

North America 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 North America Squash Rackets Market is projected to grow significantly, reaching an estimated US\$ 73,143.6 thousand by 2031, up from US\$ 50,722.5 thousand in 2024. This growth represents a compound annual growth rate (CAGR) of 5.4% from 2025 to 2031.

Executive Summary and Market Analysis

The increasing popularity of racket sports, particularly among urban populations and younger individuals, is driving the demand for squash equipment. Squash is recognized as a high-intensity, full-body workout that enhances cardiovascular health, agility, and endurance. Health and fitness organizations, along with government initiatives, have been promoting squash as an effective means to meet recommended physical activity levels. For example, national fitness campaigns and youth sports development programs in the United States and Canada have encouraged participation in indoor racket sports, including squash.

The revival of squash programs in schools and colleges, along with the establishment of new squash courts and training facilities in metropolitan areas, has made the sport more accessible. In 2023, US Squash collaborated with local community centers to provide access to squash for underserved regions, offering free training and equipment, which

has led to an increase in demand for beginner-level equipment. Technological advancements in racket materials and design, such as lightweight graphite frames and enhanced grip technology, have also made squash more appealing to both amateur and professional players. Additionally, the rise of e-commerce platforms has significantly contributed to market growth, as consumers prefer to compare and purchase squash rackets and accessories online. Retailers like Amazon, Decathlon, and specialized sporting goods stores provide extensive product ranges, customer reviews, and competitive pricing, further stimulating market expansion.

Strategic Insights

Market Segmentation Analysis

The North America 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 market is segmented into Head Light, Head Heavy, and Even Balance, where Head Light is the leading category in 2024.

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

Market Outlook

The participation in squash and the development of infrastructure are on the rise. The inclusion of squash in the 2028 Los Angeles Olympic Games is expected to transform the sport, providing a global platform that attracts interest and investment. According to the World Squash Federation, this Olympic recognition is anticipated to elevate the sport's profile and inspire a new generation of athletes, leading to increased grassroots participation and infrastructure development across various regions. National associations and non-profit organizations are making significant strides in expanding the sport's reach. For instance, US Squash, in partnership with Girls Inc., has initiated a program to provide squash opportunities to over 3,000 girls, promoting inclusivity and athletic development in underrepresented communities. This initiative underscores the sport's growing integration into community-based youth programs and its appeal to younger demographics.

The expansion of urban squash facilities, community centers, and school-based programs is facilitating broader access to the sport. These developments are supported

by a growing awareness of squash as a high-intensity cardiovascular activity that enhances agility, hand-eye coordination, and overall fitness, making it attractive to health-conscious individuals across various age groups. Furthermore, the increasing number of amateur leagues and corporate wellness initiatives is contributing to a sustained interest in squash. As participation rises and infrastructure becomes more accessible, consumer spending on squash-related products is expected to grow steadily. Players are increasingly seeking performance-optimized and technologically advanced equipment. Thus, the ongoing global expansion of the sport, bolstered by Olympic inclusion and community development efforts, is poised to play a crucial role in supporting the long-term growth of the squash rackets market.

Country Insights

The North America Squash Rackets Market is segmented by country into the United States, Canada, and Mexico, with the United States holding the largest market share in 2024. The US is witnessing a growing interest in squash at both recreational and competitive levels, driven by increased investments in infrastructure, training programs, and community engagement. For example, in March 2025, US Squash launched its Player Development Pathway to support American players in their Olympic journey by providing training, coaching, and competitive opportunities. This initiative aims to foster long-term athlete development, ensuring that players remain engaged in the sport, whether they aspire to compete professionally or enjoy squash as a lifelong activity.

Company Profiles

Key players in the North America 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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