

# Europe Tennis Racquet Market Forecast to 2030 – Regional Analysis – End User (Adults and Kids) and Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Retail, and Others)

<https://marketpublishers.com/r/EB4FC96991F0EN.html>

Date: November 2023

Pages: 0

Price: US\$ 3,000.00 (Single User License)

ID: EB4FC96991F0EN

## Abstracts

The Europe tennis racquet market is expected to grow from US\$ 125.45 million in 2023 to US\$ 155.92 million by 2030. It is estimated to grow at a CAGR of 3.2% from 2023 to 2030.

Rising Government Support to Sports Fuels the Europe Tennis Racquet Market.

The rising commitment of governments to sports has opened up new opportunities for sports such as tennis as opposed to earlier times when tennis was generally played only during Wimbledon in Europe. However, now, tennis has been widely played during numerous other events such as Commonwealth Games and Olympics. In addition to this, local governments continue to build additional facilities, including tennis courts, children's parks, and outdoor fitness areas within public spaces. Therefore, rising government initiatives and support are anticipated to facilitate the scope of tennis, thus creating ample opportunities for market growth and expanding the utility of racquets during the forecast period.

Moreover, nowadays, tennis equipment such as racquets frames that had been of a standard size and shape and constructed primarily of laminated wood were suddenly manufactured in a varied choice of shapes, sizes, and materials, the most substantial milestones being the introduction of metal frames. Sports associations and governments have been at the forefront of developments over the last few years. Efforts for rising sports participation, concentrating on tennis, have been highly observed in

countries such as the UK. For instance, in 2019, the Lawn Tennis Association (LTA) announced the expansion of hundreds of new indoor tennis courts in communities across the UK over the next ten years, which is projected to benefit over three million players.

## Europe Tennis Racquet Market Overview

Europe comprises of various significant economies, including Germany, France, Italy, the UK, Russia, among others. Tennis is amongst the most popular sports in the region. In December 2022, the report by the International Tennis Federation (ITF) revealed that in Europe, 16,102 players (8,711 boys and 7,391 girls) competed at the International Tennis Federation (ITF)'s 'World Tennis Tour Juniors' events in 2021, beating the previous best of 14,832 in 2019. Hence, the emerging group of players across Europe is projected to aid the adoption of tennis over the coming years. Moreover, the International Tennis Federation (ITF) published an article in February 2022 mentioning that the greatest number of coaches (59.9%) are registered in Europe.

Consequently, Europe boasts the highest proportion of coaches relative to tennis players (253 players to every coach). In 2019, Europe was also the most represented region at Grand Slam tournaments, with 55.1% of junior players and 65.2% of professional players. Hence, the highest proportion of coaches, coupled with the representation of Grand Slam tournaments, have increased the popularity of tennis in the region.

Further, various organizations are organizing tennis championships and events across the region, driving sports enthusiasts' participation. For instance, Tennis Europe is the European Tennis Federation, which has 50 member countries and organizes approximately 1,200 tennis events annually. Such organizations encourage people across the region to participate in tennis by sanctioning, managing, and supporting different international tennis events, potentially driving the growth of the Europe tennis racquet market. Some of the world-famous tennis players, including Novak Djokovic, Andy Murray, Marin Cilic, Kim Clijsters, and Justine Henin, among others, are from Europe that are inspiring many young sports enthusiasts across the region, which is expected to further boost the tennis racquet market growth over the forecast period. Manufacturers of tennis racquets have potential growth opportunities to expand their business operations across Europe owing to the presence of a large customer base coupled with high product demand. Moreover, the rapidly developing organized retail sector across the region is enabling high accessibility and easy availability of sports merchandise, which extensively favors the tennis racquet market growth.

## Europe Tennis Racquet Market Revenue and Forecast to 2030 (US\$ Million)

### Europe Tennis Racquet Market Segmentation

The Europe tennis racquet market is segmented into distribution channel, end user, and country.

Based on distribution channel, the Europe tennis racquet market is segmented into supermarkets & hypermarkets, specialty store, online retail, and others. The supermarkets & hypermarkets segment held a largest share of the Europe tennis racquet market in 2023.

Based on end user, the Europe tennis racquet market is segmented into adults and kids. The adults segment held the larger share of the Europe tennis racquet market in 2023.

Based on country, the Europe tennis racquet market is segmented into the Germany France, Italy, UK, Russia, and Rest of Europe. Germany dominated the Europe tennis racquet market in 2023.

YONEX Co., Ltd.; Sumitomo Rubber Industries Ltd; HEAD; Babolat; Wilson Sporting Goods; GAMMA Sports; PACIFIC Holding GmbH; Maus Frères SA; and Authentic Brands Group LLC are some of the leading companies operating in the Europe tennis racquets market.

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