Sports and Leisure 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/sports-and-leisure-equipment-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 511.56 billion
Projected Forecast (2031)	USD 511.56 billion
Growth Rate (CAGR)	6.94 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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

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

![Sports and Leisure Equipment Market Share by Sport Type, 2025](images/chart_4.png)

![Sports and Leisure Equipment Market Share by Distribution Channel, 2025](images/chart_5.png)

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

![Sports and Leisure 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)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period
|

2021 - 2031
|

Market Size (2026)
|

USD 511.56 Billion
|

Market Size (2031)
|

USD 715.45 Billion
|

Growth Rate (2026 - 2031)
|

6.94 %
|

Fastest Growing Market
|

Asia Pacific
|

Largest Market
|

North America
|

Market Concentration
|

Medium
|

Major Players

*Disclaimer: Major Players sorted in no particular order

|

Market Overview

Sports and Leisure Equipment Market Analysis by Mordor Intelligence

The sports and leisure equipment market size was valued at USD 478.36 billion in 2025 and estimated to grow from USD 511.56 billion in 2026 to reach USD 715.45 billion by 2031, at a CAGR of 6.94% during the forecast period (2026-2031). This trajectory reflects a structural shift in how consumers allocate discretionary spending, with health-conscious purchasing now competing directly with traditional entertainment budgets. The World Health Organization documented that 31% of adults globally remain insufficiently active, yet paradoxically, fitness memberships in the United States hit a historic peak of 72.9 million in 2024, suggesting that equipment demand increasingly stems from a narrower but more committed cohort willing to invest in premium gear. Brand strategies now tilt toward direct-to-consumer distribution, while governments frame physical activity as a public-health priority, redirecting discretionary budgets toward premium equipment. Venture investment in smart equipment delivers higher margins and recurring software revenue, prompting incumbents and start-ups alike to embed sensors and analytics into balls, bats, and footwear. Meanwhile, sustainability regulations accelerate material innovation, nudging brands to integrate recycled fibers and circular design principles.

Key Report Takeaways

* By sport type, ball sports led with 71.88% of the sports and leisure equipment market share in 2025, whereas adventure sports equipment is forecast to expand at a 7.02% CAGR to 2031.

* By product type, apparel accounted for 49.71% share of the sports and leisure equipment market size in 2025; gears and accessories are projected to grow at 7.06% CAGR through 2031.

* By application, personal and household usage captured 88.02% of the sports and leisure equipment market size in 2025 and is advancing at a 6.98% CAGR to 2031.

* By distribution channel, offline retail stores retained 69.33% revenue share in 2025, while online channels are set to record the highest CAGR at 7.49% during 2026-2031.

* By end-user, the male segment dominated with 66.04% revenue share in 2025; the female segment is poised for the fastest growth at a 7.15% CAGR through 2031.

* By geography, the North America segment dominated with 38.36% revenue share in 2025; the Asia-Pacific segment is poised for the fastest growth at a 7.88% CAGR through 2031.

Key Market Trends

Market Trends and Insights

Drivers Impact Analysis of Sports and Leisure Equipment Market*

Driver |

(~) % Impact on CAGR Forecast |

Geographic Relevance |

Impact Timeline |

Increasing Awareness of Health and Fitness

|

+1.2%
|

Global, with stronger impact in North America and Europe
|

Medium term (2-4 years)
|

Growing Popularity of Outdoor and Adventure Sports

|

+1.0%
|

North America, Europe, Asia-Pacific core
|

Long term (≥ 4 years)
|

Government Initiatives and Sports Promotion

|

+0.8%
|

Global, with early gains in Ireland, South Africa, India
|

Short term (≤ 2 years)
|

Increasing Participation of Women

|

+0.7%
|

Global, with stronger momentum in North America and Europe
|

Medium term (2-4 years)
|

Technological Advancements in Equipment

|

+0.6%
|

Global, concentrated in developed markets initially
|

Long term (≥ 4 years)
|

Influence of Social Media Platforms and Celebrity Endorsements

|

+0.5%
|

Global, with highest impact in North America and Asia-Pacific
|

Short term (≤ 2 years)
|

Source: Mordor Intelligence
|

Competitive Landscape

Competitive Landscape

The sports and leisure equipment market demonstrates moderate concentration. Major companies like Nike Inc., Adidas AG, PUMA SE, Under Armour, Inc., and New Balance Athletics, Inc. maintain strong market positions through their global presence, brand strength, and innovation capabilities. These established players face increasing competition from challenger brands and technological disruptors, necessitating strategic adaptations to maintain market dominance.

Industry participants are implementing comprehensive strategic initiatives to maintain competitive advantages. Companies are expanding direct-to-consumer channels, developing sustainability programs, and integrating advanced technologies across operations. Substantial investments in digital infrastructure and data analytics capabilities enable improved customer engagement and operational efficiency, reflecting the market's technological transformation.

Challenger brands continue to gain market share through targeted consumer segmentation and demographic-specific marketing strategies. The competitive landscape is further diversified by specialized outdoor equipment manufacturers, boutique fitness brands, and technology-focused startups expanding across traditional product categories. Market opportunities emerge in smart equipment integration, sustainable materials development, and underserved demographic segments, while new entrants differentiate through subscription-based models, product customization capabilities, and community-focused brand development strategies.

Sports and Leisure Equipment Industry Leaders

*

Nike Inc.

*

Adidas AG

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PUMA SE

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Under Armour, Inc.

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New Balance Athletics, Inc

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*Disclaimer: Major Players sorted in no particular order

Scope Methodology P Space

This market covers revenues earned from selling new sports and leisure equipment used for exercise, recreational play, outdoor activities, and organized sports. It includes hard goods and related accessories that are purchased by households, clubs, schools, and commercial facilities through offline and online channels.

Scope exclusions: Second-hand goods, venue construction materials, and licensed media content are excluded from the market totals.

Segmentation Container

* Sport Type
  * Ball Sports Equipment
  * Adventure Sports Equipment
  * Golf Equipment
  * Other Types

*
Product Type

*
Apparel

*
Footwear

*
Gears and Accessories

*
Application

*
Personal/Household

*
Commercial

*
Distribution Channel

*
Offline Retail Stores

*
Online Retail Stores

*
End-User

*
Male

*
Female

*
Geography

*
North America

*
United States

*
Canada

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Mexico

*
Rest of North America

*
Europe

*
Germany

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United Kingdom

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Italy

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France

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Spain

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Netherlands

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Poland

*
Belgium

*
Sweden

*
Rest of Europe

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Asia-Pacific

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China

*
India

*
Japan

*
Australia

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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

How large is the sports and leisure equipment market in 2026?

The sports and leisure equipment market size reached USD 511.56 billion in 2026 and is on track to hit USD 715.45 billion by 2031.

How are brands addressing counterfeit risks in online channels?

Market leaders deploy blockchain authentication, serialized tracking, and direct-to-consumer channels to verify product origin and protect brand equity.

Which product category is growing fastest?

Gears and accessories, particularly smart and sensor-enabled items, are projected to grow at a 7.06% CAGR through 2031.

Why is Asia-Pacific the most attractive region for suppliers?

Government-funded infrastructure projects in China, India, and Saudi Arabia compress adoption cycles and generate large procurement contracts, driving a 7.88% regional CAGR.