

Sports And Leisure Equipment - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

Sports And Leisure Equipment Market Analysis

The Sports and Leisure Equipment Market size is anticipated to be USD 482.56 billion in 2025, and is expected to reach USD 667.94 billion by 2030, at a CAGR of 6.72% during the forecast period (2025-2030). The market encompasses a comprehensive range of sporting goods, fitness equipment, and recreational products designed to facilitate physical activities and athletic performance. This expansion is primarily attributed to increasing health consciousness, technological integration in equipment manufacturing, and evolving demographic patterns that influence sports participation rates across regions. A significant market catalyst is the global emphasis on preventive healthcare initiatives, as evidenced by the World Health Organization's Sport for Health Programme. This strategic initiative targets one billion individuals to enhance awareness of healthy lifestyle practices and aims to achieve a 15% reduction in physical inactivity by 2030.

Global Sports And Leisure Equipment Market Trends and Insights

Increasing Awareness of Health and Fitness

The increasing emphasis on health consciousness is fundamentally transforming consumer behavior in the Sports And Leisure Equipment. Consumers are adopting a more strategic approach by considering sports equipment as essential health infrastructure rather than discretionary purchases. This transformation corresponds with preventive healthcare initiatives, where regular physical activity contributes to healthcare cost reduction. In Australia, healthcare spending as a percentage of GDP has

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demonstrated a marginal decrease in recent years. According to the Australian Institute of Health and Welfare, Australia allocated USD 252.5 billion to health goods and services, with health spending recording a decrease of 0.3% (USD 0.7 billion) compared to 2021-22 . Corporate wellness initiatives are generating substantial equipment procurement through bulk purchases, while individual consumers demonstrate a preference for performance-enhancing equipment that delivers quantifiable health outcomes. The incorporation of health monitoring capabilities in sports equipment establishes a systematic feedback mechanism that validates purchase decisions, enabling users to evaluate the effectiveness of their fitness investments.

Growing Popularity of Outdoor and Adventure Sports

The global sports and leisure equipment market continues to expand due to rising participation in outdoor and adventure sports activities. Growth stems from increased health and wellness awareness, growing interest in experience-based activities, and technological improvements in equipment manufacturing. The market shows steady growth across various activities, including hiking, mountain biking, and water sports, as consumers focus on physical fitness and mental well-being. Social media platforms contribute to market expansion, with content creators and sports enthusiasts sharing experiences that encourage broader participation. For instance, according to Sport England, approximately 3.97 million people engaged in adventure sports in England between 2023 and 2024 .

Risk of Injury and Safety Concerns

Sports injury data indicate significant participation barriers in athletic activities. The National Safety Council reports an 8% increase in exercise and exercise equipment-related injuries in 2023 compared to 2022 in the United States. These safety concerns affect contact sports and high-intensity activities, where equipment failure or inadequate protection can cause serious injuries. The NCAA's catastrophic injury insurance program, which covers medical expenses exceeding USD 90,000 for intercollegiate activities, demonstrates the substantial financial impact of sports-related injuries . Climate change intensifies safety risks, as rising temperatures increase heat-related illnesses among youth athletes, necessitating enhanced safety measures and equipment modifications. Equipment manufacturers' liability concerns lead to conservative design approaches, which may restrict innovation in performance-enhancing technologies. While protective equipment integration addresses safety concerns, it increases product costs and complexity, potentially limiting access for price-sensitive consumers.

Other drivers and restraints analyzed in the detailed report include:

Government Initiatives and Sports Promotion / Increasing Participation of Women and Children / Counterfeit and Low-quality Products /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Ball Sports Equipment holds a 71.37% market share in 2024, demonstrating the widespread popularity of ball-based activities across different age groups and regions. This significant market presence results from the minimal entry barriers for sports such as soccer, basketball, and tennis, which require basic infrastructure compared to other sporting activities. Adventure Sports Equipment, though representing a smaller portion of the market, is projected to grow at a 6.93% CAGR during 2025-2030.

The increasing interest in adventure sports reflects consumer preferences for experience-based activities and outdoor recreation. Manufacturers have adapted by developing lightweight, versatile equipment that supports both short outdoor excursions and traditional adventures. Environmental considerations now influence consumer choices, with manufacturers such as Gore-Tex and NEMO implementing PFAS-free production processes. The integration of technical outdoor equipment into everyday lifestyle

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products has expanded the market beyond dedicated enthusiasts to include general consumers interested in outdoor-inspired designs and practical features.

The apparel segment commands a 49.64% market share in 2024, establishing its significant position in the industry. The global sports and leisure equipment market segments include apparel, footwear, gear, and accessories. This leadership stems from increased health awareness and athleisure trends driving sportswear adoption. Consumer demand focuses on clothing that combines performance features with style elements, supporting the growth of premium sports apparel. The segment's strength also derives from innovations in fabric technology, particularly moisture-wicking and breathable materials.

The gear and accessories segment is set to grow at a 7.03% CAGR during 2025-2030, exceeding apparel segment growth rates. This acceleration results from the incorporation of smart technology in sports equipment. The segment's expansion reflects the growing adoption of technology-enhanced products, including sensor-equipped balls, GPS devices, and fitness trackers that provide performance analytics. Consumer interest in personalized fitness monitoring and data tracking capabilities continues to drive demand for these advanced sports accessories.

The Global Sports and Leisure Equipment Market is Segmented Into Sport Type (Ball Sports Equipment, Adventure Sports Equipment, and More), by Product Type (Apparel, Footwear, and More), by Application (Personal/Household, and More), Distribution Channel (Offline Retail Stores, and More), by End-User (Male, and Female) and Geography (North America, Europe, and More). The Market Forecasts are Provided in Terms of Value (USD).

Geography Analysis

North America holds 38.61% market share in 2024, maintaining its position as the largest regional market through established sports culture and high consumer spending power. The United States' outdoor recreation economy contributes USD 639.5 billion to GDP, supporting 5 million jobs according to the United States Bureau of Economic Analysis in 2023. Canada and Mexico support regional growth through government initiatives and increasing participation rates, while the region benefits from robust retail infrastructure and brand presence.

The mature market drives innovation in premium and technologically advanced products, as consumers prioritize performance and quality in equipment selection. Corporate wellness programs and youth sports investments generate institutional demand alongside individual consumer purchases. Asia-Pacific registers the fastest growth at 7.86% CAGR for 2025-2030, driven by increasing disposable incomes, urbanization, and government initiatives promoting sports participation. China's 14th Five-Year Plan emphasizes sports infrastructure development and manufacturing capabilities. The region's manufacturing base offers cost advantages while focusing on quality and innovation to serve domestic and export markets.

Europe maintains consistent growth despite economic uncertainties. The European Union Green Deal implements stricter sustainability standards that influence product development and supply chain practices, affecting manufacturers' operations. South America, the Middle East, and Africa exhibit different growth patterns based on economic development, infrastructure investment, and cultural factors. Outdoor recreation and adventure sports gain popularity in developed areas, while emerging markets focus on basic equipment needs.

List of Companies Covered in this Report:

Nike Inc. / Adidas AG / Decathlon SA / PUMA SE / Under Armour, Inc. / New Balance Athletics, Inc / Amer Sports, Inc. / Authentic Brands Group / Callaway Golf Co. / Acushnet Holdings Corporation / ASICS Corporation / Mizuno Corporation / Yonex Co. Ltd. / Skechers USA Inc. / The Columbia Sportswear Company / Lululemon Athletica / VF Corporation / Technogym SpA / Johnson Health Tech. Co., Ltd. / Cascade Designs, Inc. / Rawlings Sporting Goods / Dick's Sporting Goods (Private-Label Gear) /

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