

Squash Rackets Market Size and Forecast (2021 - 2031), Global and 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), Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others), and Geography

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Abstracts

The squash rackets market size is valued at US\$ 286.73 million in 2024 and is projected to reach US\$ 414.40 million by 2031; it is estimated to register a CAGR of 5.4% from 2025 to 2031.

Various industry players have undertaken strategic initiatives to strengthen their positions and capitalize on emerging opportunities. Mergers and acquisitions are prominent strategic initiatives that key players adopt to consolidate market share and expand their product portfolios. For instance, in November 2024, Amr Shabana acquired Mahara Sports Management for an undisclosed amount. Shabana will partner with marketing consultancy ctrl+ to nurture athletic talent, develop training methods, and establish partnerships with the public and private sectors.

Partnerships and collaborations play a vital role in the growth strategy of players in the squash rackets market, enabling them to leverage shared expertise and expand their global footprint. Leading manufacturers often team up with sports retailers, professional athletes, and training academies to boost brand visibility, enhance product credibility, and access niche markets. For instance, in March 2024, World Squash announced a

global partnership with HEAD, a sports equipment specialist and a popular brand in squash. The partnership will focus on squash development and a global marketing strategy to grow the sport ahead of the sport's Olympic debut. HEAD will provide squash equipment to Member National Federations and Continental Federations, focusing on underserved territories and helping squash grow from juniors to masters. This collaboration strengthens HEAD's presence in emerging squash regions. It reinforces its brand association with squash sports, illustrating strategic alliances to help manufacturers gain a competitive edge in a highly specialized market.

Technological integration is reshaping the squash rackets market by enhancing player performance, training efficiency, and consumer engagement through smart equipment and data analytics. Innovations such as app-based performance tracking and diagnostic tools are increasingly being adopted. For instance, in March 2025, the European Squash Federation (ESF) officially adopted the Squash Players App as the primary source of venue data, enabling real-time tracking of player performance, court usage, and tournament statistics. This app provides athletes and coaches with detailed insights into match analytics, allowing for more informed strategy development and personalized training regimens. Such integration elevates player experience and sets a new standard for data-driven performance improvement.

Based on the distribution channel, the squash rackets market is segmented into supermarkets and hypermarkets, specialty stores, online retail, and others. Specialty stores held a large market share in the market in 2024. Specialty stores for squash rackets are dedicated retail outlets that focus specifically on sporting goods, with an emphasis on racquet sports such as squash, tennis, and badminton. These stores offer a deep assortment of squash rackets, catering to players of all skill levels, from beginners to professionals. Specialty stores provide a more focused and curated selection of high-quality products, ensuring consumers can access the latest technologies and innovations in squash rackets. In specialty stores, trained and knowledgeable staff members are available to assist customers in selecting the right racket based on factors such as skill level, playing style, and personal preference. Some specialty stores also provide services such as racket customization, restringing, and grip replacement, adding customer value. The personalized shopping experience, expert guidance, and post-purchase services contribute to higher customer satisfaction and loyalty.

Some of the players operating in the squash rackets market include Dunlop Sports, Tecnifibre, HEAD, Black Knight, Grays Hockey, Karakal (Worldwide) Limited, VICTOR Europe GmbH, Manta World Sport, Play Ashaway, XamsaSquash, PrinceSquash,

Salming Australia, UNSQUASHABLE, Amer Sports, Harrow Sport, and among others. Players operating in the squash rackets market focus on providing innovative products at affordable prices to fulfill customer demand.

The overall squash rackets market size has been derived using both primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights into the topic. The participants of this process include industry experts such as VPs, business development managers, market intelligence managers, and national sales managers—along with external consultants such as valuation experts, research analysts, and key opinion leaders—specializing in the squash rackets market.

Reason to buy

Progressive industry trends in the squash rackets market to help players develop effective long-term strategies

Business growth strategies adopted by developed and developing markets

Quantitative analysis of the squash rackets market from 2021 to 2031

Porter's Five Forces analysis to illustrate the efficacy of buyers and suppliers operating in the industry to predict the squash rackets market growth

Recent developments to understand the competitive market scenario and the demand for squash rackets across the globe

Market trends and outlook coupled with factors driving and restraining the growth of the squash rackets market

Decision-making process by understanding strategies that underpin commercial interest concerning the global squash rackets market growth

The global squash rackets market size at various nodes of the market

Detailed overview and segmentation of the squash rackets market as well as its dynamics in the industry

The squash rackets market size in different regions with promising growth opportunities

The List of Companies - Squash Rackets Market

Dunlop Sports

Tecnifibre

HEAD

Black Knight

Grays Hockey

Karakal (Worldwide) Limited

VICTOR Europe GmbH

Manta World Sport

Play Ashaway

XamsaSquash

PrinceSquash

Salming Australia

UNSQUASHABLE

Amer Sports

Harrow Sport

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