

Middle East & Africa Squash Rackets Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Racket Construction (Open Throat and Closed Throat), Racket Balance (Head Light, Head Heavy, and Even Balance), and Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Other Distribution Channels)

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Abstracts

The Middle East & Africa squash rackets market is projected to grow significantly, with an expected market size of approximately US\$ 8,540.1 thousand by 2031, up from US\$ 6,250.7 thousand in 2024. This growth translates to a compound annual growth rate (CAGR) of 4.6% from 2025 to 2031.

Executive Summary and Market Analysis

The growth of the squash rackets market in the Middle East and Africa is primarily driven by an increasing interest in health and fitness, coupled with substantial investments from both government and private sectors in sports infrastructure. Urbanization and a burgeoning middle-class population are contributing to a heightened demand for premium recreational activities, including squash, particularly in countries like the UAE, Saudi Arabia, and Qatar. National initiatives, such as Saudi Vision 2030, have placed a strong emphasis on sports development, leading to the construction of state-of-the-art squash facilities and the promotion of local talent through training academies and international collaborations.

According to the World Squash Federation, the region is experiencing a notable increase in squash tournaments, which enhances the sport's visibility and popularity. The rise of sports tourism and the hosting of prestigious international events, such as

the PSA World Tour Finals in Cairo, have attracted global racket manufacturers to explore opportunities in this regional market. Additionally, partnerships between sports equipment companies and regional sports councils, along with the entry of leading global brands like Dunlop and Tecnifibre into African markets, are strengthening the distribution network for high-quality squash rackets.

Market Segmentation Analysis

The Middle East & Africa squash rackets market can be segmented based on various criteria:

By Racket Construction: The market is divided into Open Throat and Closed Throat categories, with Closed Throat holding the largest market share in 2024.

By Racket Balance: The segmentation includes Head Light, Head Heavy, and Even Balance, where Head Light is the leading category in 2024.

By Distribution Channel: The market is segmented into Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others, with Specialty Stores dominating the market share in 2024.

Market Outlook

The e-commerce and direct-to-consumer channels are rapidly expanding globally, and this trend is also reflected in the squash rackets market. As online shopping becomes increasingly popular, especially among sports and fitness enthusiasts, e-commerce platforms provide manufacturers and brands with a direct route to reach a wider and more diverse customer base. This shift allows companies to overcome traditional retail limitations, such as restricted shelf space and geographic distribution challenges, enabling them to showcase a broad range of racket models tailored to various player needs.

The online presence not only enhances brand visibility but also allows manufacturers to engage directly with end-users, fostering stronger brand loyalty. E-commerce and direct-to-consumer models enable brands to gather real-time consumer data, which can be used to refine product offerings, adjust pricing strategies, and personalize marketing efforts. The ability to offer customizable rackets, bundle deals, virtual consultations, and fast shipping further enriches the online shopping experience, leading to increased consumer satisfaction and repeat purchases. As health-conscious lifestyles and interest in racket sports continue to rise, the squash rackets market stands to benefit significantly from the convenience and efficiency provided by these digital channels.

Country Insights

The market is segmented by country into South Africa, Saudi Arabia, the United Arab Emirates, and the Rest of Middle East & Africa, with the Rest of Middle East & Africa holding the largest market share in 2024. Countries such as Egypt, Israel, Turkey, Qatar, and Kuwait are key contributors to the squash rackets market in this region. These nations are witnessing a steady increase in squash participation, driven by youth development programs, enhanced media exposure, and investments in squash infrastructure. Egypt, in particular, continues to lead by producing top-ranked professional players and hosting high-profile tournaments that attract international attention and boost local demand for advanced squash equipment.

In Israel, squash is gaining popularity with the establishment of new training academies and municipal initiatives aimed at integrating squash into school sports programs. Furthermore, the Middle East Squash Confederation announced a regional partnership to launch the ME Squash League in March 2025, a cross-border initiative designed to enhance competition and fan engagement across participating countries. These developments collectively expand the sport's presence and fuel the demand for high-quality squash rackets and accessories throughout the region.

Company Profiles

Key players in the Middle East & Africa squash rackets market include Dunlop Sports, HEAD, Karakal (Worldwide) Limited, Tecnifibre, VICTOR Europe GmbH, PrinceSquash, Black Knight, Grays Hockey, Harrow Sport, Amer Sports, UNSQUASHABLE, Salming Australia, XamsaSquash, Manta World Sport, and Play Ashaway. These companies are employing various strategies such as expansion, product innovation, and mergers and acquisitions to enhance their market presence and offer innovative products to consumers.

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