

U.S. Skiing And Snowboarding Market Size, Share & Trends Analysis Report By Sport (Skiing, Snowboarding), By Product (Apparel, Footwear, Equipment), By Price Range (Mass, Premium), By Distribution Channel, And Segment Forecasts, 2024 - 2030

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Abstracts

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U.S. Skiing And Snowboarding Market Growth & Trends

The U.S. skiing and snowboarding market size is expected to reach USD 7.74 billion by 2030, and expanding at a CAGR of 5.0% from 2024 to 2030 according to a new report by Grand View Research, Inc. The increasing number of snow sports tournaments, competitions, and events is expected to significantly boost sales of skiing and snowboarding equipment across the U.S.

In December 2023, U.S. Ski & Snowboard, the national governing body for Olympic skiing and snowboarding, enhanced its merchandise program through an exclusive collaboration with Backcountry, the premier outdoor gear and apparel specialty retailer. Backcountry's apparel design team upgraded the U.S. Ski & Snowboard merchandise lineup. The upgrade introduced t-shirts and fresh hoodie designs that capture the essence of the organization with contemporary silhouettes and graphics. The collection featured lifestyle and fan merchandise, such as the Big Air Snowboard Long-Sleeve Crew, priced at USD 34, the Stripe Team Hoodie at USD 69, and the Big Air Ski T-Shirt at USD 29.

Skiing and snowboarding are two of the most popular winter sports in the U.S. Bindings are the connection between the rider's boots and the snowboard or skis. They play a crucial role in transmitting the rider's movements and providing stability and control. In recent years, bindings for skiing and snowboarding have undergone significant advancements in technology and design. These improvements have not only enhanced the performance and safety of these sports but have also made them more popular among enthusiasts.

In the U.S., skiing and snowboarding helmets have become increasingly popular due to their significant role in preventing head injuries. According to the National Ski Areas Association, the use of helmets among skiers and riders has seen a significant increase over the past two decades. From the 2002/03 season to the 2021/22 season, the overall percentage of individuals opting to wear helmets has drastically grown, rising from 25% to 90%.

U.S. Skiing And Snowboarding Market Report Highlights

Based on sport, the U.S. skiing market represented more than 68% of the total revenues in 2023. The rising interest in ski areas demonstrates an expanding recognition of outdoor recreational options and wellness trends. These dynamics enhance the appeal of skiing and snowboarding as winter pursuits and stimulate the desire for ski areas as prime locations for relaxation and recreation.

Based on product, the U.S. market for skiing and snowboarding apparel is expected to achieve a 5.2% CAGR from 2024 to 2030. This growth is fueled by advancements in technology, evolving fashion preferences, and an increasing focus on environmental sustainability among consumers.

Based on distribution channel, the sales of skiing and snowboarding products through online distribution channels are projected to grow at a CAGR of 6.2% from 2024 to 2030. Leading companies are increasingly introducing e-commerce platforms to leverage the expanding preference for online shopping among the younger demographic.

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