

Ice Hockey Equipment - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Ice Hockey Equipment Market is expected to register a CAGR of 4.94% during the forecast period.

The prominence of sports activities, owing to health and wellness trends, the increasing social media influence, celebrity endorsements, and the rise in international sports events encourage people to engage in sports activities. Also, the growing adoption of a healthy lifestyle and the preference for staying fit urged people to engage in various sports activities, including ice hockey, across all age groups. Such factors are expected to drive market growth during the study period.

Increasing government initiatives to encourage participation in ice hockey are dragging the consumers and players to invest their spending, a significant factor driving the market eventually. Protective wear occupied the largest market share in the past few years due to severe injuries such as head concussions, shoulder separation, and ankle sprains that are common in ice hockey. According to an article published in the British Journal of Sports Medicine, 39.8% of injuries were related to the head and face. As a result, CCM, one of the key manufacturers of ice hockey equipment, launched the Resistance Helmet, one of the most innovative ice hockey helmets in Canada.

Similar product launches to improve safety are anticipated to contribute to the market growth during the forecast period. Due to rising penetration of online shopping channels, most vendors are adopting online retail strategies to reduce costs and increase their margins, which is expected to benefit the market during the forecast period.

Ice Hockey Equipment Market Trends

Increasing Participation in Ice Hockey Competition

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The demand for ice hockey has tremendously increased over the years. Ice hockey is one of the most popular sports worldwide, which is elevated due to the significant national and international platforms for competition. These platforms include the Olympic Games, World Championships, European Championships, Four Continents Championships, Grand Prix (Final), Challenger Series, World Team Trophy, and Universiade. It, in turn, provides immense opportunities for hockey equipment manufacturers to build their brand equity by offering sponsorships and endorsements to well-known players and clubs to gain a competitive advantage.

Moreover, increased government initiatives in various countries to improve sports participation have driven the market over the past few years. For instance, the US Department of Health and Human Services released the national youth sports strategy. It aims to increase youth participation in sports and physical activity. It is also the first national roadmap that outlines the steps to ensure that youngsters have the opportunity, motivation, and access to play sports, regardless of race, ethnicity, gender, ability, or ZIP code. It, in turn, will significantly increase sports popularity, especially among the youth, which is one of the primary reasons driving the market.

Asia-Pacific is the Fastest-Growing Market

Asia-Pacific is the fastest-growing region in the global ice hockey equipment market. China, Australia, and Japan are the top contributing countries in the region. Moreover, these countries have started hosting many international-level ice hockey tournaments, which, in turn, will increase the popularity and demand for ice hockey equipment. Asian Winter Games and the IIHF Ice Hockey Challenge Cup of Asia are some of the famous ice hockey tournaments in the region. In February 2022, the Chinese government launched an ambitious campaign to get 300 million people to play winter sports like ice hockey. Due to this initiative, China changed to host its first home Winter Olympics, propelling the market growth. Moreover, the global ice hockey market is emerging in India, with local authorities facilitating interested players by providing kits and assistance to bring out local talent and to represent the country in the World Championships.

Ice Hockey Equipment Industry Overview

The market studied is competitive due to the presence of several domestic and international players. Some key players are BAUER Hockey LLC, CCM Hockey, New Balance Inc., True Temper Sports, and Wm. T. Burnett & Co. Inc. (STX). The major-league companies are increasing their investments in research and development (R&D) and expanding their distribution channels to maintain their position in the market. Sustainable competitive advantage through innovation is high, as companies have witnessed significant sales growth by offering innovative products and effective marketing and distribution strategies. Due to this factor, key players differentiate their products in design, quality, weight, and size to gain a competitive advantage. Key players operating in the global ice hockey equipment are expanding rapidly in production capacity and manufacturing locations to gain a stronghold amidst robust product demands. For instance, in December 2021, Sport Maska Inc., owner of the CCM Hockey brand, announced the acquisition of Tournament Sports Marketing Inc., the owner of the Jackson Ultima and Atom brands. The strategic acquisition allowed them to expand their portfolio to everyone interested in skating. Sport Maska's product offering now caters to the needs of skaters, on and off the ice.

Additional Benefits:

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

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