

South & Central 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)

<https://marketpublishers.com/r/S6FD1D7C2569EN.html>

Date: October 2024

Pages: 95

Price: US\$ 3,550.00 (Single User License)

ID: S6FD1D7C2569EN

Abstracts

The South & Central America tennis racquet market was valued at US\$ 17.61 million in 2023 and is expected to reach US\$ 27.08 million by 2031; it is estimated to register a CAGR of 5.5% from 2023 to 2031 .

Adoption of Eco-Friendly Material for Tennis Racquets Fuels South & Central America Tennis Racquet Market

From most tennis consumers ' viewpoint, the life cycle of a tennis racket is just from purchasing a brand-new racket to tossing away a worn-out racquet. However, the life cycle of a racquet is beyond that when environmental impacts are considered - from obtaining raw materials to decomposing the racquet. Assessing the life cycle of the tennis racquet opens another standpoint for consumers, especially looking into the materials needed to make, transport, distribute, and recycle a tennis racquet, which indicates the impact of a single tennis racquet on the environment. In February 2022, the Public Environmental Center for Sustainable Development (PECSD) found that over 90% of the one-and-a-half tons of waste collected are plastic bottles, cups, bags, stirrers, utensils, sunscreen wrappers, belts, toys, and even tennis racquets. Hence, manufacturers are adopting advanced technologies in manufacturing tennis racquets to minimize tennis racquet waste and encourage players to adopt eco-friendly tennis racquets. For instance, on April 22, 2022, Wilson Sporting Goods announced the launch of their eco-friendly tennis racquet series in celebration of Earth Day. The eco-

conscious collection, including three performance rackets, features bio-based and recycled material from Agiplast technology by Arkema and waterborne paints from Sherwin Williams, eventually decreasing the footprint of each racket produced. On the other hand, in May 2023, Luxilon released the first 100%-recycled string used in tennis racquets. Luxilon Eco Power is a performance tennis string innovated from entirely recycled materials composed of old plastic bottles, and the minimalist packaging also trims down on the amount of paper used to lower waste. Therefore, the presence of tennis brands, such as Yonex Co., Ltd., and Wilson Sporting Goods worldwide, operating in the South & Central America tennis racquet market, has elevated sustainability efforts. All these factors are likely to provide lucrative opportunities for South & Central America the tennis racquet market during 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 2031 (US\$ Million)

South & Central America Tennis Racquet Market Segmentation

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

Based on end user, the South & Central 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 South & Central 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 South & Central 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 South & Central America tennis racquet market is segmented into Brazil, Argentina, and the Rest of South & Central America. Brazil dominated the South & Central America tennis racquet market share in 2023.

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

Contents

1. INTRODUCTION

- 1.1 The Insight Partners Research Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Insights
- 2.2 Market Attractiveness

3. RESEARCH METHODOLOGY

- 3.1 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research

4. SOUTH & CENTRAL AMERICA TENNIS RACQUET MARKET LANDSCAPE

- 4.1 Overview
- 4.2 PEST Analysis
 - 4.2.1 South & Central America PEST Analysis
- 4.3 Ecosystem Analysis
 - 4.3.1 Raw Material Suppliers
 - 4.3.2 Manufacturers
 - 4.3.3 Distributors/Suppliers
 - 4.3.4 End Use

5. SOUTH & CENTRAL AMERICA TENNIS RACQUET MARKET – KEY MARKET DYNAMICS

- 5.1 Market Drivers
 - 5.1.1 Adoption of Tennis as Recreational Sport in Young Population
 - 5.1.2 Rising Government Support to Sports
- 5.2 Market Restraints
 - 5.2.1 High Expenses Related to Tennis
- 5.3 Market Opportunities
 - 5.3.1 Adoption of Eco-Friendly Material For Tennis Racquets

5.4 Future Trends

5.4.1 New Product Innovations

5.5 Impact of Drivers and Restraints:

6. TENNIS RACQUET MARKET – SOUTH & CENTRAL AMERICA ANALYSIS

6.1 South & Central America Tennis Racquet Market Overview

6.2 Tennis Racquet Market Volume (Thousand Units), 2020–2031

6.3 Tennis Racquet Market Volume Forecast and Analysis (Thousand Units)

6.4 Tennis Racquet Market Revenue (US\$ Million), 2020–2031

6.5 Tennis Racquet Market Forecast and Analysis

7. TENNIS RACQUET MARKET VOLUME AND REVENUE ANALYSIS – BY END USER

7.1 Adults

7.1.1 Overview

7.1.2 Adults: Tennis Racquet Market – Volume and Forecast to 2031 (Thousand Units)

7.1.3 Adults: Tennis Racquet Market – Revenue and Forecast to 2031 (US\$ Million)

7.2 Men

7.2.1 Men: Tennis Racquet Market – Volume and Forecast to 2031 (Thousand Units)

7.2.2 Men: Tennis Racquet Market – Revenue and Forecast to 2031 (US\$ Million)

7.3 Women

7.3.1 Women: Tennis Racquet Market – Volume and Forecast to 2031 (Thousand Units)

7.3.2 Women: Tennis Racquet Market – Revenue and Forecast to 2031 (US\$ Million)

7.4 Kids

7.4.1 Overview

7.4.2 Kids: Tennis Racquet Market – Volume and Forecast to 2031 (Thousand Units)

7.4.3 Kids: Tennis Racquet Market – Revenue and Forecast to 2031 (US\$ Million)

8. SOUTH & CENTRAL AMERICA TENNIS RACQUET MARKET VOLUME AND REVENUE ANALYSIS – BY MATERIAL

8.1 Graphite

8.1.1 Overview

8.1.2 Graphite: Tennis Racquet Market – Volume and Forecast to 2031 (Thousand Units)

8.1.3 Graphite: Tennis Racquet Market – Revenue and Forecast to 2031 (US\$ Million)

8.2 Titanium

8.2.1 Overview

8.2.2 Titanium: Tennis Racquet Market – Volume and Forecast to 2031 (Thousand Units)

8.2.3 Titanium: Tennis Racquet Market – Revenue and Forecast to 2031 (US\$ Million)

8.3 Carbon Fiber

8.3.1 Overview

8.3.2 Carbon Fiber: Tennis Racquet Market – Volume and Forecast to 2031 (Thousand Units)

8.3.3 Carbon Fiber: Tennis Racquet Market – Revenue and Forecast to 2031 (US\$ Million)

8.4 Others

8.4.1 Overview

8.4.2 Others: Tennis Racquet Market – Volume and Forecast to 2031 (Thousand Units)

8.4.3 Others: Tennis Racquet Market – Revenue and Forecast to 2031 (US\$ Million)

9. SOUTH & CENTRAL AMERICA TENNIS RACQUET MARKET VOLUME AND REVENUE ANALYSIS – BY DISTRIBUTION CHANNEL

9.1 Supermarkets & Hypermarkets

9.1.1 Overview

9.1.2 Supermarkets & Hypermarkets: Tennis Racquet Market – Volume and Forecast to 2031 (Thousand Units)

9.1.3 Supermarkets & Hypermarkets: Tennis Racquet Market – Revenue and Forecast to 2031 (US\$ Million)

9.2 Specialty Stores

9.2.1 Overview

9.2.2 Specialty Stores: Tennis Racquet Market – Volume and Forecast to 2031 (Thousand Units)

9.2.3 Specialty Stores: Tennis Racquet Market – Revenue and Forecast to 2031 (US\$ Million)

9.3 Online Retail

9.3.1 Overview

9.3.2 Online Retail: Tennis Racquet Market – Volume and Forecast to 2031 (Thousand Units)

9.3.3 Online Retail: Tennis Racquet Market – Revenue and Forecast to 2031 (US\$ Million)

9.4 Others

9.4.1 Overview

9.4.2 Others: Tennis Racquet Market – Volume and Forecast to 2031 (Thousand Units)

9.4.3 Others: Tennis Racquet Market – Revenue and Forecast to 2031 (US\$ Million)

10. SOUTH & CENTRAL AMERICA TENNIS RACQUET MARKET – COUNTRY ANALYSIS

10.1 South & Central America

10.1.1 South & Central America Tennis Racquet Market Revenue and Forecast and Analysis – by Country

10.1.1.1 South & Central America Tennis Racquet Market Volume and Forecast and Analysis – by Country

10.1.1.2 South & Central America Tennis Racquet Market Revenue and Forecast and Analysis – by Country

10.1.1.3 Brazil Tennis Racquet Market – Revenue and Forecast to 2031 (US\$ Million)

10.1.1.3.1 Brazil Tennis Racquet Market Breakdown by End User

10.1.1.3.2 Brazil Tennis Racquet Market Breakdown by Material

10.1.1.3.3 Brazil Tennis Racquet Market Breakdown by Distribution Channel

10.1.1.4 Argentina Tennis Racquet Market – Revenue and Forecast to 2031 (US\$ Million)

10.1.1.4.1 Argentina Tennis Racquet Market Breakdown by End User

10.1.1.4.2 Argentina Tennis Racquet Market Breakdown by Material

10.1.1.4.3 Argentina Tennis Racquet Market Breakdown by Distribution Channel

10.1.1.5 Rest of South & Central America Tennis Racquet Market – Revenue and Forecast to 2031 (US\$ Million)

10.1.1.5.1 Rest of South & Central America Tennis Racquet Market Breakdown by End User

10.1.1.5.2 Rest of South & Central America Tennis Racquet Market Breakdown by Material

10.1.1.5.3 Rest of South & Central America Tennis Racquet Market Breakdown by Distribution Channel

11. COMPETITIVE LANDSCAPE

11.1 Heat Map Analysis by Key Players

11.2 Company Positioning & Concentration

12. INDUSTRY LANDSCAPE

- 12.1 Overview
- 12.2 Market Initiative
- 12.3 Merger and Acquisition

13. COMPANY PROFILES

13.1 YONEX Co., Ltd.

- 13.1.1 Key Facts
- 13.1.2 Business Description
- 13.1.3 Products and Services
- 13.1.4 Financial Overview
- 13.1.5 SWOT Analysis
- 13.1.6 Key Developments

13.2 Sumitomo Rubber Industries Ltd

- 13.2.1 Key Facts
- 13.2.2 Business Description
- 13.2.3 Products and Services
- 13.2.4 Financial Overview
- 13.2.5 SWOT Analysis
- 13.2.6 Key Developments

13.3 HEAD

- 13.3.1 Key Facts
- 13.3.2 Business Description
- 13.3.3 Products and Services
- 13.3.4 Financial Overview
- 13.3.5 SWOT Analysis
- 13.3.6 Key Developments

13.4 GAMMA Sports

- 13.4.1 Key Facts
- 13.4.2 Business Description
- 13.4.3 Products and Services
- 13.4.4 Financial Overview
- 13.4.5 SWOT Analysis
- 13.4.6 Key Developments

13.5 PACIFIC Holding GmbH

- 13.5.1 Key Facts
- 13.5.2 Business Description
- 13.5.3 Products and Services

- 13.5.4 Financial Overview
- 13.5.5 SWOT Analysis
- 13.5.6 Key Developments
- 13.6 Maus Frères SA
 - 13.6.1 Key Facts
 - 13.6.2 Business Description
 - 13.6.3 Products and Services
 - 13.6.4 Financial Overview
 - 13.6.5 SWOT Analysis
 - 13.6.6 Key Developments
- 13.7 Babolat
 - 13.7.1 Key Facts
 - 13.7.2 Business Description
 - 13.7.3 Products and Services
 - 13.7.4 Financial Overview
 - 13.7.5 SWOT Analysis
 - 13.7.6 Key Developments
- 13.8 Wilson Sporting Goods
 - 13.8.1 Key Facts
 - 13.8.2 Business Description
 - 13.8.3 Products and Services
 - 13.8.4 Financial Overview
 - 13.8.5 SWOT Analysis
 - 13.8.6 Key Developments
- 13.9 Authentic Brands Group LLC
 - 13.9.1 Key Facts
 - 13.9.2 Business Description
 - 13.9.3 Products and Services
 - 13.9.4 Financial Overview
 - 13.9.5 SWOT Analysis
 - 13.9.6 Key Developments

14. APPENDIX

14.1 About The Insight Partners

I would like to order

Product name: South & Central 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)

Product link: <https://marketpublishers.com/r/S6FD1D7C2569EN.html>

Price: US\$ 3,550.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S6FD1D7C2569EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970