

Golf Equipment Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Clubs, Balls, Shoes, Others (Apparels, Bags etc.)), By Distribution Channel (Sports Goods Retailers, Exclusive Stores, Specialty Stores, Online and Others (Direct Sales, Distributors etc.)), By Region & Competition, 2021-2031F

<https://marketpublishers.com/r/GB0AF2187A95EN.html>

Date: January 2026

Pages: 185

Price: US\$ 4,500.00 (Single User License)

ID: GB0AF2187A95EN

Abstracts

The Global Golf Equipment Market is projected to expand from USD 8.51 Billion in 2025 to USD 11.12 Billion by 2031, reflecting a compound annual growth rate of 4.56%. This sector encompasses the production and distribution of essential sporting gear, including clubs, balls, bags, gloves, and footwear developed for both performance and regulatory standards. Key factors propelling this growth include a stronger consumer emphasis on health and wellness, alongside the surging popularity of off-course entertainment venues like simulators, which act as accessible gateways for new players. According to The R&A, the total number of adults and juniors participating in golf globally reached 108 million across all formats in 2025, highlighting the sport's widening appeal beyond traditional courses.

However, the market faces significant hurdles related to the high costs associated with participation and equipment ownership. The substantial financial commitment required for premium gear makes consumer spending highly susceptible to economic instability, effectively restricting adoption among price-sensitive groups. This barrier is further exacerbated by the time-intensive nature of the sport, which prevents time-constrained individuals from evolving into committed, long-term players and consequently hinders deeper market penetration in developing regions.

Market Driver

The rising popularity of off-course entertainment golf is fundamentally transforming how equipment manufacturers acquire customers. Venues like technology-enhanced driving ranges and indoor simulators offer a low-barrier entry point that effectively converts casual participants into committed buyers of starter sets, individual clubs, and consumables such as gloves. According to the National Golf Foundation's January 2025 report, 'Golf Participation in the U.S. ? 2025', a record 19.1 million Americans engaged exclusively in off-course activities in 2024, representing a vast pool of potential customers for traditional equipment. This engagement acts as a crucial bridge, reducing the intimidation often felt at traditional courses and directly stimulating sales of entry-level gear.

Concurrently, the market is evolving due to increased participation among women and younger demographics, prompting a strategic diversification of product lines. Manufacturers are prioritizing the creation of clubs with specialized specifications, such as optimized shaft flexes and lighter swing weights, to serve these growing segments. As noted in The R&A's '2024 Global Golf Participation Report' from July 2025, women comprised 31% of all adult participants in key global markets, underscoring the commercial significance of this group in driving volume and premiumization. Reflecting the financial strength of these demand streams, Acushnet Holdings Corp. reported full-year 2024 net sales of \$2.46 billion in 2025, demonstrating sustained global demand for performance golf products.

Market Challenge

The significant expense of participation and equipment ownership creates a major economic barrier that directly limits the revenue potential of the Global Golf Equipment Market. This financial requirement makes the industry extremely sensitive to changes in disposable income, compelling price-conscious consumers to postpone or skip purchasing premium gear. As inflation affects discretionary spending, a market divergence occurs where participation may persist, yet high-value equipment sales stagnate because enthusiasts choose to spend their limited funds on course fees or consumables rather than expensive hardware upgrades.

This hesitation to invest in capital-intensive equipment significantly retards the replacement cycle for clubs and bags, acting as a constraint on overall market growth. According to the National Golf Foundation, golf club shipments remained relatively flat in 2024 with only a 1% year-over-year increase, a sharp contrast to the stronger

demand seen in lower-cost categories. This stagnation in the hard goods sector demonstrates how financial obstacles prevent the conversion of casual interest into tangible sales revenue, making it difficult for the industry to deepen penetration in developing markets where the initial investment is prohibitively high relative to average income.

Market Trends

The application of advanced lightweight carbon composites is revolutionizing club head architecture, enabling engineers to redistribute weight for superior performance. By substituting traditional titanium or steel sections with carbon fiber, manufacturers can significantly increase the moment of inertia (MOI) and lower the center of gravity, yielding greater forgiveness and ball speed without adding total mass. This material innovation is driving a tangible replacement cycle among enthusiasts looking for measurable improvements in distance and accuracy, especially in drivers. According to Acushnet Holdings Corp.'s 'Third Quarter 2024 Financial Results' from November 2024, the Titleist golf clubs segment realized an 18.2% year-over-year increase in net sales, a surge credited to strong global demand for the new GT driver line utilizing advanced thermoform polymer crown construction.

Simultaneously, the adoption of sustainable and eco-friendly manufacturing materials has become a critical operational priority as brands address environmental regulations and consumer calls for responsible production. Manufacturers are increasingly incorporating recycled metals and bio-based polymers into hard goods, transitioning from virgin resource extraction to a circular economy model that minimizes industrial waste. This shift extends beyond packaging into the core engineering of high-performance equipment, ensuring environmental stewardship does not hinder product durability. For instance, Topgolf Callaway Brands revealed in their '2022-2023 Sustainability Report' in October 2024 that every golf club head they manufacture now contains steel recycled from scrap materials, demonstrating the scale of eco-conscious manufacturing within mass-market product lines.

Key Market Players

Callaway Golf Co.

Acushnet Holdings Corp.

TaylorMade Golf Co.

Mizuno USA, Inc.

Wilson Sporting Goods Co.

PING, Inc.

Bettinardi Golf

Sumitomo Rubber Industries, Ltd.

Mizuno Corporation

Amer Sports Corporation

Report Scope

In this report, the Global Golf Equipment Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Golf Equipment Market, By Product Type

Clubs

Balls

Shoes

Others (Apparels

Bags etc.)

Golf Equipment Market, By Distribution Channel

Sports Goods Retailers

Exclusive Stores

Specialty Stores

Online

Others (Direct Sales

Distributors etc.)

Golf Equipment Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Golf Equipment Market.

Available Customizations:

Global Golf Equipment Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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