

Middle East & Africa 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)

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Abstracts

The Middle East & Africa tennis racquet market is expected to grow from US\$ 16.56 million in 2023 to US\$ 20.11 million by 2030. It is estimated to grow at a CAGR of 2.8% from 2023 to 2030.

Adoption of Tennis as Recreational Sport in Young Population

Growing awareness regarding the significance of sports in sustaining fitness and health has increased the participation rate in tennis worldwide. Furthermore, tennis has gained significant popularity, particularly among the elderly population. Moreover, it also exhibits certain advantages such as increasing aerobic activities, lowering resting heart rate and blood pressure, improving metabolic function, and increasing bone density. In addition to this, cardio tennis has gained remarkable popularity among all age groups. It is a group activity that includes a high-energy workout, including warm-up and cardio workouts to burn calories in a healthy way. Cardio tennis follows the positive trends in group exercise and fitness, and Net Generation is also focusing on bringing more youth into the sport. As the participants are entering maturity and consequently experiencing increased flexible income, spending on participation in multiple sports activities has increased. This has been highly beneficial for the development of the tennis industry, and demand for tennis equipment is projected to support the expansion of the Middle East & Africa tennis racquet market over the forecast period.

Middle East & Africa Tennis Racquet Market Overview

The Middle East and Africa consists of several growing economies, such as South Africa, Saudi Arabia, the UAE, and others. This region is witnessing rapid economic development leading to the rising disposable income of consumers, improving lifestyles, and increasing expenditure on recreational activities in sports. The participation of people in sports across the region is significantly increasing owing to rising encouragement from governments of countries like the UAE, and Saudi Arabia, among others, for active participation in different sports. The countries in this region have recognized the potential of the sports industry and have been investing strategically in their resources and competencies across the sports sector for many years. The UAE has world-class facilities and hosts local, regional, and international events that attract top athletes and promote grassroots development. The tennis racquets market across the region is expected to witness remarkable growth in the coming years owing to the increasing popularity of the sport amongst the women in the region. Tennis is gaining appeal as a women's sport in the Middle East and Africa. Long overlooked in the region, the sport is gaining traction with tournaments held in Qatar, the UAE, and Morocco, enhancing its visibility and encouraging local players to participate. In April 2023, the Association of Tennis Professionals (ATP) announced its Next Gen finals in Saudi Arabia 2023. The relocation of the prestigious event to Saudi Arabia would represent the kingdom's growing leverage and investment in tennis. Hence, the countries such as Saudi Arabia invests heavily in tennis and entertainment to diversify their economy and boost their international profile. This factor is potentially driving the tennis racquet market growth. Moreover, the region's initiatives in promoting tennis, coupled with heavy investments in developing sports infrastructure, will open lucrative growth opportunities for the tennis racquet market in the coming years.

Middle East & Africa Tennis Racquet Market Revenue and Forecast to 2030 (US\$ Million)

Middle East & Africa Tennis Racquet Market Segmentation

The Middle East & Africa tennis racquet market is segmented into distribution channel and end user, and country.

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

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

Based on country, the Middle East & Africa tennis racquet market is segmented into the South Africa, UAE, Saudi Arabia, and Rest of Middle East & Africa. The South Africa dominated the Middle East & Africa tennis racquet market in 2023.

YONEX Co. Ltd.; Sumitomo Rubber Industries Ltd; Babolat; Wilson Sporting Goods; GAMMA Sports; PACIFIC Holding GmbH; Maus Freres SA; and Authentic Brands Group LLC are some of the leading companies operating in the Middle East & Africa tennis racquets market.

Contents

1. INTRODUCTION

1.1 Study Scope

1.2 The Insight Partners Research Report Guidance

1.3 Market Segmentation

1.3.1 Middle East & Africa Tennis Racquet Market, by End-User

1.3.2 Middle East & Africa Tennis Racquet Market, by Distribution Channel

1.3.3 Middle East & Africa Tennis Racquet Market, by Country

2. KEY TAKEAWAYS

3. RESEARCH METHODOLOGY

3.1 Scope of the Study

3.2 Research Methodology

3.2.1 Data Collection:

3.2.2 Primary Interviews:

3.2.3 Hypothesis formulation:

3.2.4 Macro-economic factor analysis:

3.2.5 Developing base number:

3.2.6 Data Triangulation:

3.2.7 Country level data:

4. MIDDLE EAST & AFRICA TENNIS RACQUET MARKET LANDSCAPE

4.1 Market Overview

4.2 Middle East & Africa PEST Analysis

4.3 Expert Opinion

5. MIDDLE EAST & AFRICA TENNIS RACQUET MARKET – KEY MARKET DYNAMICS

5.1 Market Drivers

5.1.1 Adoption of Tennis as Recreational Sport in Young Population

5.1.2 Rising Government Support to Sports

5.2 Market Restraints

- 5.2.1 High Expenses Related to Tennis
- 5.3 Market Opportunities
 - 5.3.1 Adoption of Eco-Friendly Material for Tennis Racquets
- 5.4 Future Trends
 - 5.4.1 New Product Innovations
- 5.5 Impact Analysis

6. MIDDLE EAST & AFRICA TENNIS RACQUET MARKET ANALYSIS

- 6.1 Overview
- 6.2 Middle East & Africa Tennis Racquet Market - Revenue and Forecast to 2030 (US\$ Million)

7. MIDDLE EAST & AFRICA TENNIS RACQUET MARKET ANALYSIS BY END-USER

- 7.1 Overview
- 7.2 Middle East & Africa Tennis Racquet Market, By End-User (2022 and 2030)
- 7.3 Adults
 - 7.3.1 Overview
 - 7.3.2 Middle East & Africa Adults: Tennis Racquet Market – Revenue and Forecast to 2030 (US\$ Million)
- 7.4 Kids
 - 7.4.1 Overview
 - 7.4.2 Middle East & Africa Kids: Tennis Racquet Market – Revenue and Forecast to 2030 (US\$ Million)

8. MIDDLE EAST & AFRICA TENNIS RACQUET MARKET ANALYSIS – BY DISTRIBUTION CHANNEL

- 8.1 Overview
- 8.2 Middle East & Africa Tennis Racquet Market, By Distribution Channel (2022 and 2030)
- 8.3 Supermarkets and Hypermarkets
 - 8.3.1 Overview
 - 8.3.2 Middle East & Africa Supermarkets and Hypermarkets: Tennis Racquet Market – Revenue and Forecast to 2030 (US\$ Million)
- 8.4 Specialty Stores
 - 8.4.1 Overview

8.4.2 Middle East & Africa Specialty Stores: Tennis Racquet Market – Revenue and Forecast to 2030 (US\$ Million)

8.5 Online Retail

8.5.1 Overview

8.5.2 Middle East & Africa Online Retail: Tennis Racquet Market – Revenue and Forecast to 2030 (US\$ Million)

8.6 Others

8.6.1 Overview

8.6.2 Middle East & Africa Others: Tennis Racquet Market – Revenue and Forecast to 2030 (US\$ Million)

9. MIDDLE EAST & AFRICA TENNIS RACQUET MARKET – COUNTRY ANALYSIS

9.1 Overview

9.1.1 Middle East and Africa: Tennis Racquet Market –Revenue (2022) (US\$ Million)

9.1.2 Middle East and Africa: Tennis Racquet Market, by Key Country

9.1.2.1 South Africa: Tennis Racquet Market –Revenue and Forecast to 2030 (US\$ Million)

9.1.2.1.1 South Africa: Tennis Racquet Market, by End-User

9.1.2.1.2 South Africa: Tennis Racquet Market, by Distribution Channel

9.1.2.2 Saudi Arabia: Tennis Racquet Market –Revenue and Forecast to 2030 (US\$ Million)

9.1.2.2.1 Saudi Arabia: Tennis Racquet Market, by End-User

9.1.2.2.2 Saudi Arabia: Tennis Racquet Market, by Distribution Channel

9.1.2.3 UAE: Tennis Racquet Market –Revenue and Forecast to 2030 (US\$ Million)

9.1.2.3.1 UAE: Tennis Racquet Market, by End-User

9.1.2.3.2 UAE: Tennis Racquet Market, by Distribution Channel

9.1.2.4 Rest of MEA: Tennis Racquet Market –Revenue and Forecast to 2030 (US\$ Million)

9.1.2.4.1 Rest of MEA: Tennis Racquet Market, by End-User

9.1.2.4.2 Rest of MEA: Tennis Racquet Market, by Distribution Channel

10. INDUSTRY LANDSCAPE

10.1 Overview

10.2 Expansion

10.3 New Product Development

10.4 Merger and Acquisition

11. COMPANY PROFILES

11.1 YONEX Co., Ltd.

- 11.1.1 Key Facts
- 11.1.2 Business Description
- 11.1.3 Products and Services
- 11.1.4 Financial Overview
- 11.1.5 SWOT Analysis
- 11.1.6 Key Developments

11.2 Sumitomo Rubber Industries Ltd

- 11.2.1 Key Facts
- 11.2.2 Business Description
- 11.2.3 Products and Services
- 11.2.4 Financial Overview
- 11.2.5 SWOT Analysis
- 11.2.6 Key Developments

11.3 Babolat

- 11.3.1 Key Facts
- 11.3.2 Business Description
- 11.3.3 Products and Services
- 11.3.4 Financial Overview
- 11.3.5 SWOT Analysis
- 11.3.6 Key Developments

11.4 Wilson Sporting Goods

- 11.4.1 Key Facts
- 11.4.2 Business Description
- 11.4.3 Products and Services
- 11.4.4 Financial Overview
- 11.4.5 SWOT Analysis
- 11.4.6 Key Developments

11.5 GAMMA Sports

- 11.5.1 Key Facts
- 11.5.2 Business Description
- 11.5.3 Products and Services
- 11.5.4 Financial Overview
- 11.5.5 SWOT Analysis
- 11.5.6 Key Developments

11.6 PACIFIC Holding GmbH

- 11.6.1 Key Facts

- 11.6.2 Business Description
- 11.6.3 Products and Services
- 11.6.4 Financial Overview
- 11.6.5 SWOT Analysis
- 11.6.6 Key Developments
- 11.7 Maus Fr?res SA
 - 11.7.1 Key Facts
 - 11.7.2 Business Description
 - 11.7.3 Products and Services
 - 11.7.4 Financial Overview
 - 11.7.5 SWOT Analysis
 - 11.7.6 Key Developments
- 11.8 Authentic Brands Group LLC
 - 11.8.1 Key Facts
 - 11.8.2 Business Description
 - 11.8.3 Products and Services
 - 11.8.4 Financial Overview
 - 11.8.5 SWOT Analysis
 - 11.8.6 Key Developments

12. APPENDIX

- 12.1 About The Insight Partners
- 12.2 Glossary of Terms

List Of Tables

LIST OF TABLES

Table 1. Middle East & Africa Tennis Racquet Market –Revenue and Forecast to 2030 (US\$ Million)

Table 2. South Africa Tennis Racquet Market, by End-User – Revenue and Forecast to 2030 (US\$ Million)

Table 3. South Africa Tennis Racquet Market, by Distribution Channel – Revenue and Forecast to 2030 (US\$ Million)

Table 4. Saudi Arabia Tennis Racquet Market, by End-User – Revenue and Forecast to 2030 (US\$ Million)

Table 5. Saudi Arabia Tennis Racquet Market, by Distribution Channel – Revenue and Forecast to 2030 (US\$ Million)

Table 6. UAE Tennis Racquet Market, by End-User – Revenue and Forecast to 2030 (US\$ Million)

Table 7. UAE Tennis Racquet Market, by Distribution Channel – Revenue and Forecast to 2030 (US\$ Million)

Table 8. Rest of MEA Tennis Racquet Market, by End-User – Revenue and Forecast to 2030 (US\$ Million)

Table 9. Rest of MEA Tennis Racquet Market, by Distribution Channel – Revenue and Forecast to 2030 (US\$ Million)

Table 10. Glossary of Terms, Middle East & Africa Tennis Racquet Market

List Of Figures

LIST OF FIGURES

- Figure 1. Middle East & Africa Tennis Racquet Market Segmentation
- Figure 2. Middle East & Africa Tennis Racquet Market Segmentation – By Country
- Figure 3. Middle East & Africa Tennis Racquet Market Overview
- Figure 4. Middle East & Africa Tennis Racquet Market, By Distribution Channel
- Figure 5. Middle East & Africa Tennis Racquet Market, by Geography
- Figure 6. Middle East and Africa – PEST Analysis
- Figure 7. Expert Opinion
- Figure 8. Middle East & Africa Tennis Racquet Market Impact Analysis of Drivers and Restraints
- Figure 9. Middle East & Africa Tennis Racquet Market – Revenue and Forecast to 2030 (US\$ Million)
- Figure 10. Middle East & Africa Tennis Racquet Market Revenue Share, By End-User (2022 and 2030)
- Figure 11. Middle East & Africa Adults: Tennis Racquet Market – Revenue and Forecast to 2030 (US\$ Million)
- Figure 12. Middle East & Africa Kids: Tennis Racquet Market – Revenue and Forecast to 2030 (US\$ Million)
- Figure 13. Middle East & Africa Tennis Racquet Market Revenue Share, By Distribution Channel (2022 and 2030)
- Figure 14. Middle East & Africa Supermarkets and Hypermarkets: Tennis Racquet Market – Revenue and Forecast to 2030 (US\$ Million)
- Figure 15. Middle East & Africa Specialty Stores: Tennis Racquet Market – Revenue and Forecast to 2030 (US\$ Million)
- Figure 16. Middle East & Africa Online Retail: Tennis Racquet Market – Revenue and Forecast to 2030 (US\$ Million)
- Figure 17. Middle East & Africa Others: Tennis Racquet Market – Revenue and Forecast to 2030 (US\$ Million)
- Figure 18. Middle East and Africa: Tennis Racquet Market – Revenue (2022) (US\$ Million)
- Figure 19. Middle East and Africa: Tennis Racquet Market Revenue Share, by Key Country (2022 and 2030)
- Figure 20. South Africa: Tennis Racquet Market –Revenue and Forecast to 2030 (US\$ Million)
- Figure 21. Saudi Arabia: Tennis Racquet Market –Revenue and Forecast to 2030 (US\$ Million)

Million)

Figure 22. UAE: Tennis Racquet Market –Revenue and Forecast to 2030 (US\$ Million)

Figure 23. Rest of MEA: Tennis Racquet Market –Revenue and Forecast to 2030 (US\$ Million)

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