

# **Middle East & Africa 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 Middle East & Africa tennis racquet market was valued at US\$ 18.59 million in 2023 and is expected to reach US\$ 25.36 million by 2031; it is estimated to register a CAGR of 4.0% from 2023 to 2031 .

### **New Product Innovations Boost Middle East & Africa Tennis Racquet Market**

The demand for tennis racquet products is surging due to new product innovations by various market players such as, Yonex Co., Ltd. The company announced the launch of the 7th-generation VCORE racquet in January 2023. The 7th-generation VCORE racquet features a high trajectory spin ball that drops and bounces on a grand scale, allowing players a more comprehensive range of strategic and aggressive gameplay. Similarly, the DUNLOP brand of Sumitomo Rubber Industries, Ltd. has introduced an innovative CX Series range of control racquets. This innovative range has been designed to give players complete control over their power, spin, and accuracy. In addition to this, On April 10, 2023, Babolat released the new Pure Aero Rafa racket cosmetic endorsed by Rafael Nadal. It has a much higher swing weight and heavier frame. It is available in the original Aeropro Drive frame construction. Also, the company made available a lighter version. Moreover, the International Tennis Federation (ITF) had previously outlawed the smart racquets in competition; however, players can now use the technology, such as Rafael Nadal's new racquet and devices like heart-rate

monitors that record data about player performance in real time. The first commercial release of tennis sensors was on August 22, 2013, with the Babolat Play. Since then, more and more products have emerged on the market that tries to measure every possible metric of a tennis player to improve performance. Hence, technology is changing the conventional ways of playing recreational and competitive sports such as tennis. Therefore, inertial measurement units (IMU) sensors have a buoyant demand from tennis players. These sensors are placed on the body or sporting equipment to record information, such as velocities, accelerations, and angles, that can be tracked and programmed in tennis. Thus, the increased demand for advanced technology-incorporated tennis racquet, and other related products, along with new product developments, is strongly complementing the market's growth.

### 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 2031 (US\$

Million)

## Middle East & Africa Tennis Racquet Market Segmentation

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

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

YONEX Co Ltd, Sumitomo Rubber Industries Ltd, Babolat, Wilson Sporting Goods, and Authentic Brands Group LLC are some of the leading companies operating in the Middle East & Africa tennis racquet market.

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