

# **Australia Sports Gear & Equipment Market By Type (Ball Over Net Games, Ball Games, Fitness/Strength Equipment, Athletic Training Equipment, Others), By Sales Channel (Supermarkets/Hypermarkets, Specialty Stores, Online, Others), By Region, Competition Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

### Market Overview

The Australia sports gear and equipment market, valued at USD 12.35 Billion in 2024, is projected to reach USD 17.76 Billion by 2030, registering a CAGR of 6.31% during the forecast period. This dynamic and expanding industry supports Australia's widespread enthusiasm for sports, fitness, and recreational pursuits. It includes a broad spectrum of equipment catering to various sports, with seasonal fluctuations influencing demand, particularly for winter sports gear. Retailers and manufacturers must strategically manage inventory to accommodate these patterns. With both domestic and global brands competing for market share, pricing pressure and margin challenges are prevalent. In addition, growing consumer awareness of environmental sustainability is prompting increased demand for eco-friendly products, compelling manufacturers to innovate responsibly.

### Key Market Drivers

#### Growing Health and Fitness Awareness

An increasing focus on health and fitness among Australians is a key force driving growth in the sports gear and equipment market. Rising concerns over health issues

such as obesity, heart disease, and diabetes are motivating individuals to adopt more active lifestyles. As a result, activities like gym workouts, running, cycling, and home-based fitness routines are gaining popularity, leading to increased sales of sportswear, fitness trackers, mats, and weights. Public and private sector initiatives aimed at promoting physical well-being across all age groups further support this movement. This shift towards wellness is not a passing trend but a fundamental transformation in consumer behavior, sustaining long-term demand for fitness gear.

## Key Market Challenges

### Economic Uncertainty and Consumer Spending Patterns

Economic instability remains a major challenge for the Australia Sports Gear & Equipment Market, as it directly impacts consumer purchasing behavior. During financial downturns or crises such as the COVID-19 pandemic, reduced disposable income leads consumers to deprioritize non-essential items, including premium or specialized sports equipment. This shift compels retailers and manufacturers to recalibrate pricing models, product assortments, and inventory strategies to match changing demand patterns. Additionally, pandemic-related restrictions disrupted sports activities and supply chains. While home fitness equipment saw increased demand, inventory management difficulties persisted, requiring operational agility to align with evolving consumer preferences.

## Key Market Trends

### Integration of Technology into Sports Equipment

The integration of technology into sports gear is emerging as a defining trend in the Australian market. Consumers increasingly favor products that enhance performance through smart features and digital connectivity. Fitness wearables, GPS-enabled devices, smart shoes, and interactive gym equipment are gaining traction across diverse demographics. These innovations allow users to track progress, monitor health metrics, and engage in data-driven fitness routines. In home settings, connected treadmills and bikes offer immersive experiences through app integration. As tech-savvy consumers embrace these advancements, demand for intelligent, user-friendly sports gear is expected to accelerate, positioning forward-looking brands for competitive advantage.

## Key Market Players

Adidas Australia Pty Limited

Nike Australia Pty. Ltd.

Puma Australia Pty Ltd

Rebel Sport Limited

Kmart Australia Limited

Sports Direct Pty Ltd

Decathlon (Australia) Pty Ltd

Asics Oceania Pty Ltd

Wiggle Australia Pty Limited

Kookaburra Sport Pty. Ltd.

#### Report Scope:

In this report, the Australia sports gear & equipment market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Australia Sports Gear & Equipment Market, By Type:

Ball Over Net Games

Ball Games

Fitness/Strength Equipment

Athletic Training Equipment

Others

Australia Sports Gear & Equipment Market, By Sales Channel:

Supermarkets/Hypermarkets

Specialty Stores

Online

Others

Australia Sports Gear & Equipment Market, By Region:

Australia Capital Territory & New South Wales

Northern Territory & Southern Australia

Western Australia

Queensland

Victoria & Tasmania

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Australia sports gear & equipment market.

Available Customizations:

Australia Sports Gear & 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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