

# **South & Central America Tennis Racquet Market Forecast to 2030 - Regional Analysis - by End User (Adults and Kids) and Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Retail, and Others)**

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## **Abstracts**

The South & Central America tennis racquet market is expected to grow from US\$ 14.93 million in 2023 to US\$ 20.27 million by 2030. It is estimated to grow at a CAGR of 4.5% from 2023 to 2030.

### **Adoption of Tennis as Recreational Sport in Young Population Fuels the South & Central 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. 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.

## South & Central America Tennis Racquet Market Overview

The South & Central America region includes Brazil, Argentina, and the Rest of South and Central America. Tennis is becoming more popular in the region as people become more conscious of the importance of a healthy lifestyle. There are increasing tennis events in the region. Several factors are attributed to the positive trends in the tennis industry, including tennis being the ideal social-distancing sport, health benefits, etc. Thus, creating demand for tennis equipment, including tennis racquets, in the region.

In May 2022, The Association of Tennis Professionals (ATP) and the Confederation of South American Tennis (COSAT) announced that Rio de Janeiro, Brazil, will host the first-ever ATP Challenger Tour workshop in South America from 14-15 July 2022. The forum encourages open dialogue between tournaments, federations, and ATP staff to enhance the region's existing structure and provide new growth strategies in the South & Central America tennis industry. The region also focuses on providing more opportunities to the players and inspiring younger players to pick up a racquet and give them the incentive to play sports at a large scale. All such factors support the region's tennis racquet market growth.

South & Central America Tennis Racquet Market Revenue and Forecast to 2030 (US\$ Million)

## Asia Pacific Tennis Racquet Market Segmentation

The Asia Pacific tennis racquet market is segmented into distribution channel, end user, and country.

Based on distribution channel, the South & Central America tennis racquet market is segmented into supermarkets & hypermarkets, specialty store, online retail, and others. The supermarkets & hypermarkets segment held a largest share of the South & Central America tennis racquet market in 2023.

Based on end user, the South & Central America tennis racquet market is segmented into adults and kids. The adults segment held the larger share of the South & Central America tennis racquet market in 2023.

Based on country, the South & Central America tennis racquet market is segmented into the Brazil, Argentina, and Rest of South & Central America. Brazil dominated the

South & Central America tennis racquet market in 2023.

YONEX Co., Ltd., Sumitomo Rubber Industries Ltd; HEAD; Babolat; Wilson Sporting Goods; GAMMA Sports; PACIFIC Holding GmbH; Maus Frères SA; and Authentic Brands Group LLC; are some of the leading companies operating in the South & Central America tennis racquets market.

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