

# **Mixed Martial Arts Equipment Market by Product (MMA Gloves, Ankle/Knee/Elbow Guard, Punching Bags, Hand Wraps, Shin Guard, Mouth Guard, Head Gear), Distribution Channel (Offline, Online), End User (Personal-use, Institution), and Region 2024-2032**

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## **Abstracts**

The global mixed martial arts equipment market size reached US\$ 1.3 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 2.1 Billion by 2032, exhibiting a growth rate (CAGR) of 4.89% during 2024-2032. The increasing public participation, easy availability of advanced training facilities, and the integration of advanced technologies represent some of the key factors driving the market.

Mixed martial arts (MMA) refer to a hybrid combat sport that employs various fighting skills and techniques. It is performed using various equipment to facilitate the training or fight, such as a mouth and groin guard, punching bag, gloves, shorts, shin guards, hand wraps, ankle, elbow, and knee pads, and headgear. Amongst these, hand wraps help protect hands during training and fighting competitively, while the headgear is used for sparring to shield the skull from harsh strikes. At present, leading players operating worldwide are launching MMA equipment in various materials, types, and designs. These players are offering customizations to meet the requirements of the consumers and expanding their product portfolio.

Mixed Martial Arts Equipment Market Trends:

Presently, the increasing participation of individuals in recreational sports and fitness and athletic activities represents one of the major factors driving the demand for MMA equipment around the world. Moreover, the rising awareness about the health benefits associated with MMA, such as improving heart health, reducing stress, and enhancing the overall strength, and the surging prevalence of chronic diseases on account of

sedentary lifestyles, are favoring the market growth. In addition, the growing number of professional training camps and the easy availability of advanced training facilities for fighters are influencing the market positively. Apart from this, the increasing number of fitness centers that offer MMA training is also contributing to the market growth. Furthermore, key players are financing advertising campaigns, such as celebrity and social media influencer endorsements, for improving their profitability. Besides this, the expansion of the e-commerce sector is resulting in the increasing sales of MMA equipment on account of easy equipment availability, flexible payment options, secure transactions, and convenient return policies. Additionally, governments of numerous countries are undertaking measures to promote MMA as a professional sport. They are also investing in improving the sports infrastructure on a global level. Moreover, the integration of the internet of things (IoT) technology with connected devices to measure and track the performance in real time and record the power, speed, and punches of players during the training and competition is creating a positive outlook for the market.

#### Key Market Segmentation:

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

#### Product Insights:

- MMA Gloves
- Ankle/Knee/Elbow Guard
- Punching Bags
- Hand Wraps
- Shin Guard
- Mouth Guard
- Head Gear

The report has also provided a detailed breakup and analysis of the mixed martial arts equipment market based on the product. This includes MMA gloves, ankle/knee/elbow guard, punching bags, hand wraps, shin guards, mouth guards, and head gear. According to the report, MMA gloves represented the largest segment.

#### Distribution Channel Insights:

Offline

## Online

A detailed breakup and analysis of the mixed martial arts equipment market based on the distribution channel has also been provided in the report. This includes offline and online. According to the report, offline accounted for the largest market share.

## End User Insights:

### Personal-use Institution

A detailed breakup and analysis of the mixed martial arts equipment market based on the end user has also been provided in the report. This includes personal-use and institution. According to the report, personal-use accounted for the largest market share.

## Regional Insights:

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

The report has also provided a comprehensive analysis of all the major regional markets that include North America (the United States and Canada), Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others), Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others), Latin America (Brazil, Mexico, and others), and the Middle East and Africa. According to the report, North America was the largest market for mixed martial arts equipment. Some of the factors driving the North America mixed martial arts equipment market included the increased number of fitness centers, easy availability of advanced training facilities, and the rising awareness about MMA.

### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global mixed martial arts equipment market. Detailed profiles of all major companies have also been provided. Some of the companies covered include Adidas AG, Century Martial Art Supply LLC, Combat Brands LLC, Everlast Worldwide Inc. (Frasers Group plc), Fairtex, Hayabusa Fightwear Inc., TITLE Boxing LLC, Twins Special Co. Ltd., etc.

### Key Questions Answered in This Report:

How has the global mixed martial arts equipment market performed so far and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global mixed martial arts equipment market?

What are the key regional markets?

Which countries represent the most attractive mixed martial arts equipment market?

What is the breakup of the market based on the product?

What is the breakup of the market based on the distribution channel?

What is the breakup of the market based on the end user?

What is the competitive structure of the global mixed martial arts equipment market?

Who are the key players/companies in the global mixed martial arts equipment market?

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