

# Global Tennis Ball Machine Market Research and Analysis, 2015-2022

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## Abstracts

The Global tennis ball machine market is expected to grow at a CAGR of 5.8 % during 2017-2022. A tennis ball machine is a mechanical device that automatically throws out tennis balls at different speeds and angles. Its main purpose is to help players to develop their ball hitting technique. New technology and feature enabled machine are attracting players. Tennis is a racket sport that can be played individually against a single opponent (singles) or between two teams of two players each (doubles). The object of the game is to play the ball in such a way that the opponent is not able to play a valid return. Nowadays machines are designed in such a way that it provides all type of shot with various angles. Players can set how he/she want to practice and the machine runs accordingly. New feature such as remote controlling, random oscillations (horizontal and vertical), speed variation are driving the tennis ball machine market.

The market of global tennis ball machine is boosting at a high rate owing to increasing number of celebrity endorsements, is one of the most important factors driving the growth of this market globally. Launching campaigns related to tennis and promoting products by famous players is an old and effective marketing strategy undertaken by most tennis machine manufacturing companies. Tennis players such as Roger Federer, Andy Murray, Rafael Nadal, and Serena Williams are promoting products of leading market players. Moreover, vendors sponsor various tennis tournaments and matches as part of their product promotions. This increase in promotional activities is likely to propel the growth prospects for this market over the predicted period. Besides parents, many educational institutions have started encouraging children to take up sports like tennis actively. Since these institutes help students with proper training and guidance, the demand for tennis ball machine will increase substantially over the next few years.

Thought tennis ball machine cannot replace human trainer in terms of training and

practice. On the other hand, high cost of such machines acts as a barrier to the growth of the global market. But, rising number of tennis players and overgrowing demand of tennis sports in Asia Pacific region may enhance the global tennis machine ball market in forecasted time.

Geographically market is divided into North America, Europe, Asia-Pacific and Rest of the World. North America is having the highest market share in this market owing to over growing popularity of tennis in this region and adoption of tennis sports in many schools and colleges as major sports. Many market players also belong to the North American region. Asia Pacific market is showing lucrative growth majorly due to rising tennis players, increasing knowledge related to the tennis game and so on this directly enhance the Asia Pacific market.

The Key Players in the Global tennis ball market Include Ace Attack, Ha-Ko Engineering, Lobster Sports, Match Mate Tennis, Playmate, Spinshot Player, Sports Attack, Sports Tutor, Wilson and so on Partnership, R&D, M&A, Product Launch Are The Key Strategy Adopted In The Global tennis ball machine market.

The report covers:

- Comprehensive research methodology of Global Tennis ball machine market

- In-depth analysis of macro and micro factors influencing the market guided by key recommendations.

- Analysis of regional regulations and other government policies impacting the Tennis ball machine market

- Insights about market determinants which are stimulating the global Tennis ball machine market

- Detailed and extensive market segments with regional distribution of researched revenues

- Extensive profiles and recent developments of market players

## Contents

### REPORT SUMMARY

- 1.1. RESEARCH METHODS AND TOOLS
- 1.2. MARKET BREAKDOWN
  - 1.2.1. BY SEGMENTS
  - 1.2.2. BY GEOGRAPHY
  - 1.2.3. BY STAKEHOLDERS
  - 1.2.4. EXCEPTIONS

### MARKET OVERVIEW AND INSIGHTS

- 2.1. DEFINITION
- 2.2. ANALYST INSIGHTS & CURRENT MARKET TRENDS
  - 2.2.1. KEY FINDINGS
  - 2.2.2. RECOMMENDATION
  - 2.2.3. CONCLUSION
- 2.3. RAW MATERIAL ANALYSIS
- 2.4. REGULATION
  - 2.4.1.1. UNITED STATES
  - 2.4.1.2. EUROPEAN UNION
  - 2.4.1.3. CHINA
  - 2.4.1.4. INDIA

### MARKET DETERMINANT

- 3.1. MOTIVATORS
  - 3.1.1. TECHNOLOGICAL ADVANCEMENT IN SPORTS SECTOR
  - 3.1.2. MACHINE AVAILABILITY AS PER LEVEL OF EXPERTISE
  - 3.1.3. FULFIL THE CUSTOMIZED NEEDS
  - 3.1.4. PORTable MACHINES ARE HIGH IN DEMAND
  - 3.1.5. INCREASE IN THE NUMBER OF PROFESSIONAL TENNIS TOURNAMENTS
- 3.2. RESTRAINT
  - 3.2.1. COST STRUCTURE OF TENNIS BALL MACHINE
  - 3.2.2. MACHINE CANNOT REPLACE A HUMAN TRAINER
  - 3.2.3. SHOT ANGLE RESTRICTIONS
- 3.3. OPPORTUNITY
  - 3.3.1. RISING NUMBER OF TENNIS PLAYERS

### 3.3.2. GROWING ASIA PACIFIC MARKET

## **MARKET SEGMENTATION**

### 4.1. GLOBAL TENNIS BALL MACHINE MARKET RESEARCH AND ANALYSIS, BY TYPE

#### 4.1.1. PORTable MACHINES

#### 4.1.2. HEAVY MACHINE

### 4.2. GLOBAL TENNIS BALL MACHINE MARKET RESEARCH AND ANALYSIS, BY MODE

#### 4.2.1. RANDOM HORIZONTAL OSCILLATION

#### 4.2.2. TWO-LINE OSCILLATION

#### 4.2.3. TRIPLE OSCILLATION

#### 4.2.4. FULLY RANDOM OSCILLATION

### 4.3. GLOBAL TENNIS BALL MACHINE MARKET RESEARCH AND ANALYSIS, BY END USERS

#### 4.3.1. SPORT CLUBS

#### 4.3.2. SCHOOLS

#### 4.3.3. INDIVIDUAL PROFESSIONAL PLAYERS

## **COMPETITIVE LANDSCAPE**

### 5.1. KEY STRATEGIES

### 5.2. KEY COMPANY ANALYSIS

## **REGIONAL ANALYSIS**

### 6.1. NORTH AMERICAN MARKET RESEARCH AND ANALYSIS

#### 6.1.1. UNITED STATES

#### 6.1.2. CANADA

### 6.2. EUROPEAN MARKET RESEARCH AND ANALYSIS

#### 6.2.1. UK

#### 6.2.2. GERMANY

#### 6.2.3. SPAIN

#### 6.2.4. FRANCE

#### 6.2.5. ITALY

#### 6.2.6. ROE

### 6.3. ASIA PACIFIC MARKET RESEARCH AND ANALYSIS

#### 6.3.1. INDIA

6.3.2. CHINA

6.3.3. JAPAN

6.3.4. ROAPAC

6.4. REST OF THE WORLD MARKET RESEARCH AND ANALYSIS

## **COMPANY PROFILES**

7.1. ACE ATTACK

7.1.1. INTRODUCTION

7.1.2. ACE ATTACK PRODUCT PORTFOLIO

7.1.3. ACE ATTACK RECENT ACTIVITIES

7.2. HA-KO ENGINEERING

7.2.1. INTRODUCTION

7.2.2. HA-KO ENGINEERING PRODUCT PORTFOLIO

7.2.3. HA-KO ENGINEERING RECENT ACTIVITIES

7.3. LOBSTER SPORTS

7.3.1. INTRODUCTION

7.3.2. LOBSTER SPORTS PRODUCT PORTFOLIO

7.3.3. LOBSTER SPORTS RECENT ACTIVITIES

7.4. MATCH MATE TENNIS

7.4.1. INTRODUCTION

7.4.2. MATCH MATE TENNIS PRODUCT PORTFOLIO

7.4.3. MATCH MATE TENNIS RECENT ACTIVITIES

7.5. PLAYMATE

7.5.1. INTRODUCTION

7.5.2. PLAYMATE PRODUCT PORTFOLIO

7.5.3. PLAYMATE RECENT ACTIVITIES

7.6. SPINSHOT PLAYER

7.6.1. INTRODUCTION

7.6.2. SPINSHOT PLAYER PRODUCT PORTFOLIO

7.6.3. SPINSHOT PLAYER RECENT ACTIVITIES

7.7. SPORTS ATTACK

7.7.1. INTRODUCTION

7.7.2. SPORTS ATTACK PRODUCT PORTFOLIO

7.7.3. SPORTS ATTACK RECENT ACTIVITIES

7.8. SPORTS TUTOR

7.8.1. INTRODUCTION

7.8.2. SPORTS TUTOR PRODUCT PORTFOLIO

7.8.3. SPORTS TUTOR RECENT ACTIVITIES

## 7.9. WILSON

### 7.9.1. INTRODUCTION

### 7.9.2. WILSON PRODUCT PORTFOLIO

### 7.9.3. WILSON RECENT ACTIVITIES

## 7.10. SILENT PARTNER BALL MACHINES

### 7.10.1. INTRODUCTION

### 7.10.2. SILENT PARTNER BALL MACHINES PRODUCT PORTFOLIO

### 7.10.3. SILENT PARTNER BALL MACHINES RECENT ACTIVITIES

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