

United States Football Equipment Market, By Product (Protective gear, Helmets, Cleats, Balls, Training equipment), By End User (Professional, Amateur), By Distribution Channel (Specialty and sports shops, Department and discount stores, Online), By Region & Competition, Forecast & Opportunities, 2020-2030F

<https://marketpublishers.com/r/U74FE311102AEN.html>

Date: March 2025

Pages: 87

Price: US\$ 3,500.00 (Single User License)

ID: U74FE311102AEN

Abstracts

United States Football Equipment Market was valued at USD 313.83 Million in 2024 and is expected to reach USD 415.77 Million by 2030 with a CAGR of 4.8% during the forecast period. The United States football equipment market is driven by the sustained popularity of American football across professional, collegiate, and amateur levels, fueling demand for high-performance protective gear, helmets, cleats, balls, and training equipment. Increasing awareness of player safety, stringent regulations, and technological advancements in equipment materials and design are key growth factors, particularly in protective gear and helmets. The professional segment remains the dominant end user due to significant investments in premium equipment by leagues such as the NFL and NCAA, while the amateur segment is expanding, driven by rising youth participation and high school football programs. Specialty and sports shops continue to be the primary distribution channel, offering expert guidance and a hands-on experience, though online sales are growing rapidly due to convenience and competitive pricing. Regionally, the South leads in market share due to football's deep-rooted popularity, followed by the Midwest, West, and Northeast. Market competition is strong, with key players such as Adidas AG, Amer Sports Corp., ANTA Sports Products Ltd., Big Game USA LLC, BRG Sports Inc., and Certor Sports LLC focusing on innovation, durability, and player safety to enhance their product offerings. Companies are integrating smart technology, including sensors in helmets for concussion monitoring, to cater to increasing safety concerns. The forecast for 2020-2030 suggests

steady growth, supported by rising investments in sports infrastructure, increasing youth engagement in football, and a focus on sustainability in equipment manufacturing.

Key Market Drivers

Rising Awareness of Player Safety and Technological Advancements in Protective Gear

One of the primary drivers of the U.S. football equipment market is the increasing emphasis on player safety due to growing concerns about concussions and other injuries. Organizations such as the National Football League (NFL) and National Collegiate Athletic Association (NCAA) have introduced stricter safety regulations, leading to advancements in protective gear, especially helmets and padding. Innovations such as smart helmets equipped with impact sensors, advanced shock-absorbing materials, and reinforced padding are being widely adopted to mitigate head injuries. Moreover, manufacturers are integrating new materials like carbon fiber and advanced polymers to enhance durability without compromising comfort and flexibility. The heightened focus on safety across all levels of play, from professional leagues to youth football programs, continues to drive demand for technologically advanced football equipment.

Key Market Challenges

Growing Concerns Over Head Injuries and Declining Youth Participation

One of the most significant challenges facing the U.S. football equipment market is the increasing concern over head injuries, particularly concussions. Numerous studies and reports highlighting the long-term effects of repeated head trauma, such as Chronic Traumatic Encephalopathy (CTE), have raised safety concerns among parents, leading to a decline in youth football participation. While professional leagues like the NFL have implemented stricter safety regulations, grassroots and school-level programs continue to face scrutiny. Many parents are opting for alternative sports with lower injury risks, such as soccer or basketball, which has led to a slowdown in new player enrollment. This trend directly affects the demand for football equipment, particularly for younger age groups. Equipment manufacturers must continuously innovate and improve safety features to counteract these concerns, but gaining public trust remains a challenge.

Key Market Trends

Sustainability and Eco-Friendly Manufacturing Practices

With increasing awareness of environmental issues, sustainability has become a major focus for football equipment manufacturers. Leading brands are adopting eco-friendly materials, such as recycled plastics and bio-based synthetics, to develop helmets, cleats, and apparel with a lower carbon footprint. Sustainable packaging and manufacturing processes that reduce waste and energy consumption are also being prioritized. Companies like Adidas and Nike are actively investing in circular economy initiatives, including recycling old cleats and protective gear into new products. Additionally, biodegradable footballs and sustainable uniform options are gaining interest, particularly at the amateur and collegiate levels where teams are looking to align with green initiatives. As consumers become more environmentally conscious, demand for sustainable football equipment is expected to rise, pushing manufacturers to innovate in material sourcing and production techniques.

Key Market Players

Adidas AG

Amer Sports Corp.

ANTA Sports Products Ltd.

Big Game USA LLC

BRG Sports Inc.

Certor Sports LLC

Champro Sports

Douglas Sports

First Team Inc

Franklin Sports Inc.

Report Scope:

United States Football Equipment Market, By Product (Protective gear, Helmets, Cleats, Balls, Training equipme...

In this report, the United States football equipment market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

United States Football Equipment Market, By Product:

Protective gear

Helmets

Cleats

Balls

Training equipment

United States Football Equipment Market, By End User:

Professional

Amateur

United States Football Equipment Market, By Distribution Channel:

Specialty and sports shops

Department and discount stores

Online

United States Football Equipment Market, By Region:

South

Midwest

West

Northeast

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the United States football equipment market.

Available Customizations:

United States football 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).

Contents

1. INTRODUCTION

- 1.1. Market 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. Factor Influencing Availing Decision

5. UNITED STATES FOOTBALL EQUIPMENT MARKET OUTLOOK

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

5.2. Market Share & Forecast

5.2.1. By Product Market Share Analysis (Protective gear, Helmets, Cleats, Balls, Training equipment)

5.2.2. By End User Market Share Analysis (Professional, Amateur)

5.2.3. By Distribution Channel Market Share Analysis (Specialty and sports shops, Department and discount stores, Online)

5.2.4. By Regional Market Share Analysis

5.2.4.1. South Market Share Analysis

5.2.4.2. Midwest Market Share Analysis

5.2.4.3. Northeast Market Share Analysis

5.2.4.4. West Market Share Analysis

5.2.5. By Top 5 Companies Market Share Analysis, Others (2024)

5.3. United States Football Equipment Market Mapping & Opportunity Assessment

5.3.1. By Product Market Mapping & Opportunity Assessment

5.3.2. By End User Market Mapping & Opportunity Assessment

5.3.3. By Distribution Channel Market Mapping & Opportunity Assessment

5.3.4. By Regional Market Mapping & Opportunity Assessment

6. UNITED STATES FOOTBALL PROTECTIVE GEAR MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By End User Market Share Analysis

6.2.2. By Distribution Channel Market Share Analysis

7. UNITED STATES FOOTBALL HELMETS MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By End User Market Share Analysis

7.2.2. By Distribution Channel Market Share Analysis

8. UNITED STATES FOOTBALL CLEATS MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

- 8.2.1. By End User Market Share Analysis
- 8.2.2. By Distribution Channel Market Share Analysis

9. UNITED STATES FOOTBALLS MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By End User Market Share Analysis
 - 9.2.2. By Distribution Channel Market Share Analysis

10. UNITED STATES FOOTBALL TRAINING EQUIPMENT MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By End User Market Share Analysis
 - 10.2.2. By Distribution Channel Market Share Analysis

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. PORTERS FIVE FORCES ANALYSIS

- 13.1. Competition in the Industry
- 13.2. Potential of New Entrants
- 13.3. Power of Suppliers
- 13.4. Power of Customers
- 13.5. Threat of Substitute Products

14. UNITED STATES ECONOMIC PROFILE

15. POLICY AND REGULATORY LANDSCAPE

16. COMPETITIVE LANDSCAPE

16.1. Company Profiles

- 16.1.1. Adidas AG.
 - 16.1.1.1. Business Overview
 - 16.1.1.2. Company Snapshot
 - 16.1.1.3. Products & Services
 - 16.1.1.4. Financials (As Per Availability)
 - 16.1.1.5. Key Market Focus & Geographical Presence
 - 16.1.1.6. Recent Developments
 - 16.1.1.7. Key Management Personnel
- 16.1.2. Amer Sports Corp.
- 16.1.3. ANTA Sports Products Ltd.
- 16.1.4. Big Game USA LLC
- 16.1.5. BRG Sports Inc.
- 16.1.6. Certor Sports LLC
- 16.1.7. Champro Sports
- 16.1.8. Douglas Sports
- 16.1.9. First Team Inc
- 16.1.10. Franklin Sports Inc.

17. STRATEGIC RECOMMENDATIONS

17.1. Key Focus Areas

- 17.1.1. Target Product
- 17.1.2. Target Distribution Channel
- 17.1.3. Target Region

18. ABOUT US & DISCLAIMER

I would like to order

Product name: United States Football Equipment Market, By Product (Protective gear, Helmets, Cleats, Balls, Training equipment), By End User (Professional, Amateur), By Distribution Channel (Specialty and sports shops, Department and discount stores, Online), By Region & Competition, Forecast & Opportunities, 2020-2030F

Product link: <https://marketpublishers.com/r/U74FE311102AEN.html>

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/U74FE311102AEN.html>