as rackets, balls, shuttlecocks, and related accessories. More individuals engage in these sports as they offer opportunities for physical activity, social interaction, and recreational enjoyment. Manufacturers are constantly innovating to enhance the performance and durability of racket sports equipment.

Advanced materials, such as carbon fiber and titanium, are being used to create lighter and more powerful rackets. Moreover, the growing awareness of the health benefits of racket sports, including improved cardiovascular health, coordination, and flexibility, has contributed to increased demand. The construction of new tennis courts, pickleball courts, and other racket sports facilities is meeting the growing demand for accessible playing spaces. For instance, in March 2024, Southaven Mayor Darren Musselwhite announced a \$2.7 million investment to expand the Snowden Grove Tennis Complex. The project will add eight outdoor courts to the existing eight-

court cluster, enhancing the recreational opportunities for the community.

The tennis segment held a significant share of the market in 2023. The expansion of public tennis courts and the availability of affordable tennis lessons have made the sport more accessible to people of all ages and income levels. Youth participation in tennis has also increased significantly, with more schools and community programs offering tennis instruction. Furthermore, the expansion of tennis-related events, such as exhibition matches, clinics, and tournaments, has further contributed to the sport's growing popularity and demand. The apparel segment held the largest share in 2023. Technological advancements, such as the development of moisture-wicking and temperature-regulating fabrics, are enhancing the performance and comfort of racket sports apparel.

Leading brands in the apparel segment are investing heavily in research and development to offer innovative products that meet the evolving needs of consumers. Moreover, the rise of social media and influencer marketing has also played a significant role, with athletes and celebrities promoting their favorite brands and styles, further boosting consumer interest. For instance, in May 2024, Hollywood star Ryan Reynolds invested strategically in Rhone, a leading U.S.-based sports apparel company. Reynolds' investment reflects his belief in Rhone's innovative approach to athletic wear, which combines performance-enhancing fabrics with stylish designs, thereby helping establish the brand as a prominent player in the competitive sportswear market.

The mass segment held the largest share in 2023. The mass product price range meets the needs of many consumers looking for affordable options to participate in racket sports. These consumers may be beginners or casual players unwilling to invest much money in high-end equipment. The affordability of mass-market products makes it easier for these consumers to access and enjoy racket sports, leading to increased participation and demand for the products. In addition, mass-market products are often made with durable materials and can withstand regular use, making them a cost-effective option for consumers who want to enjoy racket sports without frequently replacing their equipment.

The sporting goods retailers segment held the largest share in 2023. Sporting goods retailers employ knowledgeable staff who can provide expert advice and personalized guidance to help consumers select the right equipment for their needs. This personalized service enhances the customer experience and increases customer satisfaction. Beyond traditional brick-and-mortar stores, sporting goods retailers

increasingly incorporate online platforms into their distribution strategies. This omnichannel approach enables customers to browse and purchase products from the comfort of their homes while also providing the option for in-store pickup or delivery. Major companies in this market adopt various steps, including new product launches, partnerships, M&As, global expansion, etc., to gain a larger market share.

## U.S. Racket Sports Market Report Highlights

The pickleball segment is expected to grow at a considerable CAGR from 2024 to 2030. Compared to tennis, pickleball requires a smaller court, lighter equipment, and less physical exertion, making it an attractive option for individuals seeking a fun and engaging workout.

The equipment segment is estimated to register a substantial CAGR over the forecast period. Lightweight and durable rackets crafted from carbon fiber and composite materials are gaining popularity, offering enhanced control and power. Racquet manufacturers also focus on customization, allowing players to fine-tune their equipment to their playing styles.

The premium segment is anticipated to grow at a lucrative CAGR over the forecast period due to factors, such as rising disposable income, increased participation in recreational sports, and the influence of professional athletes. Consumers are increasingly willing to invest in high-quality rackets, shoes, and accessories that enhance their playing experience and performance.

The online segment is estimated to grow at a substantial CAGR over the forecast period. E-commerce platforms have become a major force in the industry, with players like Amazon, Dick's Sporting Goods, and specialized racket sports retailers establishing a robust online presence. Consumers are increasingly drawn to the convenience and ease of online

shopping as it allows price & product comparisons and offers  
consumer reviews before a purchase

## 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 Outlook
- 2.2. Sport Outlook
- 2.3. Product Outlook
- 2.4. Price Range Outlook
- 2.5. Distribution Channel Outlook

### **CHAPTER 3. U.S. RACKET SPORTS MARKET VARIABLES, TRENDS & SCOPE**

- 3.1. Market Lineage Outlook
- 3.2. Industry Value Chain Analysis
  - 3.2.1. Manufacturing & Technology Outlook
  - 3.2.2. Profit Margin Analysis
- 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 - Porter's Five Forces Analysis
- 3.5. Market Entry Strategies

### **CHAPTER 4. U.S. RACKET SPORTS MARKET: CONSUMER BEHAVIOR ANALYSIS**

- 4.1. Consumer Trends & Preferences
- 4.2. Factors Influencing Buying Behavior
- 4.3. Consumer Service Adoption Trends
- 4.4. Key Observations & Findings

## **CHAPTER 5. U.S. RACKET SPORTS MARKET: SPORT ESTIMATES & TREND ANALYSIS**

- 5.1. Sport Movement Analysis & Market Share, 2023 & 2030
- 5.2. Badminton
  - 5.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 5.3. Racquetball
  - 5.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 5.4. Table Tennis
  - 5.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 5.5. Tennis
  - 5.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 5.6. Pickleball
  - 5.6.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 5.7. Squash
  - 5.7.1. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 6. U.S. RACKET SPORTS MARKET: PRODUCT ESTIMATES & TREND ANALYSIS**

- 6.1. Product Movement Analysis & Market Share, 2023 & 2030
- 6.2. Apparel
  - 6.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 6.3. Footwear
  - 6.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 6.4. Equipment
  - 6.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 7. U.S. RACKET SPORTS MARKET: PRICE RANGE ESTIMATES & TREND ANALYSIS**

- 7.1. Price Range Movement Analysis & Market Share, 2023 & 2030
- 7.2. Mass

- 7.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.3. Premium
  - 7.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 8. U.S. RACKET SPORTS MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS**

- 8.1. Distribution Channel Movement Analysis & Market Share, 2023 & 2030
- 8.2. Online
  - 8.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 8.3. Sporting Goods Retailers
  - 8.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 8.4. Supermarkets & Hypermarkets
  - 8.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 8.5. Exclusive Brand Outlets
  - 8.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 8.6. Others
  - 8.6.1. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 9. COMPETITIVE ANALYSIS**

- 9.1. Recent developments & impact analysis, by key market participants
- 9.2. Company Categorization
- 9.3. Participant's Overview
- 9.4. Financial Performance
- 9.5. Product Benchmarking
- 9.6. Company Market Share Analysis, 2023 (%)
- 9.7. Company Heat Map Analysis
- 9.8. Strategy Mapping
- 9.9. Company Profiles
  - 9.9.1. ASICS Corporation
    - 9.9.1.1. Company Overview
    - 9.9.1.2. Financial Performance
    - 9.9.1.3. Product Portfolios
    - 9.9.1.4. Strategic Initiatives
  - 9.9.2. Babolat
    - 9.9.2.1. Company Overview
    - 9.9.2.2. Financial Performance
    - 9.9.2.3. Product Portfolios

- 9.9.2.4. Strategic Initiatives
- 9.9.3. Mizuno Corporation
  - 9.9.3.1. Company Overview
  - 9.9.3.2. Financial Performance
  - 9.9.3.3. Product Portfolios
  - 9.9.3.4. Strategic Initiatives
- 9.9.4. Yonex Co., Ltd.
  - 9.9.4.1. Company Overview
  - 9.9.4.2. Financial Performance
  - 9.9.4.3. Product Portfolios
  - 9.9.4.4. Strategic Initiatives
- 9.9.5. Li Ning (China) Sports Goods Co., Ltd.
  - 9.9.5.1. Company Overview
  - 9.9.5.2. Financial Performance
  - 9.9.5.3. Product Portfolios
  - 9.9.5.4. Strategic Initiatives
- 9.9.6. Apacs Sports (M) Sdn. Bhd.
  - 9.9.6.1. Company Overview
  - 9.9.6.2. Financial Performance
  - 9.9.6.3. Product Portfolios
  - 9.9.6.4. Strategic Initiatives
- 9.9.7. FELET International Holdings Sdn. Bhd.
  - 9.9.7.1. Company Overview
  - 9.9.7.2. Financial Performance
  - 9.9.7.3. Product Portfolios
  - 9.9.7.4. Strategic Initiatives
- 9.9.8. Victor Rackets Ind.Corp
  - 9.9.8.1. Company Overview
  - 9.9.8.2. Financial Performance
  - 9.9.8.3. Product Portfolios
  - 9.9.8.4. Strategic Initiatives
- 9.9.9. Gosen Co., Ltd.
  - 9.9.9.1. Company Overview
  - 9.9.9.2. Financial Performance
  - 9.9.9.3. Product Portfolios
  - 9.9.9.4. Strategic Initiatives
- 9.9.10. Yehlex
  - 9.9.10.1. Company Overview
  - 9.9.10.2. Financial Performance



9.9.10.3. Product Portfolios

9.9.10.4. Strategic Initiatives

## List Of Tables

### LIST OF TABLES

1. U.S. racket sports market - Key market driver analysis
2. U.S. racket sports market - Key market restraint analysis
3. U.S. badminton racket sport market estimates and forecast, 2018 - 2030 (USD Million)
4. U.S. racquetball racket sport market estimates and forecast, 2018 - 2030 (USD Million)
5. U.S. table tennis racket sport market estimates and forecast, 2018 - 2030 (USD Million)
6. U.S. tennis racket sport market estimates and forecast, 2018 - 2030 (USD Million)
7. U.S. pickleball racket sport market estimates and forecast, 2018 - 2030 (USD Million)
8. U.S. squash racket sport market estimates and forecast, 2018 - 2030 (USD Million)
9. U.S. racket sports apparel market estimates and forecast, 2018 - 2030 (USD Million)
10. U.S. racket sports footwear market estimates and forecast, 2018 - 2030 (USD Million)
11. U.S. racket sports equipment market estimates and forecast, 2018 - 2030 (USD Million)
12. U.S. racket sports market estimates and forecast from mass price range, 2018 - 2030 (USD Million)
13. U.S. racket sports market estimates and forecast from premium price range, 2018 - 2030 (USD Million)
14. U.S. racket sports market estimates and forecast through online channel, 2018 - 2030 (USD Million)
15. U.S. racket sports market estimates and forecast through sporting goods retailers channel, 2018 - 2030 (USD Million)
16. U.S. racket sports market estimates and forecast through supermarkets & hypermarkets channel, 2018 - 2030 (USD Million)
17. U.S. racket sports market estimates and forecast through exclusive brand outlets channel, 2018 - 2030 (USD Million)
18. U.S. racket sports market estimates and forecast through other distribution channels, 2018 - 2030 (USD Million)

## List Of Figures

### LIST OF FIGURES

- Fig. 1. Market Segmentation & Scope
- Fig. 2. Information Procurement
- Fig. 3. Data Analysis Models
- Fig. 4. Market Formulation And Validation
- Fig. 5. Data Validating & Publishing
- Fig. 6. Market Snapshot
- Fig. 7. Segment Snapshot
- Fig. 8. Competitive Landscape Snapshot
- Fig. 9. Penetration And Growth Prospect Mapping
- Fig. 10. Industrial Oil Water Separators Market - Value Chain Analysis
- Fig. 11. Industrial Oil Water Separators Market Dynamics
- Fig. 12. Industrial Oil Water Separators Market: PORTER's Analysis
- Fig. 13. Industrial Oil Water Separators Market: PESTEL Analysis
- Fig. 14. Industrial Oil Water Separators Market, By Type: Key Takeaways
- Fig. 15. Industrial Oil Water Separators Market: Type Movement Analysis & Market Share, 2023 & 2030
- Fig. 16. Above Ground OWS Market Estimates & Forecasts, 2018 - 2030 (USD Billion)
- Fig. 17. Below Ground OWS Market Estimates & Forecasts, 2018 - 2030 (USD Billion)
- Fig. 18. Marine OWS Market Estimates & Forecasts, 2018 - 2030 (USD Billion)
- Fig. 19. Industrial Oil Water Separators Market, By End Use: Key Takeaways
- Fig. 20. Industrial Oil Water Separators Market: End Use Movement Analysis & Market Share, 2023 & 2030
- Fig. 21. Industrial Oil Water Separators Market Estimates & Forecasts, In Oil & Gas, 2018 - 2030 (USD Billion)
- Fig. 22. Industrial Oil Water Separators Market Estimates & Forecasts, In Chemical, 2018 - 2030 (USD Billion)
- Fig. 23. Industrial Oil Water Separators Market Estimates & Forecasts, In Food & Beverage, 2018 - 2030 (USD Billion)
- Fig. 24. Industrial Oil Water Separators Market Estimates & Forecasts, In Power Generation, 2018 - 2030 (USD Billion)
- Fig. 25. Industrial Oil Water Separators Market Estimates & Forecasts, In Water & Wastewater Treatment, 2018 - 2030 (USD Billion)
- Fig. 26. Industrial Oil Water Separators Market Estimates & Forecasts, In Marine, 2018 - 2030 (USD Billion)

Fig. 27. Industrial Oil Water Separators Market Estimates & Forecasts, In Mining, 2018 - 2030 (USD Billion)

Fig. 28. Industrial Oil Water Separators Market Estimates & Forecasts, In Others, 2018 - 2030 (USD Billion)

Fig. 29. Region Marketplace: Key Takeaways

Fig. 30. North America Industrial Oil Water Separators Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Fig. 31. U.S. Industrial Oil Water Separators Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Fig. 32. Canada Industrial Oil Water Separators Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Fig. 33. Mexico Industrial Oil Water Separators Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Fig. 34. Europe Industrial Oil Water Separators Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Fig. 35. Russia Industrial Oil Water Separators Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Fig. 36. Germany Industrial Oil Water Separators Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Fig. 37. UK Industrial Oil Water Separators Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Fig. 38. France Industrial Oil Water Separators Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Fig. 39. Italy Industrial Oil Water Separators Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Fig. 40. Asia Pacific Industrial Oil Water Separators Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Fig. 41. China Industrial Oil Water Separators Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Fig. 42. Japan Industrial Oil Water Separators Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Fig. 43. India Industrial Oil Water Separators Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Fig. 44. Australia Industrial Oil Water Separators Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Fig. 45. South Korea Industrial Oil Water Separators Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Fig. 46. Latin America Industrial Oil Water Separators Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Fig. 47. Brazil Industrial Oil Water Separators Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Fig. 48. Argentina Industrial Oil Water Separators Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Fig. 49. Middle East & Africa Industrial Oil Water Separators Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Fig. 50. South Africa Industrial Oil Water Separators Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Fig. 51. Saudi Arabia Industrial Oil Water Separators Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Fig. 52. UAE Industrial Oil Water Separators Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Fig. 53. Iran Industrial Oil Water Separators Market Estimates & Forecasts, 2018 - 2030 (USD Billion)

Fig. 54. Key Company Categorization

Fig. 55. Company Market Positioning

Fig. 56. Strategic Framework

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