

# 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

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