

Field Hockey Equipment Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 110 pages | Mordor Intelligence

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Report description:

The field hockey equipment market is projected to record a CAGR of 3.17% during the forecast period (2022-2027)

Government and health authorities worldwide have imposed social distancing measures, restrictions on public gatherings, quarantine measures, and limited travel to and from other countries to slow the spread of COVID-19. The hockey community is responsible for strictly following the rules, leading to the cancellation of many field hockey events globally. For instance, according to the International Hockey Federation, many events, such as Men's EuroHockey Championship in 2021, Men's Hockey Junior Asia Cup in 2021, Euro Hockey League Women in 2020, and Men's EuroHockey Club Trophy in 2020, were canceled due to COVID-19, which directly impacted the sales of field hockey equipment worldwide.

Rising interest and participation rate in outdoor sports like field hockey, increasing government initiatives to encourage participation in field hockey, and increasing televised coverage of international hockey events are some of the key factors driving the growth of the market.

The growing adoption of online shopping by consumers and the rising number of grassroots programs in schools, colleges, and clubs are major factors driving the sales of field hockey equipment globally. However, the easy availability of counterfeit products is restraining the growth of the field hockey equipment market.

Field Hockey Equipment Market Trends

Rising Interest and Participation Rate in Field Hockey

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Several sports, like cricket and football, across the United Kingdom increased people's interest. However, hockey gained popularity in recent years due to rising interest in the sport. For instance, when the women's hockey team won a gold medal in 2016 (Rio de Janeiro), it attracted people's attention.

In 2013, the number of people participating in hockey was around 132,600. However, the number drastically increased by up to 142,600 in 2016, majorly due to the impact of the 2016 Olympic games. In 2017, England Hockey stated that the size of the average field hockey club in England grew by up to 54%. In 2018, the Women's Hockey World Cup took place in England. England Hockey conducted workshops and trained over 100 coaches to deliver sessions to players during the year. In August 2021, Great Britain women's hockey team won the bronze medal in Tokyo Olympics. The interest in hockey is evident, and England Hockey is working hard to increase the sport's profile.

Due to increasing interest and the support of government initiatives, the popularity of field hockey sport will increase further during the forecast period.

Asia-Pacific Registers the Highest Growth Rate

Asia-Pacific is the fastest-growing region in the overall field hockey equipment market. China, Australia, India, Pakistan, and South Korea are the top contributing countries in the region. These countries started hosting many international level field hockey tournaments, thus boosting the popularity of and demand for field hockey equipment. For instance, according to the Asian Hockey Federation, the Women's Asia Cup was held from January 21 to 28, 2022, at the Sultan Qaboos complex in Muscat, Oman. India hosted the Hockey Men's Junior World Cup tournament in December 2021. Bangladesh hosted the Hero Asian Champions Trophy in December 2021. In addition, there is a rise in the women's participation rate and government initiatives, which may boost the demand for field hockey equipment in the region. For instance, in December 2021, Bajaj Allianz General Insurance announced the launch of the Care4Hockey campaign with Rani Rampal, Indian Women's Hockey Captain, to promote field hockey's recognition in India.

Field Hockey Equipment Market Competitor Analysis

The field hockey equipment market is highly fragmented and comprises many local and international competitors. There is intense competition between the key vendors, leading to the introduction of newer field hockey equipment. Notably, the top market players were engaged in expansions, product innovations, mergers and acquisitions, and partnerships. Moreover, players are consistently advancing their technologies to deliver equipment that provides a high-end experience to consumers. To provide innovative and advanced equipment to customers, companies are heavily investing in R&D activities. Major key players are Adidas Group, Gray of Cambridge Ltd, GRYPHON HOCKEY, OBO, TK Hockey Equipment GmbH, OSAKA HOCKEY, Mazon Hockey, RITUAL HOCKEY, STX, Dita International BV, JDH, MALIK, and Princess Sportsgear. Players are focusing on social media platforms and online distribution channels for online marketing and branding of their products to attract more customers.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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