

Global Sports Accessories Market Growth 2026-2032

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Abstracts

The global Sports Accessories 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.

Sports accessories refer to various equipment and devices used for sports, fitness training, competitive activities, and leisure activities. They include various types such as balls, rackets, baseball bats, protective gear, fitness equipment, and skiing equipment, used to enhance athletic performance, ensure sports safety, and enrich the sports experience. Sports 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 sports equipment are constantly improving. In 2025, the global unit price of sports accessories ranged from \$10 to over \$2,000, depending on the equipment, with a gross profit margin of approximately 30% to 50%.

The global sports equipment market is in a phase of steady growth, driven by the continuous improvement of people's health awareness and the accelerating increase in sports participation. With the strengthening of health needs against the backdrop of an aging population and the popularization of fitness culture, more and more consumers are integrating sports into their daily lives, driving continuous demand for various types of sports equipment. Especially after the pandemic, the 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 sports equipment industry to not only maintain its vitality in the traditional sporting goods sector but also usher in new opportunities in the areas of intelligent, digital, and personalized products. Despite the overall positive development trend, the sports equipment industry still faces numerous challenges. On the one hand, due to the diverse product types and intense brand competition, the low-to-mid-range product market faces significant price war pressure, squeezing the industry's 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 small and medium-sized manufacturers. Furthermore, external factors such as raw material price fluctuations, rising global logistics costs, and trade frictions may also affect the production costs and market prices of sports equipment. Inventory management, channel conflicts, and payment cycle issues arising from diversified channels also constrain the expansion of enterprise scale to some extent. Some established brands are improving their gross profit margins through private label brands, experience stores, and online direct sales, but the industry as a whole still needs to continue its efforts in brand building, supply chain optimization, and technological innovation. Downstream demand is showing a diversified 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 and protective gear products remains robust. With the rise of the fitness and leisure market, categories such as fitness training equipment, yoga, 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, downstream demand for sports equipment will become more diversified and develop in a long-tail pattern. The overall market showed strength in North America and Western Europe, weakness in Japan and South Korea, while emerging markets such as Vietnam, Thailand, Mexico, Brazil, and Poland showed greater potential.

LP Information, Inc. (LPI) ' newest research report, the ?Sports Accessories Industry

Forecast? looks at past sales and reviews total world Sports Accessories sales in 2025, providing a comprehensive analysis by region and market sector of projected Sports Accessories sales for 2026 through 2032. With Sports Accessories sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Sports Accessories industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Sports Accessories 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 Sports Accessories.

This report presents a comprehensive overview, market shares, and growth opportunities of Sports Accessories market by product type, application, key manufacturers 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 Competitive Level:

Professional

Amateur

Recreational

Others

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 analysing 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

Key Questions Addressed in this Report

What is the 10-year outlook for the global Sports Accessories market?

What factors are driving Sports Accessories market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Sports Accessories market opportunities vary by end market size?

How does Sports Accessories break out by Type, by Application?

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