

Asia Pacific Tennis Racquet Market Forecast to 2031 – Regional Analysis – by End User [Adults (Men and Women) and Kids], Material (Graphite, Titanium, Carbon Fiber, and Others), and Distribution Channel (Supermarkets & Hypermarkets, Specialty Stores, Online Retail, and Others)

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Abstracts

The Asia Pacific tennis racquet market was valued at US\$ 132.07 million in 2023 and is expected to reach US\$ 207.15 million by 2031; it is estimated to register a CAGR of 5.8% from 2023 to 2031 .

Adoption of Eco-Friendly Material for Tennis Racquets Boosts Asia Pacific Tennis Racquet Market

From most tennis consumers ' viewpoint, the life cycle of a tennis racket is just from purchasing a brand-new racket to tossing away a worn-out racquet. However, the life cycle of a racquet is beyond that when environmental impacts are considered - from obtaining raw materials to decomposing the racquet. Assessing the life cycle of the tennis racquet opens another standpoint for consumers, especially looking into the materials needed to make, transport, distribute, and recycle a tennis racquet, which indicates the impact of a single tennis racquet on the environment. In February 2022, the Public Environmental Center for Sustainable Development (PECSD) found that over 90% of the one-and-a-half tons of waste collected are plastic bottles, cups, bags, stirrers, utensils, sunscreen wrappers, belts, toys, and even tennis racquets. Hence, manufacturers are adopting advanced technologies in manufacturing tennis racquets to minimize tennis racquet waste and encourage players to adopt eco-friendly tennis racquets. For instance, on April 22, 2022, Wilson Sporting Goods announced the launch of their eco-friendly tennis racquet series in celebration of Earth Day. The eco-

conscious collection, including three performance rackets, features bio-based and recycled material from Agiplast technology by Arkema and waterborne paints from Sherwin Williams, eventually decreasing the footprint of each racket produced. On the other hand, in May 2023, Luxilon released the first 100%-recycled string used in tennis racquets. Luxilon Eco Power is a performance tennis string innovated from entirely recycled materials composed of old plastic bottles, and the minimalist packaging also trims down on the amount of paper used to lower waste. Therefore, the presence of tennis brands, such as Yonex Co., Ltd., HEAD, and Wilson Sporting Goods worldwide, operating in the Asia Pacific tennis racquet market, has elevated sustainability efforts. All these factors are likely to provide lucrative opportunities for the tennis racquet market during the forecast period.

Asia Pacific Tennis Racquet Market Overview

The Asia Pacific region comprises Australia, China, India, Japan, South Korea, and other countries. Asia Pacific region has the most tennis participants due to many players from countries like China and India. According to Physical Activity Council (PAC) study, for the Asian Pacific Islander community, participation increased by 37% during the last three years (2019-2021), with 2.4 million people of the region playing tennis in 2022. With the growing number of tennis players, the Asia Pacific region offers massive opportunities for the growth of the tennis racquet market. Singapore, another country from the Asia Pacific, is becoming the sports hub and adopting strategies to promote women's tennis within the region. Indonesia and Malaysia have already seen considerable increases in children engaging in the Junior Tennis Initiative (JTI) program. Moreover, interest in tennis in various Asia Pacific countries such as China, Japan, India, and Thailand, has been helped by the success of top professional tennis players in the country. These players have sparked an increased interest in tennis among people from the region. Additionally, governments from Asia Pacific countries encourage the younger generation into the game by implementing favorable policies. The government of India has implemented Khelo India-National Program to develop and grow sports activities in the country. In addition, on December 27, 2022, the Association of Tennis Professionals (ATP) Tour and PacificPine Sports (a leading sports training and management company in China) partnered to create officially licensed 'Tennis Development Centers' in China & Hong Kong. The multi-year partnership, which begins in 2023, would provide a lucrative opportunity for the ATP to engage with junior tennis players and young fans across the region. Such policies from the governments and strategic partnership initiatives by the global tennis associations are expected to promote sports activities across the region, providing growth opportunities for the tennis racquet market.

Asia Pacific Tennis Racquet Market Revenue and Forecast to 2031 (US\$ Million)

Asia Pacific Tennis Racquet Market Segmentation

The Asia Pacific tennis racquet market is segmented into end user, material, distribution channel, and country.

Based on end user, the Asia Pacific tennis racquet market is bifurcated into adults and kids. The adults segment held a larger market share in 2023. Furthermore, the adults segment is sub segmented into men and women.

In terms of material, the Asia Pacific tennis racquet market is categorized into graphite, titanium, carbon fiber, and others. The carbon fiber segment held the largest market share in 2023.

By distribution channel, the Asia Pacific tennis racquet market is segmented into supermarkets & hypermarkets , specialty stores, online retail, and others. The supermarkets & hypermarkets segment held the largest market share in 2023.

By country, the Asia Pacific tennis racquet market is segmented into Australia, China, India, Japan, South Korea, and the Rest of Asia Pacific. China dominated the Asia Pacific tennis racquet market share in 2023.

YONEX Co Ltd, Sumitomo Rubber Industries Ltd, HEAD, Babolat, Wilson Sporting Goods, GAMMA Sports, PACIFIC Holding GmbH, Maus Freres SA, Authentic Brands Group LLC, and Freewill Infrastructures Pvt Ltd are some of the leading companies operating in the Asia Pacific tennis racquet market.

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