

South & Central 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 South & Central America Squash Rackets Market is projected to grow significantly, reaching an estimated US\$ 14,097.9 thousand by 2031, up from US\$ 9,892.2 thousand in 2024. This growth represents a compound annual growth rate (CAGR) of 5.2% from 2025 to 2031. The market's expansion is primarily driven by a surge in sports participation and a growing interest in racket sports, particularly squash, across the region.

Countries like Brazil, Argentina, and Colombia are experiencing a notable increase in fitness awareness, coupled with a burgeoning middle class that has more disposable income to spend on leisure and sports activities. According to the Latin American Sports Equipment Market Report 2023, the racket sports segment, which includes squash, has seen a year-over-year growth rate of 6.4%. This growth is reflected in the consistent demand for squash-specific gear in fitness clubs and sports retail outlets. Furthermore, both government and private sectors are investing in sports infrastructure, such as the construction of multipurpose indoor courts and squash-specific training facilities, which further supports market growth.

The South & Central America Squash Rackets Market can be segmented based on various factors. In terms of racket construction, the market is divided into Open Throat

and Closed Throat categories, with Closed Throat holding the largest market share in 2024. When considering racket balance, the market is segmented into Head Light, Head Heavy, and Even Balance, with Head Light also leading in market share. Distribution channels include Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others, with Specialty Stores dominating the market in 2024.

The outlook for the South & Central America Squash Rackets Market is promising, particularly with the inclusion of squash in the 2028 Los Angeles Olympic Games. This recognition is expected to elevate the sport's profile globally, attracting more interest and investment. The World Squash Federation anticipates that this Olympic inclusion will inspire a new generation of athletes, leading to increased grassroots participation and further infrastructure development across the region. National associations and non-profit organizations are making significant strides in expanding the sport's reach, which is crucial for its growth.

The expansion of urban squash facilities, community centers, and school-based programs is facilitating broader access to the sport. These initiatives are supported by a growing awareness of squash as a high-intensity cardiovascular activity that enhances agility, hand-eye coordination, and overall fitness, appealing to health-conscious individuals of all ages. In recent years, South America has seen steady growth in squash participation and infrastructure. For instance, Squash Urbano Colombia (SUC) has been active since 2014, utilizing public courts built for the 2006 Central American and Caribbean Games. Additionally, Brazil hosted the 2025 South American Senior Championships in Bras?lia, showcasing a newly installed glass show court, while Bolivia organized the 1st Pan American Squash57 Championships in 2024, reflecting increased investment in both high-performance and grassroots squash opportunities. The rise of amateur leagues and corporate wellness initiatives is also contributing to sustained interest in squash. As participation increases 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. The ongoing global expansion of the sport, bolstered by Olympic inclusion and community development efforts, is poised to play a pivotal role in supporting the long-term growth of the squash rackets market.

In terms of country-specific insights, Brazil is the largest market for squash rackets in 2024. The growth in Brazil's squash market is fueled by a rising interest in health, fitness, and alternative sports among the middle and upper-middle classes. Although squash remains a niche sport compared to football or volleyball, urban centers like S?o Paulo, Rio de Janeiro, and Bras?lia are witnessing the development of premium sports clubs and fitness centers that include squash courts, indicating a growing demand. In 2022, Brazil launched several urban sports programs aimed at increasing youth access to racket sports. Youth participation is also on the rise through school and private sports

programs, with local squash associations promoting the sport through tournaments and training clinics. The entry of international sporting goods brands into Brazil's retail and e-commerce markets has improved the availability and variety of squash equipment, including rackets. As infrastructure and awareness continue to develop, Brazil is expected to present increasing opportunities for both domestic and global squash racket brands.

Key players in the South & Central 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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