

# **MMA Equipment Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (MMA Gloves, Ankle/Knee/Elbow Guard, Punching Bags, Hand Wraps, Shin Guard, Mouth Guard, Head Gear), By Distribution Channel (Offline, Online), By Region & Competition, 2020-2030F**

<https://marketpublishers.com/r/MADEB129FD93EN.html>

Date: June 2025

Pages: 181

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

ID: MADEB129FD93EN

## **Abstracts**

### **Market Overview**

The Global MMA Equipment Market was valued at USD 1.37 billion in 2024 and is projected to reach USD 1.80 billion by 2030, growing at a CAGR of 4.70% during the forecast period. The market is expanding steadily, driven by the mainstream popularity of mixed martial arts (MMA), rising health and fitness awareness, and the proliferation of gyms and training centers. MMA equipment includes gloves, protective gear, punching bags, and training apparel, distributed through both offline and online channels. Increased recreational participation, influencer endorsements, and the integration of MMA-style workouts into general fitness routines are fueling demand across diverse consumer groups. Technological innovations, including smart training tools and injury-prevention gear, are enhancing product appeal. North America and Asia-Pacific lead regional growth, with Europe following closely behind. Competitive differentiation through innovation, brand visibility, and sustainability efforts is shaping the landscape, with key players like Everlast, Venum, Hayabusa, Fairtex, and Adidas leading the charge.

### **Key Market Drivers**

Explosive Popularity of MMA as Sport & Fitness

The surging popularity of MMA as both a competitive sport and a mainstream fitness discipline is a major catalyst for market growth. High-profile events from organizations like UFC, Bellator, and ONE Championship have elevated MMA's global visibility, attracting millions of viewers and spurring widespread participation. According to the Sports & Fitness Industry Association (SFIA), approximately 11.82 million Americans engaged in martial arts and combat sports in 2023. MMA has transitioned beyond elite competition into a sought-after fitness regimen, increasingly incorporated into urban gyms and boutique studios. These workouts combine cardio, strength, and agility, appealing to users seeking full-body training. Growing awareness of MMA's physical and mental health benefits—including improved cardiovascular health, stress reduction, and discipline—continues to attract diverse age groups and fitness levels, driving sustained demand for related equipment.

## **Key Market Challenges**

### **High Cost & Price Sensitivity**

A key challenge in the MMA equipment market is the high cost of premium products, such as gloves, headgear, shin guards, and training dummies. These items are often made using high-grade materials like genuine leather, impact-resistant foams, and advanced composites, which result in elevated production costs. Consequently, entry-level and casual users—especially in emerging markets—may be deterred by steep price points. This price sensitivity limits broader market adoption. Manufacturers must carefully balance product quality with affordability. While some brands have introduced mid-range lines or rental programs to address this gap, pricing remains a barrier for first-time buyers and cost-conscious consumers, constraining market expansion.

## **Key Market Trends**

### **Sustainability and Eco-Conscious Materials**

Sustainability is emerging as a significant trend in the MMA equipment industry, influenced by increasing consumer demand for environmentally responsible products. Brands are incorporating recycled leather, organic textiles, and low-impact manufacturing processes into their product lines. Leading companies such as Venum and Fairtex have launched eco-friendly collections that appeal to consumers—particularly Gen Z and millennials—who prioritize ethical sourcing and sustainability. According to the 2023 Buying Green report, 82% of consumers are willing

to pay more for sustainable packaging, and 71% have made purchase decisions based on eco-credentials. As a result, sustainable product design and marketing are becoming key differentiators, offering brands an opportunity to attract a loyal, environmentally conscious customer base while supporting premium pricing strategies.

### **Key Market Players**

Adidas AG

VTEC Limited (Venum)

Hayabusa Fightwear Inc.

Century Martial Art Supply, LLC

Everlast Worldwide, Inc.

Fairtex Equipment Co., Ltd.

RDX Inc Ltd

Decathlon SE

Zebra Athletics

Shandong Taishan Sports Equipment Co., Ltd

### **Report Scope:**

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

MMA Equipment Market, By Product Type:

MMA Gloves

Ankle/Knee/Elbow Guard

Punching Bags

Hand Wraps

Shin Guard

Mouth Guard

Head Gear

MMA Equipment Market, By Distribution Channel:

Offline

Online

MMA Equipment Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

## Asia-Pacific

China

Japan

India

South Korea

Indonesia

## South America

Argentina

Colombia

Brazil

## Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

## Competitive Landscape

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

## Available Customizations:

Global MMA Equipment Market report with the given market data, TechSci Research

*MMA Equipment Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (MMA Glo...*

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).

## Contents

### **1. INTRODUCTION**

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

### **2. RESEARCH METHODOLOGY**

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

### **3. EXECUTIVE SUMMARY**

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

### **4. VOICE OF CUSTOMER**

- 4.1. Brand Awareness
- 4.2. Factors Influence Purchase Decision

### **5. GLOBAL MMA EQUIPMENT MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value

## 5.2. Market Share & Forecast

5.2.1. By Product Type (MMA Gloves, Ankle/Knee/Elbow Guard, Punching Bags, Hand Wraps, Shin Guard, Mouth Guard, Head Gear)

5.2.2. By Distribution Channel (Offline, Online)

5.2.3. By Region

5.2.4. By Company (2024)

## 5.3. Market Map

# 6. NORTH AMERICA MMA EQUIPMENT MARKET OUTLOOK

## 6.1. Market Size & Forecast

6.1.1. By Value

## 6.2. Market Share & Forecast

6.2.1. By Product Type

6.2.2. By Distribution Channel

6.2.3. By Country

## 6.3. North America: Country Analysis

6.3.1. United States MMA Equipment Market Outlook

6.3.1.1. Market Size & Forecast

6.3.1.1.1. By Value

6.3.1.2. Market Share & Forecast

6.3.1.2.1. By Product Type

6.3.1.2.2. By Distribution Channel

6.3.2. Canada MMA Equipment Market Outlook

6.3.2.1. Market Size & Forecast

6.3.2.1.1. By Value

6.3.2.2. Market Share & Forecast

6.3.2.2.1. By Product Type

6.3.2.2.2. By Distribution Channel

6.3.3. Mexico MMA Equipment Market Outlook

6.3.3.1. Market Size & Forecast

6.3.3.1.1. By Value

6.3.3.2. Market Share & Forecast

6.3.3.2.1. By Product Type

6.3.3.2.2. By Distribution Channel

# 7. EUROPE MMA EQUIPMENT MARKET OUTLOOK

## 7.1. Market Size & Forecast



- 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Product Type
  - 7.2.2. By Distribution Channel
  - 7.2.3. By Country
- 7.3. Europe: Country Analysis
  - 7.3.1. France MMA Equipment Market Outlook
    - 7.3.1.1. Market Size & Forecast
      - 7.3.1.1.1. By Value
    - 7.3.1.2. Market Share & Forecast
      - 7.3.1.2.1. By Product Type
      - 7.3.1.2.2. By Distribution Channel
  - 7.3.2. Germany MMA Equipment Market Outlook
    - 7.3.2.1. Market Size & Forecast
      - 7.3.2.1.1. By Value
    - 7.3.2.2. Market Share & Forecast
      - 7.3.2.2.1. By Product Type
      - 7.3.2.2.2. By Distribution Channel
  - 7.3.3. Spain MMA Equipment Market Outlook
    - 7.3.3.1. Market Size & Forecast
      - 7.3.3.1.1. By Value
    - 7.3.3.2. Market Share & Forecast
      - 7.3.3.2.1. By Product Type
      - 7.3.3.2.2. By Distribution Channel
  - 7.3.4. Italy MMA Equipment Market Outlook
    - 7.3.4.1. Market Size & Forecast
      - 7.3.4.1.1. By Value
    - 7.3.4.2. Market Share & Forecast
      - 7.3.4.2.1. By Product Type
      - 7.3.4.2.2. By Distribution Channel
  - 7.3.5. United Kingdom MMA Equipment Market Outlook
    - 7.3.5.1. Market Size & Forecast
      - 7.3.5.1.1. By Value
    - 7.3.5.2. Market Share & Forecast
      - 7.3.5.2.1. By Product Type
      - 7.3.5.2.2. By Distribution Channel

## **8. ASIA-PACIFIC MMA EQUIPMENT MARKET OUTLOOK**

## 8.1. Market Size & Forecast

### 8.1.1. By Value

## 8.2. Market Share & Forecast

### 8.2.1. By Product Type

### 8.2.2. By Distribution Channel

### 8.2.3. By Country

## 8.3. Asia-Pacific: Country Analysis

### 8.3.1. China MMA Equipment Market Outlook

#### 8.3.1.1. Market Size & Forecast

##### 8.3.1.1.1. By Value

#### 8.3.1.2. Market Share & Forecast

##### 8.3.1.2.1. By Product Type

##### 8.3.1.2.2. By Distribution Channel

### 8.3.2. Japan MMA Equipment Market Outlook

#### 8.3.2.1. Market Size & Forecast

##### 8.3.2.1.1. By Value

#### 8.3.2.2. Market Share & Forecast

##### 8.3.2.2.1. By Product Type

##### 8.3.2.2.2. By Distribution Channel

### 8.3.3. India MMA Equipment Market Outlook

#### 8.3.3.1. Market Size & Forecast

##### 8.3.3.1.1. By Value

#### 8.3.3.2. Market Share & Forecast

##### 8.3.3.2.1. By Product Type

##### 8.3.3.2.2. By Distribution Channel

### 8.3.4. South Korea MMA Equipment Market Outlook

#### 8.3.4.1. Market Size & Forecast

##### 8.3.4.1.1. By Value

#### 8.3.4.2. Market Share & Forecast

##### 8.3.4.2.1. By Product Type

##### 8.3.4.2.2. By Distribution Channel

### 8.3.5. Indonesia MMA Equipment Market Outlook

#### 8.3.5.1. Market Size & Forecast

##### 8.3.5.1.1. By Value

#### 8.3.5.2. Market Share & Forecast

##### 8.3.5.2.1. By Product Type

##### 8.3.5.2.2. By Distribution Channel

## 9. MIDDLE EAST & AFRICA MMA EQUIPMENT MARKET OUTLOOK

## 9.1. Market Size & Forecast

### 9.1.1. By Value

## 9.2. Market Share & Forecast

### 9.2.1. By Product Type

### 9.2.2. By Distribution Channel

### 9.2.3. By Country

## 9.3. MEA: Country Analysis

### 9.3.1. South Africa MMA Equipment Market Outlook

#### 9.3.1.1. Market Size & Forecast

##### 9.3.1.1.1. By Value

#### 9.3.1.2. Market Share & Forecast

##### 9.3.1.2.1. By Product Type

##### 9.3.1.2.2. By Distribution Channel

### 9.3.2. Saudi Arabia MMA Equipment Market Outlook

#### 9.3.2.1. Market Size & Forecast

##### 9.3.2.1.1. By Value

#### 9.3.2.2. Market Share & Forecast

##### 9.3.2.2.1. By Product Type

##### 9.3.2.2.2. By Distribution Channel

### 9.3.3. UAE MMA Equipment Market Outlook

#### 9.3.3.1. Market Size & Forecast

##### 9.3.3.1.1. By Value

#### 9.3.3.2. Market Share & Forecast

##### 9.3.3.2.1. By Product Type

##### 9.3.3.2.2. By Distribution Channel

### 9.3.4. Turkey MMA Equipment Market Outlook

#### 9.3.4.1. Market Size & Forecast

##### 9.3.4.1.1. By Value

#### 9.3.4.2. Market Share & Forecast

##### 9.3.4.2.1. By Product Type

##### 9.3.4.2.2. By Distribution Channel

## 10. SOUTH AMERICA MMA EQUIPMENT MARKET OUTLOOK

### 10.1. Market Size & Forecast

#### 10.1.1. By Value

### 10.2. Market Share & Forecast

#### 10.2.1. By Product Type

- 10.2.2. By Distribution Channel
- 10.2.3. By Country
- 10.3. South America: Country Analysis
  - 10.3.1. Brazil MMA Equipment Market Outlook
    - 10.3.1.1. Market Size & Forecast
      - 10.3.1.1.1. By Value
    - 10.3.1.2. Market Share & Forecast
      - 10.3.1.2.1. By Product Type
      - 10.3.1.2.2. By Distribution Channel
  - 10.3.2. Argentina MMA Equipment Market Outlook
    - 10.3.2.1. Market Size & Forecast
      - 10.3.2.1.1. By Value
    - 10.3.2.2. Market Share & Forecast
      - 10.3.2.2.1. By Product Type
      - 10.3.2.2.2. By Distribution Channel
  - 10.3.3. Colombia MMA Equipment Market Outlook
    - 10.3.3.1. Market Size & Forecast
      - 10.3.3.1.1. By Value
    - 10.3.3.2. Market Share & Forecast
      - 10.3.3.2.1. By Product Type
      - 10.3.3.2.2. By Distribution Channel

## **11. MARKET DYNAMICS**

- 11.1. Drivers
- 11.2. Challenges

## **12. MARKET TRENDS & DEVELOPMENTS**

- 12.1. Merger & Acquisition (If Any)
- 12.2. Product Launches (If Any)
- 12.3. Recent Developments

## **13. DISRUPTIONS: CONFLICTS, PANDEMICS AND TRADE BARRIERS**

## **14. PORTERS FIVE FORCES ANALYSIS**

- 14.1. Competition in the Industry
- 14.2. Potential of New Entrants

- 14.3. Power of Suppliers
- 14.4. Power of Customers
- 14.5. Threat of Substitute Products

## **15. COMPETITIVE LANDSCAPE**

- 15.1. Company Profiles
  - 15.1.1. Adidas AG
    - 15.1.1.1. Business Overview
    - 15.1.1.2. Company Snapshot
    - 15.1.1.3. Products & Services
    - 15.1.1.4. Financials (As Per Availability)
    - 15.1.1.5. Key Market Focus & Geographical Presence
    - 15.1.1.6. Recent Developments
    - 15.1.1.7. Key Management Personnel
  - 15.1.2. VTEC Limited (Venum)
  - 15.1.3. Hayabusa Fightwear Inc.
  - 15.1.4. Century Martial Art Supply, LLC
  - 15.1.5. Everlast Worldwide, Inc.
  - 15.1.6. Fairtex Equipment Co., Ltd.
  - 15.1.7. RDX Inc Ltd
  - 15.1.8. Decathlon SE
  - 15.1.9. Zebra Athletics
  - 15.1.10. Shandong Taishan Sports Equipment Co., Ltd

## **16. STRATEGIC RECOMMENDATIONS**

## **17. ABOUT US & DISCLAIMER**

## I would like to order

Product name: MMA Equipment Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (MMA Gloves, Ankle/Knee/Elbow Guard, Punching Bags, Hand Wraps, Shin Guard, Mouth Guard, Head Gear), By Distribution Channel (Offline, Online), By Region & Competition, 2020-2030F

Product link: <https://marketpublishers.com/r/MADEB129FD93EN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MADEB129FD93EN.html>