

# **North America 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 North America tennis racquet market was valued at US\$ 162.20 million in 2023 and is expected to reach US\$ 238.72 million by 2031; it is estimated to register a CAGR of 4.9% from 2023 to 2031 .

Adoption of Tennis as Recreational Sport in Young Population Fuels North America Tennis Racquet Market

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, in matured economies including Germany, France, and the US. 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. On January 12, 2023, The United States Tennis Association (USTA), stated that the number of US tennis participants grew by 1 million players in 2022, with more than 23.6 million playing tennis, and it was the third consecutive year that the sport had seen an increase. 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 tennis racquet market over the forecast period.

## North America Tennis Racquet Market Overview

The North America region includes the US, Canada, and Mexico. The US and Canada are the most prominent sports nations, with various sports facilities and infrastructure, hosting major sporting events in the countries. Increased awareness about a healthy lifestyle associated with playing tennis is expected to boost the growth of the tennis racquet market during the forecast period. Growing fitness consciousness among all age groups has increased the participation rate of people in sports, which benefits not only the nation's health but also the economy. Additionally, the increased participation of the population in tennis has also been supported due to the increased adoption of tennis as a recreational sport among the youth. According to the United States Tennis Association (USTA), the US tennis participation grew by 1 million players in 2022, with over 23.6 million people playing the sport, for the third consecutive year, and sports participation has increased. In Canada, tennis participation also increased by 1 million players in 2022, according to a report by the Physical Activity Council (PAC), released on March 14, 2023. Hence, the results mentioned above favor the growth of the tennis racquet market. Further, the rising tennis associations' support across the region has encouraged the players to adopt the tennis racquet. For instance, the United States Tennis Association (USTA) Foundation has contributed over US\$ 7 million in support, services and allocated to National Junior Tennis League (NJTL) chapters, which support under-resourced youth through free or low-cost tennis and education programs. Additionally, it awarded over US\$ 435,000 in scholarships for 46 student leaders in 2022. Thus, massive support by the associations tends to result in the vast adoption of tennis amongst the population, projected to drive the tennis racquet market growth.

## North America Tennis Racquet Market Revenue and Forecast to 2031 (US\$ Million)

### North America Tennis Racquet Market Segmentation

The North America tennis racquet market is segmented into end user, material, distribution channel, and country.

Based on end user, the North America 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 North America 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 North America 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 North America tennis racquet market is segmented into the US, Canada, and Mexico. The US dominated the North America tennis racquet market share in 2023.

YONEX Co Ltd, Sumitomo Rubber Industries Ltd, HEAD, 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 North America tennis racquet market.

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