

Europe Squash Balls Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Product Type (Blue Dot Ball, Red Dot Ball, Single Yellow Dot Ball, Double Yellow Dot Ball, and Others) and Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others)

<https://marketpublishers.com/r/EB004D70E66BEN.html>

Date: March 2026

Pages: 144

Price: US\$ 3,450.00 (Single User License)

ID: EB004D70E66BEN

Abstracts

The Europe Squash Balls Market is projected to grow significantly, reaching an estimated US\$ 76,318.2 thousand by 2031, up from US\$ 56,183.8 thousand in 2024. This growth represents a compound annual growth rate (CAGR) of 4.5% from 2025 to 2031, indicating a robust demand for squash balls in the region.

Executive Summary and Market Analysis

The leading countries in the European squash scene include the UK, France, and Germany, where squash is gaining traction, particularly among the youth. Educational institutions such as schools and colleges are increasingly incorporating squash training into their programs, fostering greater exposure and participation in the sport. The European Squash Federation plays a pivotal role in promoting squash through standardized competitions and prestigious events like the European Team Championships, which enhance the sport's visibility and reputation.

The rise of online engagement and social media content focused on squash, along with the availability of online coaching platforms and fitness applications, has contributed to the sport's growing popularity. Health-conscious individuals, particularly professionals, are seeking adaptive and community-oriented forms of physical activity, which squash provides. The European Squash Federation has also introduced the Squash Players App (SPA), an interactive map that serves as a comprehensive resource for squash venues across Europe, featuring over 3,400 courts. This increased visibility and

accessibility are driving demand for squash balls in the region.

Strategic Insights

Market Segmentation

The Europe Squash Balls Market is segmented by product type and distribution channel. In terms of product type, the market includes categories such as Blue Dot Ball, Red Dot Ball, Single Yellow Dot Ball, Double Yellow Dot Ball, and others. Notably, the Double Yellow Dot Ball is expected to maintain the largest market share in 2024. Regarding distribution channels, the market is divided into Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and others. Specialty Stores are anticipated to hold the largest share in 2024, reflecting consumer preferences for specialized retail experiences.

Market Outlook

A significant driver of the squash balls market is the increasing investment in squash facilities. New and upgraded squash centers not only attract more players but also facilitate the hosting of local and international tournaments, thereby boosting overall participation in the sport. Enhanced facilities promote training programs and engage youth, leading to a consistent demand for squash equipment, including balls.

The growing interest in squash among young people is further fueled by its incorporation into physical education programs and extracurricular activities in schools. The International Olympic Committee's decision to include squash as one of the five new sports in the LA Olympic Games 2028 is expected to elevate the sport's global profile, further enhancing its appeal.

Investments in squash infrastructure and modern technologies are making the sport more accessible and attractive. Increased youth engagement through educational institutions is driving participation and fostering long-term interest in squash. The inclusion of squash in major global sporting events amplifies its visibility and popularity, contributing to the growth of the squash market and its related accessories.

Country Insights

The Europe Squash Balls Market is also analyzed by country, with Germany, France, Italy, Spain, and the United Kingdom being key players. The United Kingdom is projected to hold the largest market share in 2024. Initiatives like "Squash Girls Can" by England Squash aim to boost female participation in the sport, celebrating Women's Squash Week from September 16-22. This initiative has led to the introduction of female-only competitions and gender equality measures in junior competitions, significantly increasing girls' participation in squash. For instance, participation rose from 235 girls in the 2022-2023 season to 389 in 2023-2024 at the National School Championships, highlighting the growing player base and, consequently, the demand for squash balls in the UK.

Company Profiles

Key players in the Europe Squash Balls Market include Sumitomo Rubber Industries Ltd, HEAD, Karakal (Worldwide) Limited, Tecnifibre, VICTOR Europe GmbH, PrinceSquash, Black Knight, Grays Hockey, Price of Bath, and Amer Sports. These companies are employing various strategies such as expansion, product innovation, and mergers and acquisitions to enhance their product offerings and increase market share.

In summary, the Europe Squash Balls Market is poised for growth driven by increased participation, investment in facilities, and the sport's rising profile, particularly among youth and women.

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