

North America 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/NF4974BECDC2EN.html>

Date: March 2026

Pages: 129

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

ID: NF4974BECDC2EN

Abstracts

The North America Squash Balls Market is projected to grow significantly, reaching an estimated US\$ 26,385.0 Thousand by 2031, up from US\$ 18,274.8 Thousand in 2024. This growth reflects a compound annual growth rate (CAGR) of 5.4% from 2025 to 2031.

Executive Summary and Market Analysis

As of September 2023, the Trust for America's Health reported that 41.9% of Americans are affected by obesity, which is linked to various health issues. In response, many individuals are increasingly engaging in physical activities and sports, including squash, to improve their health. Squash has a rich history in North America and is gaining popularity, leading to a rising demand for squash balls. This trend is largely driven by a growing health-conscious population that is actively participating in sports like squash. Upcoming events such as the 2025 MA Squash Softball Doubles Tournament, which runs from February to May 2025 in the US, and the Squash for New Canadian Residents tournament in Canada, are expected to further promote the sport and increase the demand for squash balls in the region.

Market Segmentation

The North America 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. The Double Yellow Dot Ball is anticipated to hold the largest market share in 2024. Regarding distribution channels, the market is divided into Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and others, with Specialty Stores expected to dominate the market share in 2024.

Market Outlook

The future of the North America Squash Balls Market looks promising, particularly due to initiatives aimed at increasing women's participation in squash. Programs that support training, tournaments, and grassroots campaigns are encouraging more women to engage in the sport. This inclusivity is expanding the player base and driving demand for squash equipment. As female participation rises, the market is likely to experience sustained growth.

Organizations like Squash British Columbia (Squash BC) are actively working to increase female participation through initiatives such as the Women in Squash program, which focuses on retaining and recruiting women and girls in the sport. Additionally, Squash Canada, in collaboration with the Inclusivity, Diversity, Equity, and Accessibility (IDEA) Committee, is promoting women's involvement by offering professional development courses and funding opportunities. The US SQUASH organization also supports women's participation through its Women & Girls Initiative, which provides mentorship and professional development opportunities.

At the elite level, the US women's squash team made history by reaching the semifinals of the Women's World Team Championships for the first time in 2022, showcasing the growing talent and recognition of women in the sport. These initiatives are crucial in fostering a supportive environment for women in squash, which in turn drives demand for squash equipment and apparel.

Country Insights

The North America Squash Balls Market is segmented by country into the United States, Canada, and Mexico, with the United States holding the largest market share in 2024. Various national initiatives are enhancing the sport's visibility and popularity. For instance, the Community Squash Initiative aims to make squash more accessible and affordable at the local level, while the Women & Girls Initiative focuses on increasing female participation through training and support for coaches.

Moreover, the Collegiate Squash Initiative is establishing recreational squash programs on college campuses, integrating the sport into student life and promoting youth engagement. These efforts are expected to improve participation rates, access to the sport, and talent development, ultimately strengthening the squash ecosystem in the US.

Company Profiles

Key players in the North America 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 market presence and offer innovative products to consumers.

In conclusion, the North America Squash Balls Market is poised for growth, driven by increasing health consciousness, supportive initiatives for women's participation, and a vibrant community of squash players. The combination of these factors is expected to create a robust market environment for squash balls in the coming years.

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