

# **Tennis Racquets Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Power Racquets, Control Racquets, Tweener Racquets), By End User (Core Player, Amateur), By Sales Channel (Specialty Stores, Sports Goods Stores, Online, Others) By Region, By Competition, 2018-2028**

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## **Abstracts**

Global Tennis Racquets Market has valued at USD 530.23 million in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 8.90% through 2028. Tennis racquets, essential equipment in the sport of tennis, have undergone significant evolution, transforming from traditional wooden frames to advanced materials and innovative designs. The global market for tennis racquets is dynamic and diverse, catering to players of all skill levels, from beginners to professional athletes. Leading manufacturers, such as Wilson, Babolat, Head, and Yonex, continually strive to enhance racquet performance through research and development.

The market offers a wide range of tennis racquets, each designed to suit different playing styles. Variations in weight, head size, string pattern, and grip size contribute to the versatility of these racquets. Technological advancements, such as carbon fibre construction and vibration dampening systems, have improved power, control, and comfort.

Global tennis tournaments, including Grand Slam events like Wimbledon and the US Open, showcase the latest innovations in racquet technology as professionals seek equipment that complements their playing styles. Additionally, the rising popularity of

tennis as a recreational sport has fuelled the demand for high-quality and user-friendly racquets worldwide.

Overall, the global tennis racquets market reflects a blend of tradition and innovation, with manufacturers continually pushing boundaries to meet the diverse needs of tennis enthusiasts around the world.

## Key Market Drivers

### Player Performance and Technological Advancements

One of the primary drivers shaping the global tennis racquets market is the incessant pursuit of player performance enhancement through cutting-edge technology. Manufacturers invest heavily in research and development to integrate innovative materials and design features into their racquets, aiming to provide players with a competitive edge. The use of advanced materials, such as carbon fiber, graphene, and other high-tech alloys, contributes to racquets that are not only lighter but also more durable and powerful.

These technological advancements directly impact a player's ability to generate power, control ball placement, and minimize vibration, ultimately influencing their overall performance on the court. Tennis professionals often seek racquets that offer a delicate balance between power and precision, allowing them to tailor their equipment to match their playing style. This drive for technological superiority creates a constant demand for newer models, as players at all levels seek the latest innovations to gain a competitive advantage.

The quest for improved player performance has led to the incorporation of sophisticated features like aerodynamic frame shapes, string dampening systems, and customizable string patterns. As players increasingly recognize the impact of equipment on their game, the market responds with continuous innovations, making this driver a crucial force shaping the evolution of tennis racquets globally.

### Rising Popularity of Tennis as a Recreational Sport

The global surge in tennis as a recreational sport has significantly contributed to the growth of the tennis racquets market. Tennis has become more accessible to people of all ages and skill levels, thanks to the establishment of community courts, tennis clubs, and coaching programs. This increased participation in recreational tennis has created

a substantial consumer base with diverse preferences and requirements for tennis racquets.

Manufacturers respond to this demand by producing a wide range of racquets tailored to different skill levels, playing styles, and physical abilities. Beginner-friendly racquets focus on ease of use, forgiveness, and comfort, allowing new players to enjoy the game and develop their skills. At the same time, intermediate and advanced players have access to racquets designed for more precision, power, and control.

Furthermore, the social and fitness benefits associated with tennis contribute to its growing popularity as a recreational activity. As more individuals engage in tennis for physical exercise, social interaction, and stress relief, the demand for quality racquets that enhance the overall playing experience continues to rise. This trend is not limited to specific regions, as the global tennis racquets market caters to a diverse and expanding community of recreational players.

#### Influence of Professional Endorsements and Tournament Exposure

The influence of professional players and major tennis tournaments on consumer preferences cannot be overstated. Tennis stars, including the likes of Roger Federer, Serena Williams, Novak Djokovic, and Naomi Osaka, often play a pivotal role in endorsing specific racquet brands and models. These endorsements create a halo effect, prompting aspiring players and enthusiasts to emulate their favourite athletes by choosing the same equipment.

Grand Slam tournaments, such as Wimbledon, the US Open, the French Open, and the Australian Open, serve as global platforms for showcasing the latest in tennis technology. As professionals compete at the highest level, spectators and fans closely observe the equipment they use, including racquets. The exposure of specific racquet models during these high-profile events significantly influences consumer perceptions and preferences.

Manufacturers strategically collaborate with top players, sponsoring them and featuring their endorsed products prominently in marketing campaigns. This association not only boosts brand visibility but also establishes a connection between the racquet and elite performance. Consequently, the global market for tennis racquets experiences fluctuations based on the success and popularity of professional players, as their on-court achievements often translate into increased demand for the equipment they use.

## Global Sports Retail and E-commerce Channels

The accessibility of tennis racquets through a variety of retail channels, both physical stores and online platforms, contributes significantly to market expansion. Sports retail chains, specialty stores, and e-commerce platforms serve as convenient avenues for consumers to explore and purchase a wide range of racquets. The global reach of e-commerce, in particular, has democratized access to tennis equipment, enabling enthusiasts from diverse geographical locations to explore and purchase racquets from renowned brands.

These retail channels not only offer convenience but also provide valuable information and customer reviews, aiding potential buyers in making informed decisions. Additionally, the presence of promotional events, discounts, and bundled offerings on online platforms enhances the affordability and attractiveness of tennis racquets.

The retail landscape plays a pivotal role in shaping consumer perceptions and preferences, as the in-store experience allows players to test and feel the racquets before making a purchase. Furthermore, the digitalization of the retail experience through virtual consultations, online tutorials, and interactive product showcases enhances the overall consumer journey.

In conclusion, the global tennis racquets market is driven by a combination of factors, including the relentless pursuit of player performance improvements, the rising popularity of tennis as a recreational sport, the influence of professional endorsements and tournament exposure, and the accessibility provided by global sports retail and e-commerce channels. These drivers collectively contribute to the dynamic and evolving landscape of tennis racquet manufacturing and distribution, ensuring that players at all levels have access to equipment that suits their individual needs and preferences.

## Key Market Challenges

### Saturated Market and Intense Competition

One of the significant challenges facing the global tennis racquets market is the saturation of the market and the resulting intense competition among manufacturers. With numerous brands vying for market share, differentiation becomes a critical hurdle. Many companies employ similar technologies and features, making it challenging to stand out in a crowded field.

This saturation is not only in terms of the number of brands but also in the sheer variety of racquets available. The multitude of options can overwhelm consumers, making it difficult for them to navigate and choose the racquet that best suits their playing style and preferences. In this fiercely competitive environment, manufacturers must continuously innovate and find unique selling propositions to capture the attention of consumers and maintain relevance in the market.

Additionally, the competitive landscape often leads to price wars, affecting profit margins for manufacturers. This challenge necessitates a delicate balance between offering high-quality, innovative products and maintaining price competitiveness in a market flooded with options.

### Technological Fatigue and Consumer Skepticism

While technological advancements drive the evolution of tennis racquets, there exists a challenge related to technological fatigue and consumer skepticism. With frequent releases of new models boasting the latest innovations, consumers may become skeptical about the actual impact of these technologies on their performance. Some players may question whether incremental changes in racquet technology truly justify the investment in a new racquet.

This challenge is exacerbated by the fact that the average recreational player may not fully grasp the nuances of the technological features incorporated into tennis racquets. Manufacturers face the task of effectively communicating the benefits of their innovations to a diverse consumer base with varying levels of tennis expertise. Failure to bridge this gap may result in consumer hesitation, hindering the adoption of newer racquet models.

Moreover, there is a risk of oversaturation of technology, with the market inundated by numerous features that may not necessarily translate to a significant improvement in a player's game. Striking the right balance between meaningful innovation and avoiding technology overload is a delicate challenge that manufacturers must navigate to maintain consumer trust and interest.

### Economic Factors and Affordability

Economic factors pose a substantial challenge to the global tennis racquets market, influencing both production costs and consumer purchasing power. The use of advanced materials and technology-intensive manufacturing processes contributes to

higher production costs. As a result, manufacturers must carefully consider the pricing of their racquets to ensure competitiveness while still covering their expenses.

The affordability of tennis racquets is a critical concern, particularly for entry-level and recreational players. Economic downturns, fluctuations in currency values, and global supply chain disruptions can impact pricing and accessibility. In challenging economic environments, consumers may prioritize other essential needs over discretionary spending on sports equipment.

The challenge extends to manufacturers seeking to balance cost-effective production with maintaining quality standards. Striking this balance is essential to ensure that tennis remains an accessible sport for individuals across diverse socioeconomic backgrounds, fostering inclusivity and sustaining the growth of the sport on a global scale.

### Environmental Sustainability and Material Choices

As sustainability becomes a focal point across industries, the tennis racquets market faces the challenge of addressing environmental concerns associated with manufacturing processes and material choices. The use of advanced materials, including composites and polymers, may have environmental implications in terms of resource extraction, energy consumption, and waste generation.

Consumers are increasingly conscious of the environmental impact of their purchasing decisions, leading to a demand for more sustainable and eco-friendly products. Manufacturers must grapple with the challenge of adopting environmentally responsible practices in both the production and disposal of tennis racquets.

This challenge extends to the development of recyclable or biodegradable materials, exploring sustainable manufacturing processes, and addressing the carbon footprint associated with the production and distribution of tennis racquets. Embracing environmental sustainability is not only a response to consumer expectations but also a proactive step towards ensuring the long-term viability of the tennis industry in a world increasingly focused on ecological considerations.

In conclusion, the global tennis racquets market faces challenges related to market saturation and intense competition, technological fatigue and consumer skepticism, economic factors and affordability, and the imperative of addressing environmental sustainability. Successfully navigating these challenges requires a strategic and holistic

approach from manufacturers to ensure continued innovation, consumer trust, and the long-term sustainability of the tennis racquets industry.

## Key Market Trends

### Customization and Personalization

A notable trend in the global tennis racquets market is the increasing demand for customization and personalization. Players, both amateur and professional, are seeking equipment that aligns precisely with their playing style, preferences, and physical attributes. Manufacturers are responding by offering customizable features, allowing players to tailor their racquets to specific needs.

Customization options may include adjustable string tensions, interchangeable grommet systems, and the ability to modify grip sizes. Some brands even provide online tools or in-store experiences that guide players through the customization process. This trend reflects a shift toward more individualized and player-centric approaches, acknowledging that no two players have the same playing style or feel for their equipment.

As players become more aware of the impact equipment has on their performance, the trend towards customization is likely to continue evolving, providing a unique and personalized experience for tennis enthusiasts worldwide.

### Integration of Smart Technology

The integration of smart technology into tennis racquets is a growing trend that aligns with the broader wave of technological advancements in sports. Smart racquets come equipped with sensors that capture data on various aspects of a player's performance, including swing speed, ball impact location, and the number of shots played. This data is then transmitted to accompanying mobile apps or devices for analysis.

This trend not only appeals to tech-savvy players but also serves as a valuable tool for improving performance. The collected data provides insights into playing patterns, strengths, and areas for improvement. It also facilitates better injury prevention by monitoring player exertion and fatigue. As the Internet of Things (IoT) continues to expand, the integration of smart technology into tennis racquets is likely to become more sophisticated, enhancing the overall playing experience for users.

## Focus on Sustainable Materials and Manufacturing

In response to growing environmental awareness, there is a notable trend in the tennis industry towards using sustainable materials and adopting eco-friendly manufacturing practices. Manufacturers are exploring alternatives to traditional materials, such as incorporating recycled plastics, responsibly sourced wood, and other environmentally friendly components in the production of tennis racquets.

This trend aligns with the broader movement towards sustainability in consumer goods. Players are increasingly valuing products that minimize their ecological footprint. Manufacturers are responding by not only making changes in the materials they use but also by adopting more sustainable manufacturing processes, reducing waste, and exploring options for product recycling.

As environmental concerns continue to gain prominence, this trend is likely to shape the future landscape of tennis racquet manufacturing, with brands competing not only on performance but also on their commitment to sustainability.

## E-commerce Dominance and Direct-to-Consumer Models

The rise of e-commerce is reshaping the distribution and retail aspects of the tennis racquets market. Online platforms provide consumers with a vast array of options, reviews, and comparative information, enabling them to make informed decisions from the comfort of their homes. This trend is particularly relevant in the context of the ongoing global shift towards digitalization and the convenience it offers.

Moreover, some manufacturers are embracing direct-to-consumer (DTC) models, bypassing traditional retail channels and selling their products directly to customers. This approach allows brands to establish a closer relationship with their consumer base, gather valuable feedback, and respond more swiftly to market trends.

The convenience of online purchasing, coupled with the ability to customize racquets and access exclusive models, contributes to the growing dominance of e-commerce in the tennis racquets market. Brands that successfully navigate and capitalize on this trend are likely to thrive in the evolving retail landscape.

In conclusion, the global tennis racquets market is witnessing several trends that reflect the changing preferences and expectations of players. From customization and smart technology integration to a focus on sustainable materials and the dominance of e-



commerce, these trends are reshaping the industry and contributing to a more dynamic and consumer-centric market. Manufacturers that adapt to these trends are well-positioned to meet the evolving needs of tennis enthusiasts worldwide.

## Segmental Insights

### Product Type Insights

The control racquets segment is experiencing significant growth in the global tennis racquets market. As players, both amateur and professional, increasingly emphasize precision and accuracy in their gameplay, the demand for racquets that offer enhanced control has surged. Control racquets are characterized by tighter string patterns, smaller head sizes, and a heavier overall weight, providing players with greater command over ball placement and shot accuracy. This segment caters to players who prioritize finesse and strategic play, valuing the ability to dictate the pace of the game. Manufacturers are responding to this trend by innovating and introducing advanced technologies that optimize control without compromising on other key performance factors, contributing to the expanding popularity of control racquets in the dynamic tennis equipment market.

### End Use Insights

The amateur segment is witnessing substantial growth in the global tennis racquets market as tennis continues to gain popularity among recreational players. With a surge in the number of individuals taking up tennis as a leisure activity or for fitness, there is an increased demand for racquets tailored to the needs of amateur players. Manufacturers are responding by designing racquets that provide a balance of power, forgiveness, and ease of use, catering to players still refining their skills. These racquets often feature user-friendly technologies, larger sweet spots, and lighter weights, allowing amateurs to enjoy the game while enhancing their playing experience. The amateur segment represents a pivotal market force, driving innovation in racquet design to make tennis more accessible and enjoyable for a growing community of players worldwide.

### Regional Insights

North America stands as the dominating region in the global tennis racquets market, fueled by a robust tennis culture, a large and active player base, and a thriving sports industry. The region boasts a significant number of tennis enthusiasts, both recreational and competitive players, contributing to consistently high demand for tennis racquets.

Major tournaments like the US Open captivate audiences and drive interest in the sport, further bolstering the market. Additionally, the region's strong economic indicators and high disposable income levels among consumers make it a lucrative market for premium and technologically advanced tennis racquets. Leading manufacturers strategically target North America, ensuring that their products align with the preferences and demands of the discerning and diverse player community in the region, consolidating North America's position as a powerhouse in the global tennis racquets market.

### Key Market Players

Amer Sport

YONEX Co., Ltd.

ASI LLC

Tecnifibre

Dunlop Sports Group Americas

GAMMA Sports

KC Kinetic Solutions, LLC

PowerAngle LLC

Slazenger

Wilson Sporting Goods

### Report Scope:

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

### Tennis Racquets Market, By Product Type:

Power Racquets

Control Racquets

Tweener Racquets

Tennis Racquets Market, By End User:

Core Player

Amateur

Tennis Racquets Market, By Sales Channel :

Specialty Stores

Sports Goods Stores

Online

Others

Tennis Racquets Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

Indonesia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

South America

Argentina

Colombia

Brazil

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Tennis Racquets Market.

Available Customizations:

Global Tennis Racquets Market report with the given market data, Tech Sci 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).

## 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. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### **3. EXECUTIVE SUMMARY**

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

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

- 4.1. Factors Affecting Purchase Decision
- 4.2. Source of Information

### **5. GLOBAL TENNIS RACQUETS MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Product Type Market Share Analysis (Power Racquets, Control Racquets, Tweener Racquets)

- 5.2.2. By End User Market Share Analysis (Core Player, Amateur)
- 5.2.3. By Sales Channel Market Share Analysis (Specialty Stores, Sports Goods Stores, Online, Others)
- 5.2.4. By Regional Market Share Analysis
  - 5.2.4.1. North America Market Share Analysis
  - 5.2.4.2. Europe Market Share Analysis
  - 5.2.4.3. Asia-Pacific Market Share Analysis
  - 5.2.4.4. Middle East & Africa Market Share Analysis
  - 5.2.4.5. South America Market Share Analysis
- 5.2.5. By Top 5 Companies Market Share Analysis, Others (2022)
- 5.3. Global Tennis Racquets Market Mapping & Opportunity Assessment
  - 5.3.1. By Product Type Market Mapping & Opportunity Assessment
  - 5.3.2. By End User Market Mapping & Opportunity Assessment
  - 5.3.3. By Sales Channel Market Mapping & Opportunity Assessment
  - 5.3.4. By Regional Market Mapping & Opportunity Assessment

## **6. NORTH AMERICA TENNIS RACQUETS MARKET OUTLOOK**

- 6.1. Market Size & Forecast
  - 6.1.1. By Value
- 6.2. Market Share & Forecast
  - 6.2.1. By Product Type Market Share Analysis
  - 6.2.2. By End User Market Share Analysis
  - 6.2.3. By Sales Channel Market Share Analysis
  - 6.2.4. By Country Market Share Analysis
    - 6.2.4.1. United States Tennis Racquets Market Outlook
      - 6.2.4.1.1. Market Size & Forecast
        - 6.2.4.1.1.1. By Value
      - 6.2.4.1.2. Market Share & Forecast
        - 6.2.4.1.2.1. By Product Type Market Share Analysis
        - 6.2.4.1.2.2. By End User Market Share Analysis
        - 6.2.4.1.2.3. By Sales Channel Market Share Analysis
    - 6.2.4.2. Canada Tennis Racquets Market Outlook
      - 6.2.4.2.1. Market Size & Forecast
        - 6.2.4.2.1.1. By Value
      - 6.2.4.2.2. Market Share & Forecast
        - 6.2.4.2.2.1. By Product Type Market Share Analysis
        - 6.2.4.2.2.2. By End User Market Share Analysis
        - 6.2.4.2.2.3. By Sales Channel Market Share Analysis

- 6.2.4.3. Mexico Tennis Racquets Market Outlook
  - 6.2.4.3.1. Market Size & Forecast
    - 6.2.4.3.1.1. By Value
  - 6.2.4.3.2. Market Share & Forecast
    - 6.2.4.3.2.1. By Product Type Market Share Analysis
    - 6.2.4.3.2.2. By End User Market Share Analysis
    - 6.2.4.3.2.3. By Sales Channel Market Share Analysis

## **7. EUROPE TENNIS RACQUETS MARKET OUTLOOK**

- 7.1. Market Size & Forecast
  - 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Product Type Market Share Analysis
  - 7.2.2. By End User Market Share Analysis
  - 7.2.3. By Sales Channel Market Share Analysis
  - 7.2.4. By Country Market Share Analysis
    - 7.2.4.1. France Tennis Racquets Market Outlook
      - 7.2.4.1.1. Market Size & Forecast
        - 7.2.4.1.1.1. By Value
      - 7.2.4.1.2. Market Share & Forecast
        - 7.2.4.1.2.1. By Product Type Market Share Analysis
        - 7.2.4.1.2.2. By End User Market Share Analysis
        - 7.2.4.1.2.3. By Sales Channel Market Share Analysis
    - 7.2.4.2. United Kingdom Tennis Racquets Market Outlook
      - 7.2.4.2.1. Market Size & Forecast
        - 7.2.4.2.1.1. By Value
      - 7.2.4.2.2. Market Share & Forecast
        - 7.2.4.2.2.1. By Product Type Market Share Analysis
        - 7.2.4.2.2.2. By End User Market Share Analysis
        - 7.2.4.2.2.3. By Sales Channel Market Share Analysis
    - 7.2.4.3. Italy Tennis Racquets Market Outlook
      - 7.2.4.3.1. Market Size & Forecast
        - 7.2.4.3.1.1. By Value
      - 7.2.4.3.2. Market Share & Forecast
        - 7.2.4.3.2.1. By Product Type Market Share Analysis
        - 7.2.4.3.2.2. By End User Market Share Analysis
        - 7.2.4.3.2.3. By Sales Channel Market Share Analysis
    - 7.2.4.4. Germany Tennis Racquets Market Outlook



- 7.2.4.4.1. Market Size & Forecast
  - 7.2.4.4.1.1. By Value
- 7.2.4.4.2. Market Share & Forecast
  - 7.2.4.4.2.1. By Product Type Market Share Analysis
  - 7.2.4.4.2.2. By End User Market Share Analysis
  - 7.2.4.4.2.3. By Sales Channel Market Share Analysis
- 7.2.4.5. Spain Tennis Racquets Market Outlook
  - 7.2.4.5.1. Market Size & Forecast
    - 7.2.4.5.1.1. By Value
  - 7.2.4.5.2. Market Share & Forecast
    - 7.2.4.5.2.1. By Product Type Market Share Analysis
    - 7.2.4.5.2.2. By End User Market Share Analysis
    - 7.2.4.5.2.3. By Sales Channel Market Share Analysis

## **8. ASIA-PACIFIC TENNIS RACQUETS MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Product Type Market Share Analysis
  - 8.2.2. By End User Market Share Analysis
  - 8.2.3. By Sales Channel Market Share Analysis
  - 8.2.4. By Country Market Share Analysis
    - 8.2.4.1. China Tennis Racquets Market Outlook
      - 8.2.4.1.1. Market Size & Forecast
        - 8.2.4.1.1.1. By Value
      - 8.2.4.1.2. Market Share & Forecast
        - 8.2.4.1.2.1. By Product Type Market Share Analysis
        - 8.2.4.1.2.2. By End User Market Share Analysis
        - 8.2.4.1.2.3. By Sales Channel Market Share Analysis
    - 8.2.4.2. India Tennis Racquets Market Outlook
      - 8.2.4.2.1. Market Size & Forecast
        - 8.2.4.2.1.1. By Value
      - 8.2.4.2.2. Market Share & Forecast
        - 8.2.4.2.2.1. By Product Type Market Share Analysis
        - 8.2.4.2.2.2. By End User Market Share Analysis
        - 8.2.4.2.2.3. By Sales Channel Market Share Analysis
    - 8.2.4.3. Japan Tennis Racquets Market Outlook
      - 8.2.4.3.1. Market Size & Forecast

- 8.2.4.3.1.1. By Value
- 8.2.4.3.2. Market Share & Forecast
  - 8.2.4.3.2.1. By Product Type Market Share Analysis
  - 8.2.4.3.2.2. By End User Market Share Analysis
  - 8.2.4.3.2.3. By Sales Channel Market Share Analysis
- 8.2.4.4. Australia Tennis Racquets Market Outlook
  - 8.2.4.4.1. Market Size & Forecast
    - 8.2.4.4.1.1. By Value
  - 8.2.4.4.2. Market Share & Forecast
    - 8.2.4.4.2.1. By Product Type Market Share Analysis
    - 8.2.4.4.2.2. By End User Market Share Analysis
    - 8.2.4.4.2.3. By Sales Channel Market Share Analysis
- 8.2.4.5. South Korea Tennis Racquets Market Outlook
  - 8.2.4.5.1. Market Size & Forecast
    - 8.2.4.5.1.1. By Value
  - 8.2.4.5.2. Market Share & Forecast
    - 8.2.4.5.2.1. By Product Type Market Share Analysis
    - 8.2.4.5.2.2. By End User Market Share Analysis
    - 8.2.4.5.2.3. By Sales Channel Market Share Analysis
- 8.2.4.6. Indonesia Tennis Racquets Market Outlook
  - 8.2.4.6.1. Market Size & Forecast
    - 8.2.4.6.1.1. By Value
  - 8.2.4.6.2. Market Share & Forecast
    - 8.2.4.6.2.1. By Product Type Market Share Analysis
    - 8.2.4.6.2.2. By End User Market Share Analysis
    - 8.2.4.6.2.3. By Sales Channel Market Share Analysis

## **9. MIDDLE EAST & AFRICA TENNIS RACQUETS MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Product Type Market Share Analysis
  - 9.2.2. By End User Market Share Analysis
  - 9.2.3. By Sales Channel Market Share Analysis
  - 9.2.4. By Country Market Share Analysis
    - 9.2.4.1. South Africa Tennis Racquets Market Outlook
      - 9.2.4.1.1. Market Size & Forecast
        - 9.2.4.1.1.1. By Value

- 9.2.4.1.2. Market Share & Forecast
  - 9.2.4.1.2.1. By Product Type Market Share Analysis
  - 9.2.4.1.2.2. By End User Market Share Analysis
  - 9.2.4.1.2.3. By Sales Channel Market Share Analysis
- 9.2.4.2. Saudi Arabia Tennis Racquets Market Outlook
  - 9.2.4.2.1. Market Size & Forecast
    - 9.2.4.2.1.1. By Value
  - 9.2.4.2.2. Market Share & Forecast
    - 9.2.4.2.2.1. By Product Type Market Share Analysis
    - 9.2.4.2.2.2. By End User Market Share Analysis
    - 9.2.4.2.2.3. By Sales Channel Market Share Analysis
- 9.2.4.3. UAE Tennis Racquets Market Outlook
  - 9.2.4.3.1. Market Size & Forecast
    - 9.2.4.3.1.1. By Value
  - 9.2.4.3.2. Market Share & Forecast
    - 9.2.4.3.2.1. By Product Type Market Share Analysis
    - 9.2.4.3.2.2. By End User Market Share Analysis
    - 9.2.4.3.2.3. By Sales Channel Market Share Analysis
- 9.2.4.4. Turkey Tennis Racquets Market Outlook
  - 9.2.4.4.1. Market Size & Forecast
    - 9.2.4.4.1.1. By Value
  - 9.2.4.4.2. Market Share & Forecast
    - 9.2.4.4.2.1. By Product Type Market Share Analysis
    - 9.2.4.4.2.2. By End User Market Share Analysis
    - 9.2.4.4.2.3. By Sales Channel Market Share Analysis

## **10. SOUTH AMERICA TENNIS RACQUETS MARKET OUTLOOK**

- 10.1. Market Size & Forecast
  - 10.1.1. By Value
- 10.2. Market Share & Forecast
  - 10.2.1. By Product Type Market Share Analysis
  - 10.2.2. By Sales Channel Market Share Analysis
  - 10.2.3. By End User Market Share Analysis
  - 10.2.4. By Country Market Share Analysis
    - 10.2.4.1. Argentina Tennis Racquets Market Outlook
      - 10.2.4.1.1. Market Size & Forecast
        - 10.2.4.1.1.1. By Value
      - 10.2.4.1.2. Market Share & Forecast

- 10.2.4.1.2.1. By Product Type Market Share Analysis
- 10.2.4.1.2.2. By End User Market Share Analysis
- 10.2.4.1.2.3. By Sales Channel Market Share Analysis
- 10.2.4.2. Colombia Tennis Racquets Market Outlook
  - 10.2.4.2.1. Market Size & Forecast
    - 10.2.4.2.1.1. By Value
  - 10.2.4.2.2. Market Share & Forecast
    - 10.2.4.2.2.1. By Product Type Market Share Analysis
    - 10.2.4.2.2.2. By End User Market Share Analysis
    - 10.2.4.2.2.3. By Sales Channel Market Share Analysis
- 10.2.4.3. Brazil Tennis Racquets Market Outlook
  - 10.2.4.3.1. Market Size & Forecast
    - 10.2.4.3.1.1. By Value
  - 10.2.4.3.2. Market Share & Forecast
    - 10.2.4.3.2.1. By Product Type Market Share Analysis
    - 10.2.4.3.2.2. By End User Market Share Analysis
    - 10.2.4.3.2.3. By Sales Channel Market Share Analysis

## **11. MARKET DYNAMICS**

- 11.1. Drivers
- 11.2. Challenges

## **12. IMPACT OF COVID-19 ON GLOBAL TENNIS RACQUETS MARKET**

- 12.1. Impact Assessment Model
  - 12.1.1. Key Segments Impacted
  - 12.1.2. Key Distribution Channel Impacted
  - 12.1.3. Key Countries Impacted

## **13. MARKET TRENDS & DEVELOPMENTS**

## **14. COMPETITIVE LANDSCAPE**

- 14.1. Company Profiles
  - 14.1.1. Amer Sport
    - 14.1.1.1. Company Details
    - 14.1.1.2. Products

- 14.1.1.3. Financials (As Per Availability)
- 14.1.1.4. Key Market Focus & Geographical Presence
- 14.1.1.5. Recent Developments
- 14.1.1.6. Key Management Personnel
- 14.1.2. YONEX Co., Ltd.
  - 14.1.2.1. Company Details
  - 14.1.2.2. Products
  - 14.1.2.3. Financials (As Per Availability)
  - 14.1.2.4. Key Market Focus & Geographical Presence
  - 14.1.2.5. Recent Developments
  - 14.1.2.6. Key Management Personnel
- 14.1.3. ASI LLC
  - 14.1.3.1. Company Details
  - 14.1.3.2. Products
  - 14.1.3.3. Financials (As Per Availability)
  - 14.1.3.4. Key Market Focus & Geographical Presence
  - 14.1.3.5. Recent Developments
  - 14.1.3.6. Key Management Personnel
- 14.1.4. Tecnifibre
  - 14.1.4.1. Company Details
  - 14.1.4.2. Products
  - 14.1.4.3. Financials (As Per Availability)
  - 14.1.4.4. Key Market Focus & Geographical Presence
  - 14.1.4.5. Recent Developments
  - 14.1.4.6. Key Management Personnel
- 14.1.5. Dunlop Sports Group Americas
  - 14.1.5.1. Company Details
  - 14.1.5.2. Products
  - 14.1.5.3. Financials (As Per Availability)
  - 14.1.5.4. Key Market Focus & Geographical Presence
  - 14.1.5.5. Recent Developments
  - 14.1.5.6. Key Management Personnel
- 14.1.6. GAMMA Sports
  - 14.1.6.1. Company Details
  - 14.1.6.2. Products
  - 14.1.6.3. Financials (As Per Availability)
  - 14.1.6.4. Key Market Focus & Geographical Presence
  - 14.1.6.5. Recent Developments
  - 14.1.6.6. Key Management Personnel

- 14.1.7. KC Kinetic Solutions, LLC
  - 14.1.7.1. Company Details
  - 14.1.7.2. Products
  - 14.1.7.3. Financials (As Per Availability)
  - 14.1.7.4. Key Market Focus & Geographical Presence
  - 14.1.7.5. Recent Developments
  - 14.1.7.6. Key Management Personnel
- 14.1.8. PowerAngle LLC
  - 14.1.8.1. Company Details
  - 14.1.8.2. Products
  - 14.1.8.3. Financials (As Per Availability)
  - 14.1.8.4. Key Market Focus & Geographical Presence
  - 14.1.8.5. Recent Developments
  - 14.1.8.6. Key Management Personnel
- 14.1.9. Slazenger
  - 14.1.9.1. Company Details
  - 14.1.9.2. Products
  - 14.1.9.3. Financials (As Per Availability)
  - 14.1.9.4. Key Market Focus & Geographical Presence
  - 14.1.9.5. Recent Developments
  - 14.1.9.6. Key Management Personnel
- 14.1.10. Wilson Sporting Goods
  - 14.1.10.1. Company Details
  - 14.1.10.2. Products
  - 14.1.10.3. Financials (As Per Availability)
  - 14.1.10.4. Key Market Focus & Geographical Presence
  - 14.1.10.5. Recent Developments
  - 14.1.10.6. Key Management Personnel

## **15. STRATEGIC RECOMMENDATIONS/ACTION PLAN**

- 15.1. Key Focus Areas
- 15.2. Target Product Type
- 15.3. Target Sales Channel

## **16. ABOUT US & DISCLAIMER**

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