

US Sports Mouthguard Market By Type (Custom-Made Mouth Guards, Boil and Bite Mouth Guards, Stock Mouth Guards), By Material (EVA, Natural Rubber, Acrylic Resin, Others), By Distribution Channel (Online, Offline), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

The US Sports Mouthguard market was valued at USD 1.02 billion in 2024 and is expected to grow to USD 1.64 billion by 2030 with a CAGR of 5.89% during the forecast period. The Sports Mouthguard market is driven by various factors such as the rising demand for protection, comfort, and fit. Protection is crucial for preventing dental injuries, concussions, and jaw damage. Comfort and fit are essential to ensure athletes can wear the mouthguard without discomfort, often achieved through custom or boil-and-bite options. Material durability ensures the mouthguard withstands repeated use without degrading. Breathability and speech clarity are important for performance, especially during intense activity. This type of sport influences the required level of protection, with contact sports requiring stronger guards. Age, size, and whether the athlete has braces also affect mouthguard selection. Cost varies with customization and features. Technological innovations, such as smart sensors or antimicrobial coatings, further enhance mouthguard effectiveness, while adherence to safety standards ensures compliance.

Key Market Drivers

Growing Sports Activities

The growing participation in various sports activities is a significant driving factor for the

increased demand for sports mouthguards. As more athletes engage in contact sports like football, hockey, boxing, and lacrosse, the need for effective oral protection rises. As a part of this, as of 2023, according to the Sports & Fitness Industry Association and Sports Marketing Surveys USA, a record 242 million people in the United States played a sport or participated in a fitness activity, driven by basketball's continued popularity and pickleball's sustained double-digit growth. Also, the rising popularity of combat sports and recreational activities like MMA and skateboarding contributes to this growth.

With more athletes, particularly youth and amateur players, becoming aware of the risks of oral injuries and concussions, there's a greater focus on preventive measures, boosting mouthguard usage. Innovations in mouthguard designs, including improved comfort, breathability, and customizable fits, make them more appealing to athletes. This increased awareness and demand are also influenced by regulatory bodies in sports requiring mouthguards for specific activities. As safety standards evolve and more athletes seek optimal protection, the market for sports mouthguards continues to expand, making them an essential piece of equipment in modern sports culture.

Rising Growth of E-Commerce Platform

The rising growth of e-commerce platforms is a major driver in the increased demand for sports mouthguards. As online shopping continues to expand, athletes can easily access a wide variety of mouthguards from different brands and manufacturers without the need for in-store visits. E-commerce platforms provide convenience, detailed product descriptions, reviews, and user feedback, helping consumers make informed choices about the best mouthguard for their needs.

Also, e-commerce has enabled the growth of custom-fit mouthguards, as athletes can now order bespoke products online through simple impressions or digital scans. The ability to easily compare prices and features also contributes to increased sales, offering athletes the chance to select products that match their specific sport, age, and protection requirements. With e-commerce platforms allowing reach, brands can connect with a broader audience, including those in remote areas, further promoting awareness of the importance of mouthguards. This trend supports both consumer demand and innovation in mouthguard design, leading to enhanced options for sports safety.

Growing Sports Related Injuries

The rising incidence of sports-related injuries is a key driver in the growing U.S. sports mouthguard market. As awareness of the risks associated with contact sports like football, hockey, and boxing increases, more athletes are prioritizing protection against dental and facial injuries. This has led to a surge in demand for mouthguards, as they play a crucial role in preventing oral trauma, concussions, and jaw injuries. As a part of this, according to a recent study, as of September 2022, in the United States, around 30 million children and teenagers participate in some type of organized sports, and each year, over 3.5 million injuries occur, resulting in some loss of participation time. Sport-related injuries account for nearly one-third of all childhood injuries. Sprains and strains are the most common kind of youth sports injuries.

With increasing reports of dental injuries and head trauma, especially among youth and amateur athletes, safety guidelines and regulations have become stricter, further encouraging mouthguard use. The growing emphasis on athlete safety, coupled with advancements in mouthguard technology (such as custom-fit and comfort-enhancing features), has made them more appealing to athletes across all age groups. This trend, alongside higher participation rates in sports, continues to drive the expansion of the U.S. sports mouthguard market.

Key Market Challenges

Strict Government Norms

The presence of strict laws prevailing across the US region pertaining to Sports Mouthguard market may limit its market growth in the upcoming years. As a part of this, as of 1980, the American Society of Testing and Materials' Committee on Sports Equipment and Facilities adopted the current NCAA mouthguard standard. The law mandates mouthguards to be manufactured of a durable material that covers all the teeth of one jaw, often the upper. The two most common types of mouthguards in athletics are the boil and bite (also known as mouth formed) and custom-made mouthguards, which are manufactured from a mold of the athlete's teeth.

Fluctuating Prices of Raw Material

Fluctuating prices of raw materials pose a significant challenge to the US sports mouthguard industry. The cost of essential materials such as EVA (Ethylene Vinyl Acetate), rubber, and other polymers can vary due to changes in supply chains, economic conditions, and geopolitical factors. This price volatility affects manufacturing costs, making it difficult for producers to maintain consistent pricing for consumers. For

manufacturers, fluctuating material costs can lead to increased production expenses, forcing them to either raise retail prices or compromise on the quality of the mouthguards. This impacts both affordability and the overall quality of the product. Smaller manufacturers may struggle to absorb these cost changes, leading to potential market instability. In turn, consumers may face higher prices for high-quality, durable mouthguards or opt for cheaper, less effective alternatives, ultimately affecting the growth and sustainability of the market. Managing these fluctuations is crucial for manufacturers and the industry's long-term success.

Key Market Trends

Rising Demand for Eco-Friendly Materials

The rising demand for eco-friendly materials is a significant trend in the U.S. sports mouthguard market. As a part of this, according to a recent study, as of April 2024, when selecting between two similar products priced at USD 10 or less, 71% of buyers would choose the one that uses sustainable principles. As sustainability becomes a key concern across industries, athletes and manufacturers are increasingly seeking environmentally friendly alternatives to traditional plastic and synthetic materials used in mouthguards. This trend is driven by growing awareness of environmental impact and a push towards reducing plastic waste. As the eco-friendly movement continues to influence consumer behaviour, the demand for sustainable sports mouthguards is expected to grow.

Increasing Awareness of Safety

Increasing awareness of safety is a key trend driving the U.S. sports mouthguard market. As knowledge about the risks of dental injuries, concussions, and other oral trauma grows, athletes, parents, and coaches are prioritizing protective gear like mouthguards across a wider range of sports. This heightened awareness is especially prominent in youth sports, where organizations are mandating mouthguard use in contact sports such as football, hockey, and lacrosse, as well as non-contact sports like basketball and soccer. This has encouraged more athletes to adopt mouthguards as part of their essential safety equipment.

Rising Demand for Customization & Personalized Fit

The rising demand for customization and personalized fit is a prominent trend in the U.S. sports mouthguard market. Athletes are increasingly seeking mouthguards that

offer superior comfort, protection, and performance, which custom-fit products can provide. Unlike generic, one-size-fits-all options, custom mouthguards are designed based on an athlete's unique dental impressions or digital scans, ensuring a snug, secure fit that enhances comfort and safety during high-intensity sports.

Segmental Insights

Distribution Channel Insights

Offline dominated the US Sports Mouthguard market primarily due to the convenience of in-store purchases. Sports equipment stores, and dental offices remain the primary distribution channels for consumers seeking mouthguards. In-person shopping allows athletes to try on products for fit and comfort, ensuring the right choice for their needs. Also, offline retailers often provide expert advice on selecting the appropriate mouthguard based on sport type and individual preferences. As a result, offline retail remains a significant driver in the overall U.S. sports mouthguard market.

Regional Insights

West dominated the US Sports Mouthguard market, driven by factors such as high sports participation, strong athletic culture, and a focus on safety. States like California, Oregon, and Washington have large populations of athletes across various sports, including football, soccer, basketball, and hockey, which contribute to high demand for mouthguards. Also, the region's health-conscious culture and emphasis on injury prevention have further driven the market for protective gear like mouthguards.

Key Market Players

Opro

Shock Doctor Inc.

Venum Fight

Akervall Technologies Inc

Mogo Sport

Brain Pad, Inc.

Max Mouthguards

Under Armour, Inc

Revgear

Nike, Inc

Report Scope:

In this report, the US Sports Mouthguard Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

US Sports Mouthguard Market, By Type:

Custom-Made Mouth Guards

Boil and Bite Mouth Guards

Stock Mouth Guards

US Sports Mouthguard Market, By Material:

EVA

Natural Rubber

Acrylic Resin

Others

US Sports Mouthguard Market, By Distribution Channel:

Online

Offline

US Sports Mouthguard Market, By Region:

South

West

Midwest

Northeast

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the US Sports Mouthguard Market.

Available Customizations:

US Sports Mouthguard 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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