

United States Sports & Leisure Goods Market By Product Type (Golf Equipment, Fitness Sports Equipment, Adventure Sports Equipment, Ball Sports Equipment, and Others), By Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Local Sports Shops, Online, and Others), By Region, By Company, Forecast & Opportunities, 2018-2028

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Abstracts

The United States sports & leisure goods market size is anticipated to register an impressive CAGR during the forecast period. Sports and leisure activities are crucial for having a fit population. Clothing, tools, materials, balls, nets, and safety equipment, including helmets and guards, are just a few examples of the equipment used for sports and recreation. Due to the significance of fitness and to improve protection when participating in or competing in sports, the use of sports equipment is on the rise. Adults participate in recreational and sporting activities for added advantages such as communication, sociability, as well as a sense of self-worth and acceptance from others.

The importance of sports and fitness is expanding among the population, and more international and national sporting events and competitions are predicted to fuel market revenue growth. Growing marketing tactics such as celebrity endorsements of sporting goods and social media advertising, as well as the production of short films and fitness-related documentaries, are encouraging more athletes to join teams and driving up demand for sporting goods in the United States. Owing to busy lifestyles and demanding schedules, home exercise practices are also becoming more and more popular, which includes specialist gyms and fitness studios. In addition, urban growth and population need are fueling the expansion of supermarkets, sports specialty shops,

and e-commerce.

Owing to the increased health advantages of sports and exercise, sports & leisure equipment is being adopted across the country. In order to accommodate the increasing demand from their clients, the US government is also making an effort to deploy sports equipment. The introduction of current technology and enhanced raw materials are likely to increase demand for innovative and advanced sports equipment, creating new opportunities for leading industry participants and market expansion. For instance, businesses are stepping up their research and development efforts to create improved materials for badminton rackets that will increase strength, improve string tension, and reduce distortions.

Increasing Government Initiatives Regarding Sports Participation Fuels Market Growth

The percentage of people choosing healthy lifestyles has significantly increased in the United States, and consumer involvement in various sporting activities has expanded due to the desire to stay fit. Consumers are increasingly looking for different sports and leisure equipment, particularly for ball sports, in keeping with the athleisure trend. The industry has been driven in recent years due to a rise in government efforts in the nation intended to boost sports participation.

New Product Launches Fuels Market Growth

American companies are manufacturing new products for the satisfaction of the consumers, which fuels the demand and growth of the hand tools market in the United States. For instance, Wilson Sporting Goods Co. launched a tennis collection focusing on performance. New technical materials designed to perform at the greatest level both on and off the court could be added to popular fashions. Moreover, Dior and Technogym together launched a line of stylish sports equipment. A treadmill, a training bench, and an exercise ball are among the items in the limited-edition line. These different creations of art represent a shared desire to encourage a lifestyle that blends physical activity and style, pushing people to live happier and healthier lives.

Challenges in the United States Sports & Leisure Goods Market

Growing sales of fake and counterfeit sports and leisure equipment have an impact on vendors' brand names and are predicted to impede market revenue growth. Other factors that are expected to impede the revenue growth of the United States sports and leisure goods market over the forecast period include the rising costs of golf and other

premium sports equipment, as well as the high membership fees associated with various sports and leisure activities.

Market Segmentation

United States sports & leisure goods market is segmented on the basis of product type, distribution channel, region, and company. Based on product type, the market is further split into golf equipment, fitness sports equipment, adventure sports equipment, ball sports equipment, and others. Based on distribution channels, the market is segmented into supermarkets/hypermarkets, specialty stores, local sports shops, online, and others.

Market Players

Under Armour® Inc., Nike, Inc., Everlast Worldwide, Inc., Wilson Sporting Goods Co., Franklin Sports Inc., Cabela's Inc., Callaway Golf Co., Dunlop Sports Group Americas Inc., Boardriders, Inc., New Balance Athletics, Inc., are the major market players operating in the United States sports & leisure goods market.

Report Scope:

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

United States Sports & Leisure Goods Market, By Product Type:

Golf Equipment

Fitness Sports Equipment

Adventure Sports Equipment

Ball Sports Equipment

Others

United States Sports & Leisure Goods Market, By Distribution Channel:

Supermarkets/Hypermarkets

Specialty Stores

Local Sports Shops

Online

Others

United States Sports & Leisure Goods Market, By Region:

South

West

Mid-West

North-East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the United States sports & leisure goods market.

Available Customizations:

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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