

# **Archery Equipment Market Report by Product (Bows and Bow Accessories, Arrows, and Others), End User (Individual Consumer, Clubs and Gaming Zones, Sports Organizers), Distribution Channel (Speciality and Sports Shops, Departmental and Discount Stores, Online Stores, and Others), and Region 2024-2032**

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## **Abstracts**

The global archery equipment market size reached US\$ 3.9 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 6.5 Billion by 2032, exhibiting a growth rate (CAGR) of 5.6% during 2024-2032. The rising popularity of archery as a recreational activity, escalating awareness of its physical and mental benefits, expansion of international competitions, surging product integration into educational curricula, technological innovations, the surge of e-commerce, and strategic industry collaborations are some of the factors augmenting the market growth.

Archery equipment consists of a range of specialized tools employed in the sport of archery. They are crafted with precision and care and are designed to ensure accuracy and enhance the archer's performance. The creation of archery equipment involves a meticulous process, where modern materials like fiberglass, carbon fiber, and aluminum are commonly utilized for constructing bows and arrows. These materials offer durability and improved performance. The advantages of archery equipment are manifold; it promotes focus, discipline, and physical fitness while honing precision and concentration skills. There are various types of archery equipment, including recurve bows, compound bows, longbows, and crossbows.

The global archery equipment market is influenced by the increasing popularity of archery as a recreational sport and outdoor activity. Additionally, the growing awareness

about the physical and mental benefits of archery, the rise of international sports events and competitions centered around archery, coupled with the inclusion of archery in school curricula are providing a thrust to the market growth. In line with this, technological advancements in archery equipment, including the development of innovative bows, arrows, and accessories, play a pivotal role in shaping the market. Moreover, the surging trend of e-commerce has facilitated convenient access to a wide range of archery equipment, fostering market expansion. Other factors, such as inflating disposable income, surging demand for adventure activities, and escalating social media influence, are contributing significantly to the market growth.

#### Archery Equipment Market Trends/Drivers:

##### Increasing popularity of archery as a recreational sport

The global archery equipment market is witnessing a notable surge owing to the increasing popularity of archery as a recreational sport. With its roots deeply embedded in ancient traditions, archery has evolved into a modern, engaging activity that appeals to individuals across various age groups. The sport's combination of precision, focus, and physical coordination has garnered widespread attention, prompting enthusiasts to seek high-quality archery equipment. As people look for fulfilling ways to spend their leisure time, archery offers a unique blend of physical exercise and mental concentration. This burgeoning interest has translated into a growing demand for bows, arrows, targets, and accessories.

##### Growing awareness about the physical and mental benefits of archery

The global archery equipment market is experiencing an upswing, driven by the growing awareness about the holistic benefits of archery. Beyond its role as a recreational pursuit, archery is recognized for its positive impact on physical fitness, mental well-being, and overall stress relief. As individuals seek ways to lead balanced lifestyles, archery offers a distinct avenue for self-improvement. Simultaneously, the repetitive actions involved in archery aid in enhancing muscular strength, hand-eye coordination, and posture. This dual advantage of fostering mental acuity and physical health has attracted a diverse demographic, including both seasoned athletes and newcomers.

##### Rise of international sports events and inclusion in school curricula

The global archery equipment market is experiencing upward momentum due to the rise of international sports events centered around archery and its inclusion in school curricula. The prominence of archery in global competitions, such as the Olympics and

regional tournaments, has elevated the sport's profile, drawing attention from enthusiasts and aspiring athletes worldwide. This heightened exposure has not only cultivated a sense of admiration for archery but has also spurred demand for high-quality archery equipment to improve performance. Furthermore, the integration of archery into educational institutions' curricula has introduced the sport to a new generation, creating a sustained demand for beginner-friendly archery equipment. As schools and colleges recognize the value of promoting diverse physical activities, archery stands out as a skill that combines focus, discipline, and coordination.

#### Archery Equipment Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global archery equipment market report, along with forecasts at the global, regional and country levels from 2024-2032. Our report has categorized the market based on product, end user and distribution channel.

#### Breakup by Product:

Bows and Bow Accessories

Arrows

Others

Bows and bow accessories dominates the market

The report has provided a detailed breakup and analysis of the market based on the product. This includes bows and bow accessories, arrows, and others. According to the report, bows and bow accessories represented the largest segment.

The domination of the bows and bow accessories segment within the archery equipment market can be attributed to the pivotal role that bows play in archery as the primary tool for shooting arrows. Continual advancements in bow technology, encompassing innovations in materials, design, and manufacturing processes, have propelled the segment's growth. Furthermore, the customization options available for bows, catering to varying skill levels and shooting preferences, contribute to their widespread appeal. Bow accessories, including sights, stabilizers, and arrow rests, enhance accuracy and shooting consistency, thus becoming integral components for both amateur and professional archers. The evolving trends in archery, such as the adoption of compound bows and crossbows, further amplify the demand for specialized accessories. As archery gains prominence across recreational, competitive, and hunting domains, the bows and bow accessories segment maintains its dominance by catering to the evolving needs and aspirations of archery enthusiasts worldwide.

### Breakup by End User:

- Individual Consumer
- Clubs and Gaming Zones
- Sports Organizers

Individual consumer dominates the market

The report has provided a detailed breakup and analysis of the market based on the end user. This includes individual consumer, clubs and gaming zones, and sports organizers. According to the report, individual consumer represented the largest segment.

The dominance of individual consumer segment in the archery equipment market can be attributed to several key factors, including personalization and customization options, which allows individuals to tailor their archery equipment to their specific preferences and skill levels. This enhances user experience and satisfaction, fostering brand loyalty and market dominance. Moreover, the accessibility of archery equipment through online platforms facilitates convenient purchasing, enabling individuals to explore a wide range of products and make informed choices. Furthermore, the growing trend of outdoor and adventure activities has fueled the demand for archery equipment among individuals seeking unique recreational pursuits. Additionally, the rise of social media platforms has created a space for enthusiasts to share experiences and recommendations, influencing others to participate and invest in archery equipment. In line with this, the appeal of archery as a solo sport that promotes personal growth, mindfulness, and skill development resonates with the values of individual consumers, further consolidating the segment's dominance in the market.

### Breakup by Distribution Channel:

- Speciality and Sports Shops
- Departmental and Discount Stores
- Online Stores
- Others

Specialty and sports shops dominate the market

The report has provided a detailed breakup and analysis of the market based on the

distribution channel. This includes speciality and sports shops, departmental and discount stores, online stores, and others. According to the report, specialty and sports shops represented the largest segment.

Specialty and sports shops are the leading distribution channels in the archery equipment market, offering a distinct advantage of hands-on experience that online platforms cannot replicate. These stores allow customers to physically inspect, handle, and test the archery equipment, aiding in more informed purchasing decisions. They also provide immediate access to expertise, as staff members are often trained to offer personalized guidance and recommendations, tailored to an individual's skill level and needs. The presence of various brands and types of equipment in a single location gives customers the ability to compare products side-by-side, making it easier to evaluate quality and performance. In addition, specialty and sports shops frequently offer after-sales services such as equipment tuning, repairs, and maintenance, further enhancing customer loyalty and long-term relationships.

Breakup by Region:

Archery Equipment Market

To get more information on the regional analysis of this market, Request Sample

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

North America exhibits a clear dominance, accounting for the largest archery equipment market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America accounted for the largest market share.

North America dominates the global archery equipment market as the region boasts a rich tradition of outdoor activities and sports, with archery finding a place in this cultural tapestry. This historical association has fostered a strong archery community and a deep-rooted interest in the sport. Additionally, the presence of well-established archery associations, clubs, and institutions has contributed to the sport's growth by providing a platform for skill development and organized competitions. In line with this, North America's significant investments in research and development (R&D) have led to the creation of cutting-edge archery technology, thereby enhancing equipment performance and user experience. The robust distribution network and retail infrastructure in the region also facilitate easy access to a diverse range of archery equipment. Furthermore, the region's affluence enables enthusiasts to invest in premium equipment, driving market demand.

#### Competitive Landscape:

The competitive landscape of the global archery equipment market is marked by a diverse array of players, each contributing to the industry's evolution. These market participants encompass manufacturers, distributors, and retailers who collectively drive innovation and cater to the burgeoning demand for archery equipment. The landscape is characterized by a blend of established industry stalwarts and emerging entrants, all vying to capture market share through product differentiation, technological advancements, and strategic partnerships. Furthermore, the competitive dynamics are

influenced by factors such as pricing strategies, product quality, distribution reach, and customer service. As the market continues to expand and evolve, competition remains a catalyst for innovation, with players consistently seeking to address the evolving needs of archery enthusiasts worldwide. The absence of dominant players underscores the market's openness, encouraging a dynamic ecosystem where companies vie for supremacy by continually enhancing their offerings and establishing a strong foothold in the ever-evolving archery equipment sector.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Bear Archery, Inc.  
Crossman Corporation  
Easton Technical Products, Inc.  
Gold Tip LLC  
Mathews Archery, Inc.  
New Archery Products, Inc.  
Precision Shooting Equipment, Inc.  
The Outdoor Group LLC  
The Bohning Company

#### Recent Developments:

In February 2023, Mathews Archery, Inc. launched Bow of NASP programs, the single-cam Genesis's 15- to 30-inch draw length and 10- to 20-pound draw weight.

In June 2017, Compass Diversified Holdings acquired Crossman Corporation for roughly US\$ 152 million in cash and debt.

In February 2023, Heritage Outdoor Group acquired Precision Shooting Equipment, Inc to enhance and grow the brand.

#### Key Questions Answered in This Report

1. What was the size of the global archery equipment market in 2023?
2. What is the expected growth rate of the global archery equipment market during 2024-2032?
3. What are the key factors driving the global archery equipment market?
4. What has been the impact of COVID-19 on the global archery equipment market?
5. What is the breakup of the global archery equipment market based on the product?
6. What is the breakup of the global archery equipment market based on the end user?

7. What is the breakup of the global archery equipment market based on the distribution channel?
8. What are the key regions in the global archery equipment market?
9. Who are the key players/companies in the global archery equipment market?



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