

Racket Sports Equipment Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Toys, Sports, Wellness & Luggage (Consumer Goods & Services)
> **Source:** https://www.mordorintelligence.com/industry-reports/racket-sports-equipment-market(https://www.mordorintelligence.com/industry-reports/racket-sports-equipment-market)
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 102.29 billion
Projected Forecast (2031)	USD 102.29 billion
Growth Rate (CAGR)	6.42 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

! [Major players in Racket Sports Equipment industry](images/chart_2.png)

! [Racket Sports Equipment Market Size](images/chart_3.png)

! [Racket Sports Equipment Market Share by Product Type, 2025](images/chart_4.png)

! [Racket Sports Equipment Market Share by End User, 2025](images/chart_5.png)

! [Racket Sports Equipment Market CAGR (%), Growth Rate by Region](images/chart_6.png)

! [Racket Sports Equipment Market Concentration](images/chart_7.png)

! [Icon](images/chart_8.png)

! [footer background image](images/chart_10.png)

! [Mordor Intelligence on Facebook](images/chart_12.svg)

! [Mordor Intelligence on Pinterest](images/chart_14.svg)

! [Mordor Intelligence on Instagram](images/chart_15.svg)

! [ESOMAR](images/chart_17.png)

! [GPTW](images/chart_19.png)

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period

2021 - 2031

Market Size (2026)

USD 102.29 Billion

Market Size (2031)

USD 139.69 Billion

Growth Rate (2026 - 2031)

6.42 %

Fastest Growing Market

Asia Pacific

Largest Market

North America

Market Concentration

Medium

Major Players

*Disclaimer: Major Players sorted in no particular order

Image © Mordor Intelligence. Reuse requires attribution under CC BY 4.0.

|

Market Overview

Racket Sports Equipment Market Analysis by Mordor Intelligence

The racket sports equipment market size is expected to grow from USD 96.12 billion in 2025 to USD 102.29 billion in 2026 and is forecast to reach USD 139.69 billion by 2031 at 6.42% CAGR over 2026-2031. The market's growth is driven by the increasing establishment of indoor and outdoor courts, rising youth participation, and rapid advancements in product innovation, such as the integration of lightweight composites with smart sensor technologies. Government initiatives to fund facility expansions and the growing popularity of high-profile tournaments are further boosting market visibility and encouraging aspirational purchases. Additionally, evolving consumer preferences for sustainability, digital coaching solutions, and convenience are reshaping the market landscape. To meet these demands, companies are introducing recyclable frames, data-enabled rackets, and subscription-based services for grip and string replacements. While the Asia-Pacific region is experiencing the fastest growth, North America remains the largest contributor to overall market spending.

Key Report Takeaways

- * By product type, rackets and bats led with 47.05% of the Racquet sports equipment market share in 2025, while bags and accessories are projected to expand at a 7.2% CAGR through 2031.
- * By sport type, badminton accounted for 35.02% of revenue in 2025, while other sports types are projected to expand at an 7.85% CAGR through 2031.
- * By end user, men held 56.93% share in 2025; equipment for kids/children is set to post a 7.45% CAGR to 2031.
- * By distribution channel, offline retail controlled 73.55% of sales in 2025, yet online retail stores are growing at 7.6% CAGR.
- * By geography, North America remained the largest region with 32.15% in 2025, whereas Asia-Pacific is on track for an 8.05% CAGR to 2031.

Key Market Trends

Market Trends and Insights

Drivers Impact Analysis of Racket Sports Equipment Market*

DRIVER |

(~) % IMPACT ON CAGR FORECAST |

GEOGRAPHIC RELEVANCE |

IMPACT TIMELINE |

Increasing number of racquet sports courts worldwide

|

+1.2%
|

Global, with concentrated growth in Asia-Pacific and emerging markets
|

Medium term (2-4 years)

Rising number of tournaments and leagues

|

+0.8%

Global, with premium impact in North America and Europe

Short term (≤ 2 years)

Government initiatives and sports promotion

|

+1.1%
|

Asia-Pacific core, spill-over to Middle East and Africa
|

Long term (≥ 4 years)
|

Increasing participation of women and children

|

+0.9%
|

Global, with accelerated adoption in developed markets

Medium term (2-4 years)

Technological advancements in equipment

|

+0.7%

North America and Europe, expanding to Asia-Pacific

Short term (≤ 2 years)

Influence of social media platforms and celebrity endorsements

|

+0.6%
|

Global, with youth-centric impact across all regions
|

Short term (≤ 2 years)
|

Source: Mordor Intelligence
|

Competitive Landscape
Competitive Landscape

The racket sports equipment market is moderately consolidated, with a mix of regional and global players competing for market share. Prominent companies in this market include Yonex Company, Limited, Anta Sports Products Co., Ltd., HEAD Sport GmbH, and Li-Ning Company Limited. These manufacturers primarily focus on expansion and new product development as key growth strategies. They are actively innovating their product portfolios while adopting sustainable manufacturing practices, such as utilizing recycled materials in the production of rackets and other equipment essential for racket sports.

Technological advancements are transforming the competitive landscape, compelling traditional equipment manufacturers to adapt to emerging trends like smart equipment, performance analytics, and digital customer engagement platforms. These innovations are reshaping consumer expectations and driving the demand for more advanced and connected products.

Strategic partnerships and collaborative innovations are playing a pivotal role in redefining business models. For instance, advancements in material science, particularly in sustainable composites, are enabling companies to align with evolving market demands. Additionally, white-space opportunities are emerging in underserved demographics and niche sports categories, presenting avenues for growth. Supply chain innovations are further enhancing competitiveness across various sports segments by leveraging shared manufacturing capabilities and specialized expertise, which facilitate market expansion beyond traditional boundaries.

Racket Sports Equipment Industry Leaders

*

Yonex Company, Limited

*

Anta Sports Products Co., Ltd.

*

HEAD Sport GmbH

*

BABOLAT VS SAS

*

Li-Ning Company Limited

*

*Disclaimer: Major Players sorted in no particular order

Scope Methodology P Space

This market covers the sales value of equipment used to play racket sports, where demand is tied to participation, court access, and replacement cycles for key gear like rackets, balls, shoes, and related accessories.

Scope exclusions: We do not count sports apparel beyond sport-specific footwear, and we do not include venue services, coaching fees, or tournament revenues.

Segmentation Container

*

By Product Type

*

Rackets/Bats

*

Balls

*

Bags and Accessories

*

Apparel

*

Footwear

*
By Sport Type

*
Lawn Tennis

*
Table Tennis

*
Badminton

*
Other Sport Types

*
By End User

*
Men

*
Women

*
Kids/Children

*
By Distribution Channel

*
Offline Retail Stores

*
Online Retail Stores

*
By Geography

*
North America

*
United States

*

Canada

*
Mexico

*
Rest of North America

*
Europe

*
Germany

*
United Kingdom

*
Italy

*

France

*
Spain

*
Netherlands

*
Poland

*
Belgium

*
Sweden

*
Rest of Europe

*
Asia-Pacific

*
China

*
India

*
Japan

*
Australia

*
Indonesia

*
South Korea

*
Thailand

*
Singapore

*
Rest of Asia-Pacific

*
South America

*
Brazil

*
Argentina

*
Colombia

*
Chile

*

Peru

*

Rest of South America

*

Middle East and Africa

*

South Africa

*

Saudi Arabia

*

United Arab Emirates

*

Nigeria

*
Egypt

*
Morocco

*
Turkey

*
Rest of Middle East and Africa

Frequently Asked Questions

What is the current size of the Racquet sports equipment market?

The market generated USD 102.29 billion in 2026 and is projected to reach USD 139.69 billion by 2031.

Which product segment dominates sales?

Rackets and bats held 47.05% of 2025 revenue, making them the core purchase category.

Which region is growing the fastest?

Asia-Pacific is forecast to expand at an 8.05% CAGR due to large-scale public investment in new courts and youth programs.

How significant is online retail for racquet sports equipment?

While brick-and-mortar stores still command 73.55% of sales, online channels are climbing at 7.6% CAGR as virtual fitting tools improve.