

# Global Sporting Goods and Equipment Market Growth (Status and Outlook) 2026-2032

<https://marketpublishers.com/r/GE048996D20AEN.html>

Date: May 2026

Pages: 211

Price: US\$ 3,660.00 (Single User License)

ID: GE048996D20AEN

## Abstracts

The global Sporting Goods and Equipment market size is predicted to grow from US\$ 505580 million in 2025 to US\$ 769905 million in 2032; it is expected to grow at a CAGR of 6.2% from 2026 to 2032.

Sporting goods and equipment refer to various equipment and devices used in sports, fitness training, competitive activities, and leisure activities. It includes various types such as balls, rackets, baseball bats, protective gear, fitness equipment, and skiing equipment, used to improve athletic performance, ensure sports safety, and enrich the sports experience. Sporting equipment not only covers the basic equipment needed for traditional competitive sports but also includes equipment used in outdoor activities, personal training, and professional competitions. It is an important component in promoting national fitness, the development of competitive sports, and the growth of the sports industry. With the popularization of healthy living concepts and the increase in sports participation, the functionality, technological content, and user experience of sporting equipment are constantly improving. In 2025, the global unit price of sporting goods and equipment ranged from US\$10 to over US\$2,000, depending on the equipment, with a gross profit margin of approximately 30% to 50%.

The global sports equipment market is experiencing steady growth, driven by increasing health awareness and accelerated sports participation. With a growing population and rising health demands, coupled with the popularization of fitness culture, more and more consumers are integrating exercise into their daily lives, fueling sustained demand for various sports equipment. Particularly after the pandemic, demand for home fitness, outdoor sports, and personal training equipment has grown rapidly, with high-end smart equipment and wearable devices becoming new growth drivers alongside traditional equipment. Simultaneously, government policies promoting national fitness, the

construction of school sports facilities, and the popularization of professional sports events have created substantial downstream demand for the sports equipment industry. These opportunities have enabled the industry to maintain its vitality not only in the traditional sporting goods sector but also to embrace new opportunities in intelligent, digital, and personalized products. Despite the overall positive development trend, the sports equipment industry still faces numerous challenges. On the one hand, the diverse product types and intense brand competition create significant price war pressure in the low-to-mid-range product market, squeezing profit margins. On the other hand, the high R&D investment and complex supply chain of high-end smart sports equipment pose significant barriers to entry for small and medium-sized manufacturers. Furthermore, external factors such as fluctuating raw material prices, rising global logistics costs, and trade frictions may also affect the production costs and market prices of sports equipment. The diversification of distribution channels has led to issues such as inventory management, channel conflicts, and payment cycles, which have constrained the expansion of businesses to some extent. Some established brands have improved their gross profit margins through private label brands, experience stores, and online direct sales, but the industry as a whole still needs to continuously strengthen its efforts in brand building, supply chain optimization, and technological innovation. Downstream demand is showing a diversified development trend. Traditional competitive sports equipment still holds a stable market share, especially in mainstream sports such as football, basketball, and tennis, where demand for ball sports and protective gear remains robust. With the rise of the fitness and leisure market, categories such as fitness training equipment, yoga equipment, and home sports accessories are experiencing rapid growth. Outdoor sports equipment, including bicycles, mountaineering gear, and camping supplies, is also showing strong growth momentum among young consumers. Furthermore, the trends of digitalization and intelligentization are changing the market ecosystem, with products combining software and hardware with sensors, connectivity, and data analysis attracting a segment of users seeking high-performance experiences. Against the backdrop of rapid development in e-commerce channels, the proportion of users purchasing sports equipment online is constantly increasing. Traditional offline retail and brand flagship stores remain important channels for user experience and professional services, but the convenience of online channels is attracting more new consumers. In the coming years, with the popularization of sports tourism, sports education and competitive activities, the downstream demand for sports equipment will become more diversified and develop in a long-tail manner.

LPI (LP Information)' newest research report, the 'Sporting Goods and Equipment Industry Forecast' looks at past sales and reviews total world Sporting Goods and

Equipment sales in 2025, providing a comprehensive analysis by region and market sector of projected Sporting Goods and Equipment sales for 2026 through 2032. With Sporting Goods and Equipment sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Sporting Goods and Equipment industry.

This Insight Report provides a comprehensive analysis of the global Sporting Goods and Equipment landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Sporting Goods and Equipment portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Sporting Goods and Equipment market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Sporting Goods and Equipment and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Sporting Goods and Equipment.

This report presents a comprehensive overview, market shares, and growth opportunities of Sporting Goods and Equipment market by product type, application, key players and key regions and countries.

Segmentation by Type:

Ball Sports Equipment

Fitness & Training Equipment

Outdoor Gear

Protective Gear & Accessories

Others

### Segmentation by Sport:

Team Sports

Individual Sports

Aquatic Sports

Others

### Segmentation by Professionalism:

Professional

Amateur

### Segmentation by Application:

Specialty Sports Stores

Online Retail

Department Stores

Others

### This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

## APAC

China

Japan

Korea

Southeast Asia

India

Australia

## Europe

Germany

France

UK

Italy

Russia

## Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Babolat

Dunlop Sports

V?lkl

Cuetec

Head

Yonex

Everlast

Nike

Adidas

Puma

Under Armour

ASICS

Wilson

Decathlon

New Balance

Mizuno

Grays

Gryphon Hockey

AtlasHockey

TYKA

Uhlsport

Umbro

Penalty

Nivia

Lotto

Legea

Le Coq Sportif

Gilbert Rugby

Erre?

Cosco

K2 Sport

QNR Sports

Erke

ANTA Sports Products Ltd.

Li-Ning

Xtep

PEAK

361sport

## Contents

### 1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

### 2 EXECUTIVE SUMMARY

#### 2.1 World Market Overview

- 2.1.1 Global Sporting Goods and Equipment Market Size (2021-2032)

- 2.1.2 Sporting Goods and Equipment Market Size CAGR by Region (2021 VS 2025 VS 2032)

- 2.1.3 World Current & Future Analysis for Sporting Goods and Equipment by Country/Region (2021, 2025 & 2032)

#### 2.2 Sporting Goods and Equipment Segment by Type

- 2.2.1 Ball Sports Equipment

- 2.2.2 Fitness & Training Equipment

- 2.2.3 Outdoor Gear

- 2.2.4 Protective Gear & Accessories

- 2.2.5 Others

- 2.2.6 Sporting Goods and Equipment Market Size by Type

- 2.2.6.1 Sporting Goods and Equipment Market Size CAGR by Type (2021 VS 2025 VS 2032)

- 2.2.6.2 Global Sporting Goods and Equipment Market Size Market Share by Type (2021-2026)

#### 2.3 Sporting Goods and Equipment Segment by Sport

- 2.3.1 Team Sports

- 2.3.2 Individual Sports

- 2.3.3 Aquatic Sports

- 2.3.4 Others

- 2.3.5 Sporting Goods and Equipment Market Size by Sport

- 2.3.5.1 Sporting Goods and Equipment Market Size CAGR by Sport (2021 VS 2025 VS 2032)

VS 2032)

2.3.5.2 Global Sporting Goods and Equipment Market Size Market Share by Sport (2021-2026)

2.4 Sporting Goods and Equipment Segment by Professionalism

2.4.1 Professional

2.4.2 Amateur

2.4.3 Sporting Goods and Equipment Market Size by Professionalism

2.4.3.1 Sporting Goods and Equipment Market Size CAGR by Professionalism (2021 VS 2025 VS 2032)

2.4.3.2 Global Sporting Goods and Equipment Market Size Market Share by Professionalism (2021-2026)

2.5 Sporting Goods and Equipment Segment by Application

2.5.1 Specialty Sports Stores

2.5.2 Online Retail

2.5.3 Department Stores

2.5.4 Others

2.5.5 Sporting Goods and Equipment Market Size by Application

2.5.5.1 Sporting Goods and Equipment Market Size CAGR by Application (2021 VS 2025 VS 2032)

2.5.5.2 Global Sporting Goods and Equipment Market Size Market Share by Application (2021-2026)

### **3 SPORTING GOODS AND EQUIPMENT MARKET SIZE BY PLAYER**

3.1 Sporting Goods and Equipment Market Size Market Share by Player

3.1.1 Global Sporting Goods and Equipment Revenue by Player (2021-2026)

3.1.2 Global Sporting Goods and Equipment Revenue Market Share by Player (2021-2026)

3.2 Global Sporting Goods and Equipment Key Players Head office and Products Offered

3.3 Market Concentration Rate Analysis

3.3.1 Competition Landscape Analysis

3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

3.4 New Products and Potential Entrants

3.5 Mergers & Acquisitions, Expansion

### **4 SPORTING GOODS AND EQUIPMENT BY REGION**

4.1 Sporting Goods and Equipment Market Size by Region (2021-2026)

4.2 Global Sporting Goods and Equipment Annual Revenue by Country/Region (2021-2026)

4.3 Americas Sporting Goods and Equipment Market Size Growth (2021-2026)

4.4 APAC Sporting Goods and Equipment Market Size Growth (2021-2026)

4.5 Europe Sporting Goods and Equipment Market Size Growth (2021-2026)

4.6 Middle East & Africa Sporting Goods and Equipment Market Size Growth (2021-2026)

## **5 AMERICAS**

5.1 Americas Sporting Goods and Equipment Market Size by Country (2021-2026)

5.2 Americas Sporting Goods and Equipment Market Size by Type (2021-2026)

5.3 Americas Sporting Goods and Equipment Market Size by Application (2021-2026)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

## **6 APAC**

6.1 APAC Sporting Goods and Equipment Market Size by Region (2021-2026)

6.2 APAC Sporting Goods and Equipment Market Size by Type (2021-2026)

6.3 APAC Sporting Goods and Equipment Market Size by Application (2021-2026)

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

## **7 EUROPE**

7.1 Europe Sporting Goods and Equipment Market Size by Country (2021-2026)

7.2 Europe Sporting Goods and Equipment Market Size by Type (2021-2026)

7.3 Europe Sporting Goods and Equipment Market Size by Application (2021-2026)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

## **8 MIDDLE EAST & AFRICA**

8.1 Middle East & Africa Sporting Goods and Equipment by Region (2021-2026)

8.2 Middle East & Africa Sporting Goods and Equipment Market Size by Type (2021-2026)

8.3 Middle East & Africa Sporting Goods and Equipment Market Size by Application (2021-2026)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

## **9 MARKET DRIVERS, CHALLENGES AND TRENDS**

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

## **10 GLOBAL SPORTING GOODS AND EQUIPMENT MARKET FORECAST**

10.1 Global Sporting Goods and Equipment Forecast by Region (2027-2032)

10.1.1 Global Sporting Goods and Equipment Forecast by Region (2027-2032)

10.1.2 Americas Sporting Goods and Equipment Forecast

10.1.3 APAC Sporting Goods and Equipment Forecast

10.1.4 Europe Sporting Goods and Equipment Forecast

10.1.5 Middle East & Africa Sporting Goods and Equipment Forecast

10.2 Americas Sporting Goods and Equipment Forecast by Country (2027-2032)

10.2.1 United States Market Sporting Goods and Equipment Forecast

10.2.2 Canada Market Sporting Goods and Equipment Forecast

10.2.3 Mexico Market Sporting Goods and Equipment Forecast

10.2.4 Brazil Market Sporting Goods and Equipment Forecast

10.3 APAC Sporting Goods and Equipment Forecast by Region (2027-2032)

10.3.1 China Sporting Goods and Equipment Market Forecast

10.3.2 Japan Market Sporting Goods and Equipment Forecast

10.3.3 Korea Market Sporting Goods and Equipment Forecast

10.3.4 Southeast Asia Market Sporting Goods and Equipment Forecast

- 10.3.5 India Market Sporting Goods and Equipment Forecast
- 10.3.6 Australia Market Sporting Goods and Equipment Forecast
- 10.4 Europe Sporting Goods and Equipment Forecast by Country (2027-2032)
  - 10.4.1 Germany Market Sporting Goods and Equipment Forecast
  - 10.4.2 France Market Sporting Goods and Equipment Forecast
  - 10.4.3 UK Market Sporting Goods and Equipment Forecast
  - 10.4.4 Italy Market Sporting Goods and Equipment Forecast
  - 10.4.5 Russia Market Sporting Goods and Equipment Forecast
- 10.5 Middle East & Africa Sporting Goods and Equipment Forecast by Region (2027-2032)
  - 10.5.1 Egypt Market Sporting Goods and Equipment Forecast
  - 10.5.2 South Africa Market Sporting Goods and Equipment Forecast
  - 10.5.3 Israel Market Sporting Goods and Equipment Forecast
  - 10.5.4 Turkey Market Sporting Goods and Equipment Forecast
- 10.6 Global Sporting Goods and Equipment Forecast by Type (2027-2032)
- 10.7 Global Sporting Goods and Equipment Forecast by Application (2027-2032)
  - 10.7.1 GCC Countries Market Sporting Goods and Equipment Forecast

## **11 KEY PLAYERS ANALYSIS**

- 11.1 Babolat
  - 11.1.1 Babolat Company Information
  - 11.1.2 Babolat Sporting Goods and Equipment Product Offered
  - 11.1.3 Babolat Sporting Goods and Equipment Revenue, Gross Margin and Market Share (2021-2026)
  - 11.1.4 Babolat Main Business Overview
  - 11.1.5 Babolat Latest Developments
- 11.2 Dunlop Sports
  - 11.2.1 Dunlop Sports Company Information
  - 11.2.2 Dunlop Sports Sporting Goods and Equipment Product Offered
  - 11.2.3 Dunlop Sports Sporting Goods and Equipment Revenue, Gross Margin and Market Share (2021-2026)
  - 11.2.4 Dunlop Sports Main Business Overview
  - 11.2.5 Dunlop Sports Latest Developments
- 11.3 V?lkl
  - 11.3.1 V?lkl Company Information
  - 11.3.2 V?lkl Sporting Goods and Equipment Product Offered
  - 11.3.3 V?lkl Sporting Goods and Equipment Revenue, Gross Margin and Market Share (2021-2026)

- 11.3.4 V?lkl Main Business Overview
- 11.3.5 V?lkl Latest Developments
- 11.4 Cuetec
  - 11.4.1 Cuetec Company Information
  - 11.4.2 Cuetec Sporting Goods and Equipment Product Offered
  - 11.4.3 Cuetec Sporting Goods and Equipment Revenue, Gross Margin and Market Share (2021-2026)
  - 11.4.4 Cuetec Main Business Overview
  - 11.4.5 Cuetec Latest Developments
- 11.5 Head
  - 11.5.1 Head Company Information
  - 11.5.2 Head Sporting Goods and Equipment Product Offered
  - 11.5.3 Head Sporting Goods and Equipment Revenue, Gross Margin and Market Share (2021-2026)
  - 11.5.4 Head Main Business Overview
  - 11.5.5 Head Latest Developments
- 11.6 Yonex
  - 11.6.1 Yonex Company Information
  - 11.6.2 Yonex Sporting Goods and Equipment Product Offered
  - 11.6.3 Yonex Sporting Goods and Equipment Revenue, Gross Margin and Market Share (2021-2026)
  - 11.6.4 Yonex Main Business Overview
  - 11.6.5 Yonex Latest Developments
- 11.7 Everlast
  - 11.7.1 Everlast Company Information
  - 11.7.2 Everlast Sporting Goods and Equipment Product Offered
  - 11.7.3 Everlast Sporting Goods and Equipment Revenue, Gross Margin and Market Share (2021-2026)
  - 11.7.4 Everlast Main Business Overview
  - 11.7.5 Everlast Latest Developments
- 11.8 Nike
  - 11.8.1 Nike Company Information
  - 11.8.2 Nike Sporting Goods and Equipment Product Offered
  - 11.8.3 Nike Sporting Goods and Equipment Revenue, Gross Margin and Market Share (2021-2026)
  - 11.8.4 Nike Main Business Overview
  - 11.8.5 Nike Latest Developments
- 11.9 Adidas
  - 11.9.1 Adidas Company Information

- 11.9.2 Adidas Sporting Goods and Equipment Product Offered
- 11.9.3 Adidas Sporting Goods and Equipment Revenue, Gross Margin and Market Share (2021-2026)
- 11.9.4 Adidas Main Business Overview
- 11.9.5 Adidas Latest Developments
- 11.10 Puma
  - 11.10.1 Puma Company Information
  - 11.10.2 Puma Sporting Goods and Equipment Product Offered
  - 11.10.3 Puma Sporting Goods and Equipment Revenue, Gross Margin and Market Share (2021-2026)
  - 11.10.4 Puma Main Business Overview
  - 11.10.5 Puma Latest Developments
- 11.11 Under Armour
  - 11.11.1 Under Armour Company Information
  - 11.11.2 Under Armour Sporting Goods and Equipment Product Offered
  - 11.11.3 Under Armour Sporting Goods and Equipment Revenue, Gross Margin and Market Share (2021-2026)
  - 11.11.4 Under Armour Main Business Overview
  - 11.11.5 Under Armour Latest Developments
- 11.12 ASICS
  - 11.12.1 ASICS Company Information
  - 11.12.2 ASICS Sporting Goods and Equipment Product Offered
  - 11.12.3 ASICS Sporting Goods and Equipment Revenue, Gross Margin and Market Share (2021-2026)
  - 11.12.4 ASICS Main Business Overview
  - 11.12.5 ASICS Latest Developments
- 11.13 Wilson
  - 11.13.1 Wilson Company Information
  - 11.13.2 Wilson Sporting Goods and Equipment Product Offered
  - 11.13.3 Wilson Sporting Goods and Equipment Revenue, Gross Margin and Market Share (2021-2026)
  - 11.13.4 Wilson Main Business Overview
  - 11.13.5 Wilson Latest Developments
- 11.14 Decathlon
  - 11.14.1 Decathlon Company Information
  - 11.14.2 Decathlon Sporting Goods and Equipment Product Offered
  - 11.14.3 Decathlon Sporting Goods and Equipment Revenue, Gross Margin and Market Share (2021-2026)
  - 11.14.4 Decathlon Main Business Overview

- 11.14.5 Decathlon Latest Developments
- 11.15 New Balance
  - 11.15.1 New Balance Company Information
  - 11.15.2 New Balance Sporting Goods and Equipment Product Offered
  - 11.15.3 New Balance Sporting Goods and Equipment Revenue, Gross Margin and Market Share (2021-2026)
  - 11.15.4 New Balance Main Business Overview
  - 11.15.5 New Balance Latest Developments
- 11.16 Mizuno
  - 11.16.1 Mizuno Company Information
  - 11.16.2 Mizuno Sporting Goods and Equipment Product Offered
  - 11.16.3 Mizuno Sporting Goods and Equipment Revenue, Gross Margin and Market Share (2021-2026)
  - 11.16.4 Mizuno Main Business Overview
  - 11.16.5 Mizuno Latest Developments
- 11.17 Grays
  - 11.17.1 Grays Company Information
  - 11.17.2 Grays Sporting Goods and Equipment Product Offered
  - 11.17.3 Grays Sporting Goods and Equipment Revenue, Gross Margin and Market Share (2021-2026)
  - 11.17.4 Grays Main Business Overview
  - 11.17.5 Grays Latest Developments
- 11.18 Gryphon Hockey
  - 11.18.1 Gryphon Hockey Company Information
  - 11.18.2 Gryphon Hockey Sporting Goods and Equipment Product Offered
  - 11.18.3 Gryphon Hockey Sporting Goods and Equipment Revenue, Gross Margin and Market Share (2021-2026)
  - 11.18.4 Gryphon Hockey Main Business Overview
  - 11.18.5 Gryphon Hockey Latest Developments
- 11.19 AtlasHockey
  - 11.19.1 AtlasHockey Company Information
  - 11.19.2 AtlasHockey Sporting Goods and Equipment Product Offered
  - 11.19.3 AtlasHockey Sporting Goods and Equipment Revenue, Gross Margin and Market Share (2021-2026)
  - 11.19.4 AtlasHockey Main Business Overview
  - 11.19.5 AtlasHockey Latest Developments
- 11.20 TYKA
  - 11.20.1 TYKA Company Information
  - 11.20.2 TYKA Sporting Goods and Equipment Product Offered

11.20.3 TYKA Sporting Goods and Equipment Revenue, Gross Margin and Market Share (2021-2026)

11.20.4 TYKA Main Business Overview

11.20.5 TYKA Latest Developments

11.21 Uhlsport

11.21.1 Uhlsport Company Information

11.21.2 Uhlsport Sporting Goods and Equipment Product Offered

11.21.3 Uhlsport Sporting Goods and Equipment Revenue, Gross Margin and Market Share (2021-2026)

11.21.4 Uhlsport Main Business Overview

11.21.5 Uhlsport Latest Developments

11.22 Umbro

11.22.1 Umbro Company Information

11.22.2 Umbro Sporting Goods and Equipment Product Offered

11.22.3 Umbro Sporting Goods and Equipment Revenue, Gross Margin and Market Share (2021-2026)

11.22.4 Umbro Main Business Overview

11.22.5 Umbro Latest Developments

11.23 Penalty

11.23.1 Penalty Company Information

11.23.2 Penalty Sporting Goods and Equipment Product Offered

11.23.3 Penalty Sporting Goods and Equipment Revenue, Gross Margin and Market Share (2021-2026)

11.23.4 Penalty Main Business Overview

11.23.5 Penalty Latest Developments

11.24 Nivia

11.24.1 Nivia Company Information

11.24.2 Nivia Sporting Goods and Equipment Product Offered

11.24.3 Nivia Sporting Goods and Equipment Revenue, Gross Margin and Market Share (2021-2026)

11.24.4 Nivia Main Business Overview

11.24.5 Nivia Latest Developments

11.25 Lotto

11.25.1 Lotto Company Information

11.25.2 Lotto Sporting Goods and Equipment Product Offered

11.25.3 Lotto Sporting Goods and Equipment Revenue, Gross Margin and Market Share (2021-2026)

11.25.4 Lotto Main Business Overview

11.25.5 Lotto Latest Developments

## 11.26 Legea

11.26.1 Legea Company Information

11.26.2 Legea Sporting Goods and Equipment Product Offered

11.26.3 Legea Sporting Goods and Equipment Revenue, Gross Margin and Market Share (2021-2026)

11.26.4 Legea Main Business Overview

11.26.5 Legea Latest Developments

## 11.27 Le Coq Sportif

11.27.1 Le Coq Sportif Company Information

11.27.2 Le Coq Sportif Sporting Goods and Equipment Product Offered

11.27.3 Le Coq Sportif Sporting Goods and Equipment Revenue, Gross Margin and Market Share (2021-2026)

11.27.4 Le Coq Sportif Main Business Overview

11.27.5 Le Coq Sportif Latest Developments

## 11.28 Gilbert Rugby

11.28.1 Gilbert Rugby Company Information

11.28.2 Gilbert Rugby Sporting Goods and Equipment Product Offered

11.28.3 Gilbert Rugby Sporting Goods and Equipment Revenue, Gross Margin and Market Share (2021-2026)

11.28.4 Gilbert Rugby Main Business Overview

11.28.5 Gilbert Rugby Latest Developments

## 11.29 Erre?

11.29.1 Erre? Company Information

11.29.2 Erre? Sporting Goods and Equipment Product Offered

11.29.3 Erre? Sporting Goods and Equipment Revenue, Gross Margin and Market Share (2021-2026)

11.29.4 Erre? Main Business Overview

11.29.5 Erre? Latest Developments

## 11.30 Cosco

11.30.1 Cosco Company Information

11.30.2 Cosco Sporting Goods and Equipment Product Offered

11.30.3 Cosco Sporting Goods and Equipment Revenue, Gross Margin and Market Share (2021-2026)

11.30.4 Cosco Main Business Overview

11.30.5 Cosco Latest Developments

## 11.31 K2 Sport

11.31.1 K2 Sport Company Information

11.31.2 K2 Sport Sporting Goods and Equipment Product Offered

11.31.3 K2 Sport Sporting Goods and Equipment Revenue, Gross Margin and Market

## Share (2021-2026)

11.31.4 K2 Sport Main Business Overview

11.31.5 K2 Sport Latest Developments

## 11.32 QNR Sports

11.32.1 QNR Sports Company Information

11.32.2 QNR Sports Sporting Goods and Equipment Product Offered

11.32.3 QNR Sports Sporting Goods and Equipment Revenue, Gross Margin and

## Market Share (2021-2026)

11.32.4 QNR Sports Main Business Overview

11.32.5 QNR Sports Latest Developments

## 11.33 Erke

11.33.1 Erke Company Information

11.33.2 Erke Sporting Goods and Equipment Product Offered

11.33.3 Erke Sporting Goods and Equipment Revenue, Gross Margin and Market

## Share (2021-2026)

11.33.4 Erke Main Business Overview

11.33.5 Erke Latest Developments

## 11.34 ANTA Sports Products Ltd.

11.34.1 ANTA Sports Products Ltd. Company Information

11.34.2 ANTA Sports Products Ltd. Sporting Goods and Equipment Product Offered

11.34.3 ANTA Sports Products Ltd. Sporting Goods and Equipment Revenue, Gross

## Margin and Market Share (2021-2026)

11.34.4 ANTA Sports Products Ltd. Main Business Overview

11.34.5 ANTA Sports Products Ltd. Latest Developments

## 11.35 Li-Ning

11.35.1 Li-Ning Company Information

11.35.2 Li-Ning Sporting Goods and Equipment Product Offered

11.35.3 Li-Ning Sporting Goods and Equipment Revenue, Gross Margin and Market

## Share (2021-2026)

11.35.4 Li-Ning Main Business Overview

11.35.5 Li-Ning Latest Developments

## 11.36 Xtep

11.36.1 Xtep Company Information

11.36.2 Xtep Sporting Goods and Equipment Product Offered

11.36.3 Xtep Sporting Goods and Equipment Revenue, Gross Margin and Market

## Share (2021-2026)

11.36.4 Xtep Main Business Overview

11.36.5 Xtep Latest Developments

## 11.37 PEAK

- 11.37.1 PEAK Company Information
- 11.37.2 PEAK Sporting Goods and Equipment Product Offered
- 11.37.3 PEAK Sporting Goods and Equipment Revenue, Gross Margin and Market Share (2021-2026)
- 11.37.4 PEAK Main Business Overview
- 11.37.5 PEAK Latest Developments
- 11.38 361sport
  - 11.38.1 361sport Company Information
  - 11.38.2 361sport Sporting Goods and Equipment Product Offered
  - 11.38.3 361sport Sporting Goods and Equipment Revenue, Gross Margin and Market Share (2021-2026)
  - 11.38.4 361sport Main Business Overview
  - 11.38.5 361sport Latest Developments

## **12 RESEARCH FINDINGS AND CONCLUSION**

## List Of Tables

### LIST OF TABLES

- Table 1. Sporting Goods and Equipment Market Size CAGR by Region (2021 VS 2025 VS 2032) & (\$ millions)
- Table 2. Sporting Goods and Equipment Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)
- Table 3. Major Players of Ball Sports Equipment
- Table 4. Major Players of Fitness & Training Equipment
- Table 5. Major Players of Outdoor Gear
- Table 6. Major Players of Protective Gear & Accessories
- Table 7. Major Players of Others
- Table 8. Sporting Goods and Equipment Market Size CAGR by Type (2021 VS 2025 VS 2032) & (\$ millions)
- Table 9. Global Sporting Goods and Equipment Market Size by Type (2021-2026) & (\$ millions)
- Table 10. Global Sporting Goods and Equipment Market Size Market Share by Type (2021-2026)
- Table 11. Major Players of Team Sports
- Table 12. Major Players of Individual Sports
- Table 13. Major Players of Aquatic Sports
- Table 14. Major Players of Others
- Table 15. Sporting Goods and Equipment Market Size CAGR by Sport (2021 VS 2025 VS 2032) & (\$ millions)
- Table 16. Global Sporting Goods and Equipment Market Size by Sport (2021-2026) & (\$ millions)
- Table 17. Global Sporting Goods and Equipment Market Size Market Share by Sport (2021-2026)
- Table 18. Major Players of Professional
- Table 19. Major Players of Amateur
- Table 20. Sporting Goods and Equipment Market Size CAGR by Professionalism (2021 VS 2025 VS 2032) & (\$ millions)
- Table 21. Global Sporting Goods and Equipment Market Size by Professionalism (2021-2026) & (\$ millions)
- Table 22. Global Sporting Goods and Equipment Market Size Market Share by Professionalism (2021-2026)
- Table 23. Sporting Goods and Equipment Market Size CAGR by Application (2021 VS 2025 VS 2032) & (\$ millions)

- Table 24. Global Sporting Goods and Equipment Market Size by Application (2021-2026) & (\$ millions)
- Table 25. Global Sporting Goods and Equipment Market Size Market Share by Application (2021-2026)
- Table 26. Global Sporting Goods and Equipment Revenue by Player (2021-2026) & (\$ millions)
- Table 27. Global Sporting Goods and Equipment Revenue Market Share by Player (2021-2026)
- Table 28. Sporting Goods and Equipment Key Players Head office and Products Offered
- Table 29. Sporting Goods and Equipment Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
- Table 30. New Products and Potential Entrants
- Table 31. Mergers & Acquisitions, Expansion
- Table 32. Global Sporting Goods and Equipment Market Size by Region (2021-2026) & (\$ millions)
- Table 33. Global Sporting Goods and Equipment Market Size Market Share by Region (2021-2026)
- Table 34. Global Sporting Goods and Equipment Revenue by Country/Region (2021-2026) & (\$ millions)
- Table 35. Global Sporting Goods and Equipment Revenue Market Share by Country/Region (2021-2026)
- Table 36. Americas Sporting Goods and Equipment Market Size by Country (2021-2026) & (\$ millions)
- Table 37. Americas Sporting Goods and Equipment Market Size Market Share by Country (2021-2026)
- Table 38. Americas Sporting Goods and Equipment Market Size by Type (2021-2026) & (\$ millions)
- Table 39. Americas Sporting Goods and Equipment Market Size Market Share by Type (2021-2026)
- Table 40. Americas Sporting Goods and Equipment Market Size by Application (2021-2026) & (\$ millions)
- Table 41. Americas Sporting Goods and Equipment Market Size Market Share by Application (2021-2026)
- Table 42. APAC Sporting Goods and Equipment Market Size by Region (2021-2026) & (\$ millions)
- Table 43. APAC Sporting Goods and Equipment Market Size Market Share by Region (2021-2026)
- Table 44. APAC Sporting Goods and Equipment Market Size by Type (2021-2026) & (\$

millions)

Table 45. APAC Sporting Goods and Equipment Market Size by Application (2021-2026) & (\$ millions)

Table 46. Europe Sporting Goods and Equipment Market Size by Country (2021-2026) & (\$ millions)

Table 47. Europe Sporting Goods and Equipment Market Size Market Share by Country (2021-2026)

Table 48. Europe Sporting Goods and Equipment Market Size by Type (2021-2026) & (\$ millions)

Table 49. Europe Sporting Goods and Equipment Market Size by Application (2021-2026) & (\$ millions)

Table 50. Middle East & Africa Sporting Goods and Equipment Market Size by Region (2021-2026) & (\$ millions)

Table 51. Middle East & Africa Sporting Goods and Equipment Market Size by Type (2021-2026) & (\$ millions)

Table 52. Middle East & Africa Sporting Goods and Equipment Market Size by Application (2021-2026) & (\$ millions)

Table 53. Key Market Drivers & Growth Opportunities of Sporting Goods and Equipment

Table 54. Key Market Challenges & Risks of Sporting Goods and Equipment

Table 55. Key Industry Trends of Sporting Goods and Equipment

Table 56. Global Sporting Goods and Equipment Market Size Forecast by Region (2027-2032) & (\$ millions)

Table 57. Global Sporting Goods and Equipment Market Size Market Share Forecast by Region (2027-2032)

Table 58. Global Sporting Goods and Equipment Market Size Forecast by Type (2027-2032) & (\$ millions)

Table 59. Global Sporting Goods and Equipment Market Size Forecast by Application (2027-2032) & (\$ millions)

Table 60. Babolat Details, Company Type, Sporting Goods and Equipment Area Served and Its Competitors

Table 61. Babolat Sporting Goods and Equipment Product Offered

Table 62. Babolat Sporting Goods and Equipment Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 63. Babolat Main Business

Table 64. Babolat Latest Developments

Table 65. Dunlop Sports Details, Company Type, Sporting Goods and Equipment Area Served and Its Competitors

Table 66. Dunlop Sports Sporting Goods and Equipment Product Offered

Table 67. Dunlop Sports Sporting Goods and Equipment Revenue (\$ million), Gross

Margin and Market Share (2021-2026)

Table 68. Dunlop Sports Main Business

Table 69. Dunlop Sports Latest Developments

Table 70. V?lkl Details, Company Type, Sporting Goods and Equipment Area Served and Its Competitors

Table 71. V?lkl Sporting Goods and Equipment Product Offered

Table 72. V?lkl Sporting Goods and Equipment Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 73. V?lkl Main Business

Table 74. V?lkl Latest Developments

Table 75. Cuetec Details, Company Type, Sporting Goods and Equipment Area Served and Its Competitors

Table 76. Cuetec Sporting Goods and Equipment Product Offered

Table 77. Cuetec Sporting Goods and Equipment Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 78. Cuetec Main Business

Table 79. Cuetec Latest Developments

Table 80. Head Details, Company Type, Sporting Goods and Equipment Area Served and Its Competitors

Table 81. Head Sporting Goods and Equipment Product Offered

Table 82. Head Sporting Goods and Equipment Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 83. Head Main Business

Table 84. Head Latest Developments

Table 85. Yonex Details, Company Type, Sporting Goods and Equipment Area Served and Its Competitors

Table 86. Yonex Sporting Goods and Equipment Product Offered

Table 87. Yonex Sporting Goods and Equipment Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 88. Yonex Main Business

Table 89. Yonex Latest Developments

Table 90. Everlast Details, Company Type, Sporting Goods and Equipment Area Served and Its Competitors

Table 91. Everlast Sporting Goods and Equipment Product Offered

Table 92. Everlast Sporting Goods and Equipment Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 93. Everlast Main Business

Table 94. Everlast Latest Developments

Table 95. Nike Details, Company Type, Sporting Goods and Equipment Area Served

and Its Competitors

Table 96. Nike Sporting Goods and Equipment Product Offered

Table 97. Nike Sporting Goods and Equipment Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 98. Nike Main Business

Table 99. Nike Latest Developments

Table 100. Adidas Details, Company Type, Sporting Goods and Equipment Area Served and Its Competitors

Table 101. Adidas Sporting Goods and Equipment Product Offered

Table 102. Adidas Sporting Goods and Equipment Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 103. Adidas Main Business

Table 104. Adidas Latest Developments

Table 105. Puma Details, Company Type, Sporting Goods and Equipment Area Served and Its Competitors

Table 106. Puma Sporting Goods and Equipment Product Offered

Table 107. Puma Sporting Goods and Equipment Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 108. Puma Main Business

Table 109. Puma Latest Developments

Table 110. Under Armour Details, Company Type, Sporting Goods and Equipment Area Served and Its Competitors

Table 111. Under Armour Sporting Goods and Equipment Product Offered

Table 112. Under Armour Sporting Goods and Equipment Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 113. Under Armour Main Business

Table 114. Under Armour Latest Developments

Table 115. ASICS Details, Company Type, Sporting Goods and Equipment Area Served and Its Competitors

Table 116. ASICS Sporting Goods and Equipment Product Offered

Table 117. ASICS Sporting Goods and Equipment Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 118. ASICS Main Business

Table 119. ASICS Latest Developments

Table 120. Wilson Details, Company Type, Sporting Goods and Equipment Area Served and Its Competitors

Table 121. Wilson Sporting Goods and Equipment Product Offered

Table 122. Wilson Sporting Goods and Equipment Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 123. Wilson Main Business

Table 124. Wilson Latest Developments

Table 125. Decathlon Details, Company Type, Sporting Goods and Equipment Area Served and Its Competitors

Table 126. Decathlon Sporting Goods and Equipment Product Offered

Table 127. Decathlon Sporting Goods and Equipment Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 128. Decathlon Main Business

Table 129. Decathlon Latest Developments

Table 130. New Balance Details, Company Type, Sporting Goods and Equipment Area Served and Its Competitors

Table 131. New Balance Sporting Goods and Equipment Product Offered

Table 132. New Balance Sporting Goods and Equipment Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 133. New Balance Main Business

Table 134. New Balance Latest Developments

Table 135. Mizuno Details, Company Type, Sporting Goods and Equipment Area Served and Its Competitors

Table 136. Mizuno Sporting Goods and Equipment Product Offered

Table 137. Mizuno Sporting Goods and Equipment Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 138. Mizuno Main Business

Table 139. Mizuno Latest Developments

Table 140. Grays Details, Company Type, Sporting Goods and Equipment Area Served and Its Competitors

Table 141. Grays Sporting Goods and Equipment Product Offered

Table 142. Grays Sporting Goods and Equipment Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 143. Grays Main Business

Table 144. Grays Latest Developments

Table 145. Gryphon Hockey Details, Company Type, Sporting Goods and Equipment Area Served and Its Competitors

Table 146. Gryphon Hockey Sporting Goods and Equipment Product Offered

Table 147. Gryphon Hockey Sporting Goods and Equipment Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 148. Gryphon Hockey Main Business

Table 149. Gryphon Hockey Latest Developments

Table 150. AtlasHockey Details, Company Type, Sporting Goods and Equipment Area Served and Its Competitors

- Table 151. AtlasHockey Sporting Goods and Equipment Product Offered
- Table 152. AtlasHockey Sporting Goods and Equipment Revenue (\$ million), Gross Margin and Market Share (2021-2026)
- Table 153. AtlasHockey Main Business
- Table 154. AtlasHockey Latest Developments
- Table 155. TYKA Details, Company Type, Sporting Goods and Equipment Area Served and Its Competitors
- Table 156. TYKA Sporting Goods and Equipment Product Offered
- Table 157. TYKA Sporting Goods and Equipment Revenue (\$ million), Gross Margin and Market Share (2021-2026)
- Table 158. TYKA Main Business
- Table 159. TYKA Latest Developments
- Table 160. Uhlsport Details, Company Type, Sporting Goods and Equipment Area Served and Its Competitors
- Table 161. Uhlsport Sporting Goods and Equipment Product Offered
- Table 162. Uhlsport Sporting Goods and Equipment Revenue (\$ million), Gross Margin and Market Share (2021-2026)
- Table 163. Uhlsport Main Business
- Table 164. Uhlsport Latest Developments
- Table 165. Umbro Details, Company Type, Sporting Goods and Equipment Area Served and Its Competitors
- Table 166. Umbro Sporting Goods and Equipment Product Offered
- Table 167. Umbro Sporting Goods and Equipment Revenue (\$ million), Gross Margin and Market Share (2021-2026)
- Table 168. Umbro Main Business
- Table 169. Umbro Latest Developments
- Table 170. Penalty Details, Company Type, Sporting Goods and Equipment Area Served and Its Competitors
- Table 171. Penalty Sporting Goods and Equipment Product Offered
- Table 172. Penalty Sporting Goods and Equipment Revenue (\$ million), Gross Margin and Market Share (2021-2026)
- Table 173. Penalty Main Business
- Table 174. Penalty Latest Developments
- Table 175. Nivia Details, Company Type, Sporting Goods and Equipment Area Served and Its Competitors
- Table 176. Nivia Sporting Goods and Equipment Product Offered
- Table 177. Nivia Sporting Goods and Equipment Revenue (\$ million), Gross Margin and Market Share (2021-2026)
- Table 178. Nivia Main Business

Table 179. Nivia Latest Developments

Table 180. Lotto Details, Company Type, Sporting Goods and Equipment Area Served and Its Competitors

Table 181. Lotto Sporting Goods and Equipment Product Offered

Table 182. Lotto Sporting Goods and Equipment Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 183. Lotto Main Business

Table 184. Lotto Latest Developments

Table 185. Legea Details, Company Type, Sporting Goods and Equipment Area Served and Its Competitors

Table 186. Legea Sporting Goods and Equipment Product Offered

Table 187. Legea Sporting Goods and Equipment Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 188. Legea Main Business

Table 189. Legea Latest Developments

Table 190. Le Coq Sportif Details, Company Type, Sporting Goods and Equipment Area Served and Its Competitors

Table 191. Le Coq Sportif Sporting Goods and Equipment Product Offered

Table 192. Le Coq Sportif Sporting Goods and Equipment Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 193. Le Coq Sportif Main Business

Table 194. Le Coq Sportif Latest Developments

Table 195. Gilbert Rugby Details, Company Type, Sporting Goods and Equipment Area Served and Its Competitors

Table 196. Gilbert Rugby Sporting Goods and Equipment Product Offered

Table 197. Gilbert Rugby Sporting Goods and Equipment Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 198. Gilbert Rugby Main Business

Table 199. Gilbert Rugby Latest Developments

Table 200. Erre? Details, Company Type, Sporting Goods and Equipment Area Served and Its Competitors

Table 201. Erre? Sporting Goods and Equipment Product Offered

Table 202. Erre? Sporting Goods and Equipment Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 203. Erre? Main Business

Table 204. Erre? Latest Developments

Table 205. Cosco Details, Company Type, Sporting Goods and Equipment Area Served and Its Competitors

Table 206. Cosco Sporting Goods and Equipment Product Offered

Table 207. Cosco Sporting Goods and Equipment Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 208. Cosco Main Business

Table 209. Cosco Latest Developments

Table 210. K2 Sport Details, Company Type, Sporting Goods and Equipment Area Served and Its Competitors

Table 211. K2 Sport Sporting Goods and Equipment Product Offered

Table 212. K2 Sport Sporting Goods and Equipment Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 213. K2 Sport Main Business

Table 214. K2 Sport Latest Developments

Table 215. QNR Sports Details, Company Type, Sporting Goods and Equipment Area Served and Its Competitors

Table 216. QNR Sports Sporting Goods and Equipment Product Offered

Table 217. QNR Sports Sporting Goods and Equipment Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 218. QNR Sports Main Business

Table 219. QNR Sports Latest Developments

Table 220. Erke Details, Company Type, Sporting Goods and Equipment Area Served and Its Competitors

Table 221. Erke Sporting Goods and Equipment Product Offered

Table 222. Erke Sporting Goods and Equipment Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 223. Erke Main Business

Table 224. Erke Latest Developments

Table 225. ANTA Sports Products Ltd. Details, Company Type, Sporting Goods and Equipment Area Served and Its Competitors

Table 226. ANTA Sports Products Ltd. Sporting Goods and Equipment Product Offered

Table 227. ANTA Sports Products Ltd. Sporting Goods and Equipment Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 228. ANTA Sports Products Ltd. Main Business

Table 229. ANTA Sports Products Ltd. Latest Developments

Table 230. Li-Ning Details, Company Type, Sporting Goods and Equipment Area Served and Its Competitors

Table 231. Li-Ning Sporting Goods and Equipment Product Offered

Table 232. Li-Ning Sporting Goods and Equipment Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 233. Li-Ning Main Business

Table 234. Li-Ning Latest Developments

Table 235. Xtep Details, Company Type, Sporting Goods and Equipment Area Served and Its Competitors

Table 236. Xtep Sporting Goods and Equipment Product Offered

Table 237. Xtep Sporting Goods and Equipment Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 238. Xtep Main Business

Table 239. Xtep Latest Developments

Table 240. PEAK Details, Company Type, Sporting Goods and Equipment Area Served and Its Competitors

Table 241. PEAK Sporting Goods and Equipment Product Offered

Table 242. PEAK Sporting Goods and Equipment Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 243. PEAK Main Business

Table 244. PEAK Latest Developments

Table 245. 361sport Details, Company Type, Sporting Goods and Equipment Area Served and Its Competitors

Table 246. 361sport Sporting Goods and Equipment Product Offered

Table 247. 361sport Sporting Goods and Equipment Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 248. 361sport Main Business

Table 249. 361sport Latest Developments

## List Of Figures

### LIST OF FIGURES

Figure 1. Sporting Goods and Equipment Report Years Considered

Figure 2. Research Objectives

Figure 3. Research Methodology

Figure 4. Research Process and Data Source

Figure 5. Global Sporting Goods and Equipment Market Size Growth Rate (2021-2032) (\$ millions)

Figure 6. Sporting Goods and Equipment Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Figure 7. Sporting Goods and Equipment Sales Market Share by Country/Region (2025)

Figure 8. Sporting Goods and Equipment Sales Market Share by Country/Region (2021, 2025 & 2032)

Figure 9. Global Sporting Goods and Equipment Market Size Market Share by Type in 2025

Figure 10. Global Sporting Goods and Equipment Market Size Market Share by Sport in 2025

Figure 11. Global Sporting Goods and Equipment Market Size Market Share by Professionalism in 2025

Figure 12. Sporting Goods and Equipment in Specialty Sports Stores

Figure 13. Global Sporting Goods and Equipment Market: Specialty Sports Stores (2021-2026) & (\$ millions)

Figure 14. Sporting Goods and Equipment in Online Retail

Figure 15. Global Sporting Goods and Equipment Market: Online Retail (2021-2026) & (\$ millions)

Figure 16. Sporting Goods and Equipment in Department Stores

Figure 17. Global Sporting Goods and Equipment Market: Department Stores (2021-2026) & (\$ millions)

Figure 18. Sporting Goods and Equipment in Others

Figure 19. Global Sporting Goods and Equipment Market: Others (2021-2026) & (\$ millions)

Figure 20. Global Sporting Goods and Equipment Market Size Market Share by Application in 2025

Figure 21. Global Sporting Goods and Equipment Revenue Market Share by Player in 2025

Figure 22. Global Sporting Goods and Equipment Market Size Market Share by Region (2021-2026)

Figure 23. Americas Sporting Goods and Equipment Market Size 2021-2026 (\$ millions)

Figure 24. APAC Sporting Goods and Equipment Market Size 2021-2026 (\$ millions)

Figure 25. Europe Sporting Goods and Equipment Market Size 2021-2026 (\$ millions)

Figure 26. Middle East & Africa Sporting Goods and Equipment Market Size 2021-2026 (\$ millions)

Figure 27. Americas Sporting Goods and Equipment Value Market Share by Country in 2025

Figure 28. United States Sporting Goods and Equipment Market Size Growth 2021-2026 (\$ millions)

Figure 29. Canada Sporting Goods and Equipment Market Size Growth 2021-2026 (\$ millions)

Figure 30. Mexico Sporting Goods and Equipment Market Size Growth 2021-2026 (\$ millions)

Figure 31. Brazil Sporting Goods and Equipment Market Size Growth 2021-2026 (\$ millions)

Figure 32. APAC Sporting Goods and Equipment Market Size Market Share by Region in 2025

Figure 33. APAC Sporting Goods and Equipment Market Size Market Share by Type (2021-2026)

Figure 34. APAC Sporting Goods and Equipment Market Size Market Share by Application (2021-2026)

Figure 35. China Sporting Goods and Equipment Market Size Growth 2021-2026 (\$ millions)

Figure 36. Japan Sporting Goods and Equipment Market Size Growth 2021-2026 (\$ millions)

Figure 37. South Korea Sporting Goods and Equipment Market Size Growth 2021-2026 (\$ millions)

Figure 38. Southeast Asia Sporting Goods and Equipment Market Size Growth 2021-2026 (\$ millions)

Figure 39. India Sporting Goods and Equipment Market Size Growth 2021-2026 (\$ millions)

Figure 40. Australia Sporting Goods and Equipment Market Size Growth 2021-2026 (\$ millions)

Figure 41. Europe Sporting Goods and Equipment Market Size Market Share by Country in 2025

Figure 42. Europe Sporting Goods and Equipment Market Size Market Share by Type (2021-2026)

Figure 43. Europe Sporting Goods and Equipment Market Size Market Share by Application (2021-2026)

- Figure 44. Germany Sporting Goods and Equipment Market Size Growth 2021-2026 (\$ millions)
- Figure 45. France Sporting Goods and Equipment Market Size Growth 2021-2026 (\$ millions)
- Figure 46. UK Sporting Goods and Equipment Market Size Growth 2021-2026 (\$ millions)
- Figure 47. Italy Sporting Goods and Equipment Market Size Growth 2021-2026 (\$ millions)
- Figure 48. Russia Sporting Goods and Equipment Market Size Growth 2021-2026 (\$ millions)
- Figure 49. Middle East & Africa Sporting Goods and Equipment Market Size Market Share by Region (2021-2026)
- Figure 50. Middle East & Africa Sporting Goods and Equipment Market Size Market Share by Type (2021-2026)
- Figure 51. Middle East & Africa Sporting Goods and Equipment Market Size Market Share by Application (2021-2026)
- Figure 52. Egypt Sporting Goods and Equipment Market Size Growth 2021-2026 (\$ millions)
- Figure 53. South Africa Sporting Goods and Equipment Market Size Growth 2021-2026 (\$ millions)
- Figure 54. Israel Sporting Goods and Equipment Market Size Growth 2021-2026 (\$ millions)
- Figure 55. Turkey Sporting Goods and Equipment Market Size Growth 2021-2026 (\$ millions)
- Figure 56. GCC Countries Sporting Goods and Equipment Market Size Growth 2021-2026 (\$ millions)
- Figure 57. Americas Sporting Goods and Equipment Market Size 2027-2032 (\$ millions)
- Figure 58. APAC Sporting Goods and Equipment Market Size 2027-2032 (\$ millions)
- Figure 59. Europe Sporting Goods and Equipment Market Size 2027-2032 (\$ millions)
- Figure 60. Middle East & Africa Sporting Goods and Equipment Market Size 2027-2032 (\$ millions)
- Figure 61. United States Sporting Goods and Equipment Market Size 2027-2032 (\$ millions)
- Figure 62. Canada Sporting Goods and Equipment Market Size 2027-2032 (\$ millions)
- Figure 63. Mexico Sporting Goods and Equipment Market Size 2027-2032 (\$ millions)
- Figure 64. Brazil Sporting Goods and Equipment Market Size 2027-2032 (\$ millions)
- Figure 65. China Sporting Goods and Equipment Market Size 2027-2032 (\$ millions)
- Figure 66. Japan Sporting Goods and Equipment Market Size 2027-2032 (\$ millions)
- Figure 67. Korea Sporting Goods and Equipment Market Size 2027-2032 (\$ millions)

Figure 68. Southeast Asia Sporting Goods and Equipment Market Size 2027-2032 (\$ millions)

Figure 69. India Sporting Goods and Equipment Market Size 2027-2032 (\$ millions)

Figure 70. Australia Sporting Goods and Equipment Market Size 2027-2032 (\$ millions)

Figure 71. Germany Sporting Goods and Equipment Market Size 2027-2032 (\$ millions)

Figure 72. France Sporting Goods and Equipment Market Size 2027-2032 (\$ millions)

Figure 73. UK Sporting Goods and Equipment Market Size 2027-2032 (\$ millions)

Figure 74. Italy Sporting Goods and Equipment Market Size 2027-2032 (\$ millions)

Figure 75. Russia Sporting Goods and Equipment Market Size 2027-2032 (\$ millions)

Figure 76. Egypt Sporting Goods and Equipment Market Size 2027-2032 (\$ millions)

Figure 77. South Africa Sporting Goods and Equipment Market Size 2027-2032 (\$ millions)

Figure 78. Israel Sporting Goods and Equipment Market Size 2027-2032 (\$ millions)

Figure 79. Turkey Sporting Goods and Equipment Market Size 2027-2032 (\$ millions)

Figure 80. Global Sporting Goods and Equipment Market Size Market Share Forecast by Type (2027-2032)

Figure 81. Global Sporting Goods and Equipment Market Size Market Share Forecast by Application (2027-2032)

Figure 82. GCC Countries Sporting Goods and Equipment Market Size 2027-2032 (\$ millions)

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