

**Middle East & Africa Tennis Racquet Market Forecast to 2030 - Regional Analysis -
End User (Adults and Kids) and Distribution Channel (Supermarkets and
Hypermarkets, Convenience Stores, Online Retail, and Others)**

Market Report | 2023-11-20 | 96 pages | The Insight Partners

AVAILABLE LICENSES:

- Single User Price \$3000.00
- Site Price \$4000.00
- Enterprise Price \$5000.00

Report description:

The Middle East & Africa tennis racquet market is expected to grow from US\$ 16.56 million in 2023 to US\$ 20.11 million by 2030. It is estimated to grow at a CAGR of 2.8% from 2023 to 2030.

Adoption of Tennis as Recreational Sport in Young Population

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. 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 Middle East & Africa tennis racquet market over the forecast period.

Middle East & Africa Tennis Racquet Market Overview

The Middle East and Africa consists of several growing economies, such as South Africa, Saudi Arabia, the UAE, and others. This region is witnessing rapid economic development leading to the rising disposable income of consumers, improving lifestyles, and

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increasing expenditure on recreational activities in sports. The participation of people in sports across the region is significantly increasing owing to rising encouragement from governments of countries like the UAE, and Saudi Arabia, among others, for active participation in different sports. The countries in this region have recognized the potential of the sports industry and have been investing strategically in their resources and competencies across the sports sector for many years. The UAE has world-class facilities and hosts local, regional, and international events that attract top athletes and promote grassroots development. The tennis racquets market across the region is expected to witness remarkable growth in the coming years owing to the increasing popularity of the sport amongst the women in the region. Tennis is gaining appeal as a women's sport in the Middle East and Africa. Long overlooked in the region, the sport is gaining traction with tournaments held in Qatar, the UAE, and Morocco, enhancing its visibility and encouraging local players to participate. In April 2023, the Association of Tennis Professionals (ATP) announced its Next Gen finals in Saudi Arabia 2023. The relocation of the prestigious event to Saudi Arabia would represent the kingdom's growing leverage and investment in tennis. Hence, the countries such as Saudi Arabia invests heavily in tennis and entertainment to diversify their economy and boost their international profile. This factor is potentially driving the tennis racquet market growth. Moreover, the region's initiatives in promoting tennis, coupled with heavy investments in developing sports infrastructure, will open lucrative growth opportunities for the tennis racquet market in the coming years.

Middle East & Africa Tennis Racquet Market Revenue and Forecast to 2030 (US\$ Million)

Middle East & Africa Tennis Racquet Market Segmentation

The Middle East & Africa tennis racquet market is segmented into distribution channel and end user, and country.

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

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

Based on country, the Middle East & Africa tennis racquet market is segmented into the South Africa, UAE, Saudi Arabia, and Rest of Middle East & Africa. The South Africa dominated the Middle East & Africa tennis racquet market in 2023.

YONEX Co. Ltd.; Sumitomo Rubber Industries Ltd; Babolat; Wilson Sporting Goods; GAMMA Sports; PACIFIC Holding GmbH; Maus Freres SA; and Authentic Brands Group LLC are some of the leading companies operating in the Middle East & Africa tennis racquets market.

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