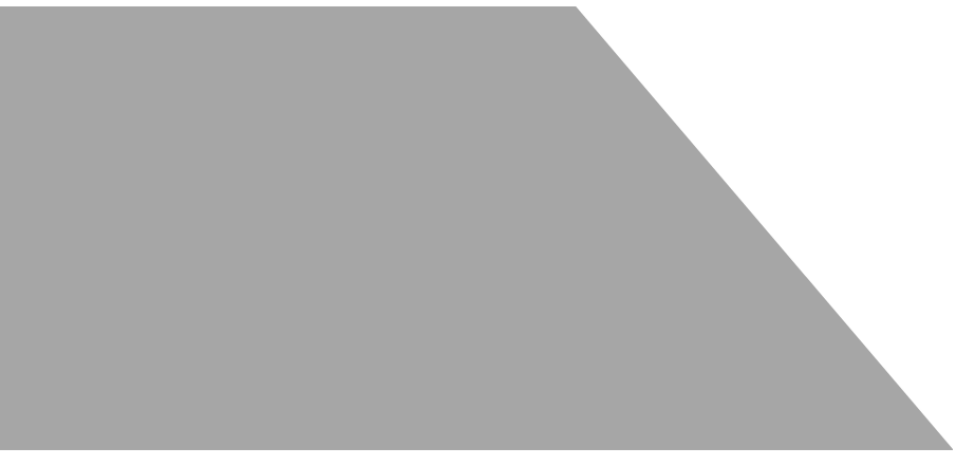




**MANUFACTURERS' SALES  
BY CATEGORY REPORT**



# RESEARCH METHODOLOGY



# Research Methodology

## Welcome

Welcome to the 2025 edition of the Manufacturers' Sales by Category Report from the research team at the Sports & Fitness Industry Association (SFIA). This report provides a topline look at wholesale dollar sales data of major categories that make up the sports industry. The 2025 edition of this report includes only 2024 sales data for the sports category. Due to insufficient statistically significant data, 2024 sales data for the exercise equipment category is excluded to maintain accuracy.

The following results were derived from a combination of aggregated quantitative data that was collected from a sample of manufacturers in a variety of product categories. The raw numbers were then combined with additional industry data collected throughout the year. The end-product provides yearly projections on the health of the sporting goods and fitness industry.

The numbers in this report are based on wholesale dollar sales volume by category. The SFIA contacts more than 300 industry C-level executives for their estimates of sales in categories they are familiar with. These estimates are refined with research from corporate reports, other industry sales reports, and public research.

**Overall, the sporting goods industry, which combined all softline and hardline categories, grew by an estimated 2.9% in 2024.** This figure does not include the exercise equipment category.

If you have additional questions about any of the data in this report, please contact SFIA at [info@sfia.org](mailto:info@sfia.org).



# Key Takeaways

- The sporting goods industry, including equipment, sports apparel, and licensed athletic footwear, grew 2.9%, reaching a record high of approximately \$117 billion. Despite being the lowest growth rate since 2020, this rate was higher than more than half of the years from 2010–2019. Note: Fitness equipment is excluded from this figure.
- Total sporting goods equipment grew 1.1%, reaching just over \$33 billion. The category was led by Martial Arts (17.3%), Pickleball (9.0%), Volleyball (6.4%), and Football (5.8%).
- Athletic apparel experienced year-over-year growth across all subcategories, with the largest increases seen in Outerwear (6.5%), Base layers (5.4%) and Swimwear (4.0%). The overall category rose to \$30.5 billion.
- Sports apparel remained the largest category in the report, totaling \$47.8 billion. This category includes athletic apparel, branded activewear, and team uniforms. All subsets grew by more than 3%, with team uniforms achieving the highest growth at 5.8%.
- Athletic footwear also had a good year. The vast majority of athletic footwear that we track showed year-over-year growth. Team Football footwear was the only category that showed a decline and kids footwear had no change. Outdoor/Adventure footwear had the largest increase at 21.7%.
- Racquet sports products had a strong year in 2024, with Tennis, Pickleball, and Table Tennis all reporting growth. Pickleball had the highest year-over-year gains, while racquetball growth remained flat.
- The majority of team sports categories had year-over-year growth. Basketball (-1.0%) and Paintball (-2.1%) were the only team sports that showed decreases.
- Snow sports faced a challenging year with an overall decline of 2.7%. Most categories saw decreases, except for Snow Skiing and Cross-Country Skiing, which recorded growth.
- For the second consecutive year, Camping experienced year-over-year decline. However, it remains 30% higher than pre-pandemic levels, following significant surges in 2020 and 2021.



Dollars in Millions	2019	2020	2021	2022	2023	2024	Change 2023/2024	Change 2019/2024
<b>Archery</b>	<b>\$376.7</b>	<b>\$384.5</b>	<b>\$419.1</b>	<b>\$443.5</b>	<b>\$447.9</b>	<b>\$470.2</b>	<b>5.0%</b>	<b>24.8%</b>
<b>Paintball</b>	<b>\$145.5</b>	<b>\$140.2</b>	<b>\$139.2</b>	<b>\$138.6</b>	<b>\$138.6</b>	<b>\$135.7</b>	<b>-2.1%</b>	<b>-6.7%</b>
<b>Total Baseball/Softball</b>	<b>\$687.3</b>	<b>\$537.8</b>	<b>\$686.2</b>	<b>\$729.4</b>	<b>\$802.1</b>	<b>\$826.2</b>	<b>3.0%</b>	<b>20.2%</b>
Baseballs	\$51.1	\$43.4	\$57.7	\$61.3	\$64.5	\$64.7	0.4%	26.7%
Bats	\$315.4	\$212.9	\$267.0	\$287.1	\$320.7	\$339.3	5.8%	7.6%
Batting Gloves	\$40.0	\$35.2	\$43.8	\$45.9	\$49.1	\$50.5	2.9%	26.3%
Gloves & Mitts	\$154.1	\$137.1	\$176.1	\$182.3	\$199.7	\$203.2	1.8%	31.9%
Protective/Other	\$94.9	\$81.1	\$104.2	\$112.9	\$125.8	\$125.6	-0.2%	32.3%
Softballs	\$31.8	\$28.0	\$37.4	\$39.9	\$42.3	\$42.8	1.3%	34.8%
<b>Total Basketball</b>	<b>\$453.4</b>	<b>\$505.8</b>	<b>\$573.9</b>	<b>\$631.6</b>	<b>\$695.4</b>	<b>\$688.5</b>	<b>-1.0%</b>	<b>51.8%</b>
Backboards	\$181.2	\$217.9	\$237.1	\$262.2	\$299.8	\$301.1	0.4%	66.2%
Basketballs	\$230.8	\$242.6	\$285.7	\$314.3	\$332.9	\$322.0	-3.3%	39.6%
Other/Accessories	\$41.5	\$45.3	\$51.1	\$55.0	\$62.8	\$65.3	4.1%	57.5%
<b>Billiards</b>	<b>\$160.0</b>	<b>\$158.9</b>	<b>\$161.5</b>	<b>\$181.7</b>	<b>\$182.6</b>	<b>\$188.5</b>	<b>3.2%</b>	<b>17.9%</b>
<b>Bowling</b>	<b>\$203.1</b>	<b>\$193.2</b>	<b>\$193.2</b>	<b>\$190.1</b>	<b>\$193.2</b>	<b>\$194.9</b>	<b>0.9%</b>	<b>-4.0%</b>
<b>Total Camping</b>	<b>\$2,818.0</b>	<b>\$3,124.8</b>	<b>\$3,764.8</b>	<b>\$3,900.7</b>	<b>\$3,744.2</b>	<b>\$3,673.3</b>	<b>-1.9%</b>	<b>30.4%</b>
Backpacks	\$627.9	\$706.4	\$847.7	\$881.6	\$978.2	\$1,017.1	4.0%	62.0%
Coolers/Chests	\$599.9	\$659.9	\$803.0	\$843.1	\$765.7	\$737.0	-3.7%	22.8%
Jugs/Containers	\$112.2	\$123.4	\$141.9	\$146.1	\$137.1	\$134.5	-1.9%	19.9%
Furniture	\$247.6	\$284.8	\$322.7	\$313.0	\$301.9	\$289.4	-4.1%	16.9%
Sleeping Bags / Air Beds	\$653.4	\$718.7	\$886.4	\$927.8	\$838.3	\$792.6	-5.5%	21.3%
Stoves / Fuels	\$152.8	\$167.3	\$195.2	\$201.1	\$187.5	\$176.9	-5.6%	15.8%
Tents/Shelters	\$368.7	\$401.9	\$489.0	\$510.2	\$464.5	\$451.1	-2.9%	22.3%
Other	\$55.3	\$62.3	\$78.9	\$77.7	\$71.0	\$74.7	5.2%	34.9%

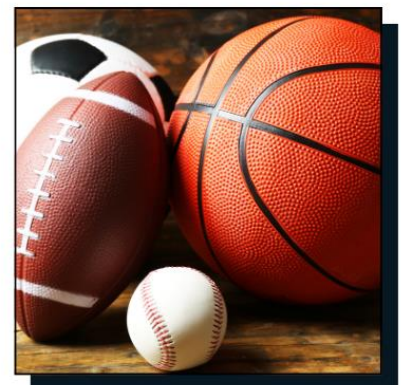




Dollars in Millions	2019	2020	2021	2022	2023	2024	Change 2023/2024	Change 2019/2024
<b>Total Firearms</b>	<b>\$4,118.6</b>	<b>\$4,654.0</b>	<b>\$4,321.4</b>	<b>\$4,450.2</b>	<b>\$4,363.8</b>	<b>\$4,426.1</b>	<b>1.4%</b>	<b>7.5%</b>
Ammunition	\$1,270.8	\$1,503.8	\$1,477.0	\$1,565.9	\$1,599.1	\$1,749.0	<b>9.3%</b>	<b>37.5%</b>
Handguns	\$1,055.9	\$1,179.1	\$1,083.5	\$1,102.4	\$1,067.3	\$1,018.2	<b>-4.6%</b>	<b>-3.6%</b>
Long Guns	\$1,791.9	\$1,971.1	\$1,760.8	\$1,781.9	\$1,697.5	\$1,660.1	<b>-2.2%</b>	<b>-7.4%</b>
<b>Fishing</b>	<b>\$2,761.8</b>	<b>\$3,172.7</b>	<b>\$3,253.1</b>	<b>\$3,447.3</b>	<b>\$3,464.6</b>	<b>\$3,551.2</b>	<b>2.5%</b>	<b>28.6%</b>
<b>Total Football</b>	<b>\$574.0</b>	<b>\$537.6</b>	<b>\$621.9</b>	<b>\$662.5</b>	<b>\$741.7</b>	<b>\$780.5</b>	<b>5.2%</b>	<b>36.0%</b>
Balls	\$88.4	\$91.7	\$106.1	\$114.8	\$125.7	\$130.6	<b>3.9%</b>	<b>47.7%</b>
Protective	\$356.9	\$330.5	\$390.5	\$418.4	\$473.5	\$501.5	<b>5.9%</b>	<b>40.5%</b>
Other/Accessories	\$128.7	\$115.4	\$125.3	\$129.4	\$142.5	\$148.5	<b>4.2%</b>	<b>15.4%</b>
<b>Total Golf</b>	<b>\$2,347.0</b>	<b>\$2,793.9</b>	<b>\$3,687.9</b>	<b>\$3,995.6</b>	<b>\$4,305.4</b>	<b>\$4,353.5</b>	<b>1.1%</b>	<b>85.5%</b>
Balls	\$633.9	\$767.0	\$990.0	\$1,110.1	\$1,338.4	\$1,357.1	<b>1.4%</b>	<b>114.1%</b>
Clubs	\$1,211.1	\$1,408.8	\$1,868.5	\$1,940.5	\$1,982.7	\$2,009.1	<b>1.3%</b>	<b>65.9%</b>
Other Merged	\$502.0	\$618.0	\$829.4	\$945.0	\$984.4	\$987.3	<b>0.3%</b>	<b>96.7%</b>
<b>Total Ice Hockey</b>	<b>\$278.8</b>	<b>\$228.9</b>	<b>\$274.9</b>	<b>\$289.5</b>	<b>\$310.6</b>	<b>\$318.6</b>	<b>2.6%</b>	<b>14.3%</b>
Skates	\$72.5	\$63.7	\$74.6	\$77.4	\$85.5	\$88.9	<b>4.0%</b>	<b>22.5%</b>
Sticks	\$66.2	\$50.7	\$61.0	\$65.1	\$68.8	\$69.9	<b>1.6%</b>	<b>5.6%</b>
Protective	\$115.0	\$92.4	\$112.3	\$118.4	\$125.1	\$128.6	<b>2.8%</b>	<b>11.8%</b>
Other	\$25.1	\$22.0	\$27.0	\$28.6	\$31.3	\$31.3	<b>0.0%</b>	<b>24.5%</b>
<b>Optical Goods</b>	<b>\$1,702.9</b>	<b>\$1,817.8</b>	<b>\$2,069.2</b>	<b>\$2,100.2</b>	<b>\$2,011.0</b>	<b>\$2,111.5</b>	<b>5.0%</b>	<b>24.0%</b>
<b>Racquetball</b>	<b>\$10.1</b>	<b>\$8.7</b>	<b>\$8.6</b>	<b>\$8.2</b>	<b>\$7.4</b>	<b>\$7.4</b>	<b>0.0%</b>	<b>-26.9%</b>
<b>In-line Skating</b>	<b>\$60.9</b>	<b>\$59.5</b>	<b>\$69.2</b>	<b>\$70.3</b>	<b>\$71.0</b>	<b>\$71.7</b>	<b>1.0%</b>	<b>17.6%</b>
Skates	\$56.4	\$55.0	\$64.4	\$65.6	\$66.3	\$67.0	<b>1.1%</b>	<b>18.9%</b>
Accessories	\$4.6	\$4.5	\$4.8	\$4.7	\$4.7	\$4.7	<b>-0.5%</b>	<b>2.5%</b>
<b>Scuba &amp; Skin Diving</b>	<b>\$242.1</b>	<b>\$193.7</b>	<b>\$198.5</b>	<b>\$213.4</b>	<b>\$229.4</b>	<b>\$229.4</b>	<b>0.0%</b>	<b>-5.2%</b>
<b>Total Snow Sports</b>	<b>\$537.5</b>	<b>\$611.7</b>	<b>\$683.6</b>	<b>\$761.9</b>	<b>\$846.2</b>	<b>\$823.6</b>	<b>-2.7%</b>	<b>53.2%</b>
Snow Skiing, Alpine	\$360.5	\$387.1	\$438.2	\$479.3	\$527.2	\$505.8	<b>-4.1%</b>	<b>40.3%</b>
Snow Skiing, X-Country	\$49.9	\$89.8	\$96.4	\$118.4	\$140.3	\$147.3	<b>5.0%</b>	<b>195.3%</b>
Snowboards	\$127.1	\$134.8	\$149.0	\$164.1	\$178.7	\$170.5	<b>-4.6%</b>	<b>34.2%</b>
<b>Total Soccer</b>	<b>\$433.7</b>	<b>\$397.6</b>	<b>\$424.9</b>	<b>\$437.9</b>	<b>\$458.6</b>	<b>\$466.3</b>	<b>1.7%</b>	<b>7.5%</b>
Balls	\$130.9	\$133.4	\$153.0	\$165.1	\$174.1	\$181.6	<b>4.3%</b>	<b>38.7%</b>
Protective	\$33.9	\$32.5	\$36.1	\$37.8	\$39.6	\$40.3	<b>1.6%</b>	<b>19.0%</b>
Other/Accessories	\$268.9	\$231.7	\$235.8	\$234.9	\$244.9	\$244.5	<b>-0.2%</b>	<b>-9.1%</b>



Dollars in Millions	2019	2020	2021	2022	2023	2024	Change 2023/2024	Change 2019/2024
<b>Table Tennis</b>	\$53.8	\$60.7	\$64.9	\$66.7	\$68.9	\$70.0	1.6%	30.2%
<b>Total Tennis</b>	\$226.9	\$225.5	\$288.2	\$298.8	\$273.6	\$279.2	2.0%	23.0%
Racquets	\$88.6	\$89.0	\$130.1	\$129.9	\$110.5	\$108.1	-2.2%	22.1%
Balls	\$77.3	\$78.8	\$81.2	\$93.2	\$92.3	\$103.2	11.8%	33.5%
Other	\$61.0	\$57.6	\$76.9	\$75.6	\$70.7	\$67.8	-4.1%	11.2%
<b>Total Pickleball*</b>				\$168.6	\$220.4	\$240.2	9.0%	
Racquets				\$99.2	\$131.2	\$145.6	11.0%	
Balls				\$69.4	\$89.2	\$94.6	6.0%	
<b>Total Lacrosse</b>	\$101.7	\$89.6	\$94.2	\$95.3	\$97.3	\$102.1	5.0%	0.4%
Sticks	\$42.3	\$38.3	\$40.9	\$41.6	\$42.8	\$43.8	2.2%	3.4%
Protective	\$38.5	\$34.2	\$36.4	\$37.2	\$37.6	\$41.4	10.2%	7.6%
Other/Accessories	\$20.9	\$17.1	\$16.9	\$16.5	\$16.8	\$16.9	0.6%	-18.8%
<b>Total Volleyball</b>	\$84.3	\$80.1	\$88.0	\$93.3	\$102.0	\$108.5	6.4%	28.8%
<b>Water Sports</b>	\$465.9	\$554.4	\$632.9	\$679.8	\$696.9	\$705.6	1.3%	51.4%
Equipment	\$110.3	\$145.4	\$156.7	\$166.9	\$168.6	\$169.4	0.5%	53.7%
Other	\$355.7	\$409.0	\$476.2	\$512.9	\$528.3	\$536.2	1.5%	50.8%
<b>Boxing</b>	\$99.8	\$120.1	\$126.1	\$132.8	\$135.9	\$137.5	1.2%	37.8%
<b>Martial Arts</b>	\$459.0	\$518.0	\$577.6	\$579.5	\$635.1	\$745.0	17.3%	62.3%
<b>Other (Team Sports and Individual Sports)</b>	\$6,926.4	\$6,840.6	\$7,334.5	\$7,416.0	\$7,724.9	\$7,619.3	-1.4%	10.0%
<b>TOTAL SPORTS EQUIPMENT</b>	\$26,329	\$28,010	\$30,758	\$32,183	\$32,969	\$33,325	1.1%	26.6%





Dollars in Millions	2019	2020	2021	2022	2023	2024
<b>Exercise - Consumer</b>	<b>\$3,979.8</b>	<b>\$5,593.5</b>	<b>\$6,421.6</b>	<b>\$6,076.6</b>	<b>\$6,563.7</b>	<b>N/A</b>
Treadmills	\$1,065.0	\$1,535.4	\$1,744.2	\$1,638.0	\$1,803.2	
Home Gyms	\$221.2	\$384.2	\$466.1	\$424.2	\$463.5	
Exercise Cycles	\$472.0	\$788.8	\$1,003.1	\$915.8	\$1,028.7	
Rowing Machines	\$92.0	\$135.4	\$147.9	\$143.3	\$149.2	
Free Weights	\$201.0	\$410.5	\$483.2	\$504.3	\$560.8	
Ab Machines	\$210.5	\$291.2	\$289.8	\$260.3	\$255.6	
Ski Machines	\$31.6	\$33.2	\$35.5	\$32.2	\$32.0	
Elliptical Machines	\$904.2	\$926.8	\$969.4	\$837.9	\$807.3	
Aero Gliders	\$23.6	\$23.6	\$23.6	\$21.5	\$20.9	
Stair Climbing Machines	\$25.0	\$31.9	\$31.4	\$29.3	\$28.6	
Exercise Benches	\$120.6	\$214.6	\$244.9	\$249.1	\$266.2	
Other Consumer	\$613.2	\$817.9	\$982.4	\$1,020.6	\$1,147.7	
<b>Exercise - Institutional</b>	<b>\$1,565.5</b>	<b>\$1,301.8</b>	<b>\$1,463.6</b>	<b>\$1,515.3</b>	<b>\$1,693.6</b>	<b>N/A</b>
Upright Stationary Bikes	\$25.9	\$22.1	\$24.3	\$24.5	\$25.2	
Recumbent Stationary Bike	\$110.5	\$94.0	\$101.8	\$105.6	\$109.2	
Group Exercise Bikes	\$14.2	\$11.2	\$13.5	\$14.3	\$15.9	
Stair Climbing Machines	\$70.4	\$52.0	\$54.6	\$57.3	\$65.1	
Treadmills	\$398.0	\$348.2	\$417.9	\$417.9	\$516.1	
Elliptical Machines	\$312.4	\$269.4	\$318.8	\$326.8	\$366.3	
Other CV machines	\$42.1	\$35.7	\$33.9	\$36.1	\$37.8	
Single Station Selectorized	\$207.3	\$157.6	\$165.4	\$173.7	\$185.7	
Multi Station Selectorized	\$206.3	\$177.0	\$185.8	\$201.2	\$199.1	
Plate Loaded	\$50.2	\$33.6	\$38.1	\$42.0	\$45.8	
Benches/Racks/Free Weight	\$120.3	\$93.5	\$100.5	\$106.7	\$117.2	
Non-gravity Strength Machines	\$5.4	\$5.4	\$5.7	\$5.7	\$5.9	
Other Strength	\$2.5	\$2.2	\$3.3	\$3.6	\$4.3	
<b>TOTAL EXERCISE EQUIPMENT</b>	<b>\$5,545</b>	<b>\$6,895</b>	<b>\$7,885</b>	<b>\$7,592</b>	<b>\$8,257</b>	<b>N/A</b>

Due to insufficient statistically significant data, 2024 sales data for the exercise equipment category is excluded from the 2025 edition of the Manufacturers' Sales by Category Report to maintain accuracy.



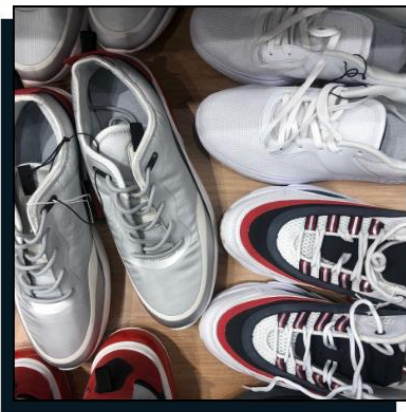
Dollars in Millions	2019	2020	2021	2022	2023	2024	Change 2022/2023	Change 2019/2024
<b>Total Athletic Apparel</b>	\$20,486.9	\$20,222.3	\$25,635.3	\$28,449.0	\$29,630.8	\$30,573.9	3.2%	49.2%
Accessories	\$215.7	\$205.8	\$253.7	\$287.0	\$339.2	\$351.1	<b>3.5%</b>	<b>62.8%</b>
Base layer	\$663.9	\$739.7	\$923.5	\$972.3	\$995.7	\$1,049.4	<b>5.4%</b>	<b>58.1%</b>
Bottoms	\$1,146.4	\$1,217.4	\$1,589.7	\$1,709.4	\$1,889.7	\$1,906.6	<b>0.9%</b>	<b>66.3%</b>
Caps/Hats	\$536.9	\$467.6	\$644.3	\$700.2	\$717.7	\$726.1	<b>1.2%</b>	<b>35.2%</b>
Dresses	\$34.7	\$37.0	\$39.3	\$43.5	\$43.5	\$43.5	<b>0.2%</b>	<b>25.4%</b>
Fleece/Sweat	\$1,877.8	\$2,155.7	\$3,440.5	\$3,787.3	\$4,031.2	\$4,131.9	<b>2.5%</b>	<b>120.0%</b>
Outerwear	\$1,414.2	\$1,624.7	\$1,984.0	\$2,196.1	\$2,262.0	\$2,409.0	<b>6.5%</b>	<b>70.3%</b>
Shirts/Top	\$7,831.0	\$8,000.6	\$9,988.7	\$11,405.7	\$11,948.6	\$12,344.9	<b>3.3%</b>	<b>57.6%</b>
Shorts/Skirts	\$1,456.7	\$1,482.2	\$1,880.3	\$2,143.6	\$2,160.7	\$2,230.3	<b>3.2%</b>	<b>53.1%</b>
Socks	\$1,345.5	\$1,185.1	\$1,452.3	\$1,605.9	\$1,605.9	\$1,639.8	<b>2.1%</b>	<b>21.9%</b>
Sports Bras	\$357.6	\$376.9	\$466.9	\$473.4	\$528.7	\$534.7	<b>1.1%</b>	<b>49.5%</b>
Swimwear	\$2,752.1	\$1,860.4	\$1,975.8	\$2,099.3	\$2,099.3	\$2,183.2	<b>4.0%</b>	<b>-20.7%</b>
Underwear	\$675.1	\$671.7	\$752.3	\$765.2	\$739.7	\$748.4	<b>1.2%</b>	<b>10.9%</b>
Warm ups	\$179.1	\$197.4	\$243.9	\$260.1	\$269.1	\$274.7	<b>2.1%</b>	<b>53.4%</b>
<b>Branded Activewear</b>	\$15,888.6	\$15,094.2	\$15,301.5	\$15,024.0	\$15,052.1	\$15,533.8	3.2%	-2.2%
<b>Total Team Uniforms</b>	\$1,345.2	\$1,042.4	\$1,393.1	\$1,545.0	\$1,645.1	\$1,740.4	5.8%	29.4%
Baseball	\$426.0	\$353.8	\$469.3	\$515.0	\$541.8	\$572.3	<b>5.6%</b>	<b>34.3%</b>
Basketball	\$215.0	\$173.3	\$249.4	\$273.5	\$288.9	\$306.0	<b>5.9%</b>	<b>42.3%</b>
Football	\$366.3	\$259.3	\$335.7	\$384.2	\$418.8	\$444.9	<b>6.3%</b>	<b>21.5%</b>
Soccer	\$152.2	\$117.4	\$157.0	\$172.0	\$185.6	\$195.7	<b>5.5%</b>	<b>28.6%</b>
Volleyball	\$69.0	\$54.8	\$72.5	\$81.0	\$85.7	\$92.3	<b>7.7%</b>	<b>33.9%</b>
Other	\$116.6	\$83.7	\$109.3	\$119.4	\$124.4	\$129.1	<b>3.8%</b>	<b>10.7%</b>
<b>TOTAL SPORTS APPAREL</b>	<b>\$37,721</b>	<b>\$36,359</b>	<b>\$42,330</b>	<b>\$45,018</b>	<b>\$46,328</b>	<b>\$47,848</b>	<b>3.3%</b>	<b>26.8%</b>
<b>TOTAL LICENSED MERCHANDISE</b>	<b>\$9,101</b>	<b>\$8,651</b>	<b>\$10,781</b>	<b>\$11,541</b>	<b>\$12,557</b>	<b>\$13,059</b>	<b>4.0%</b>	<b>43.5%</b>



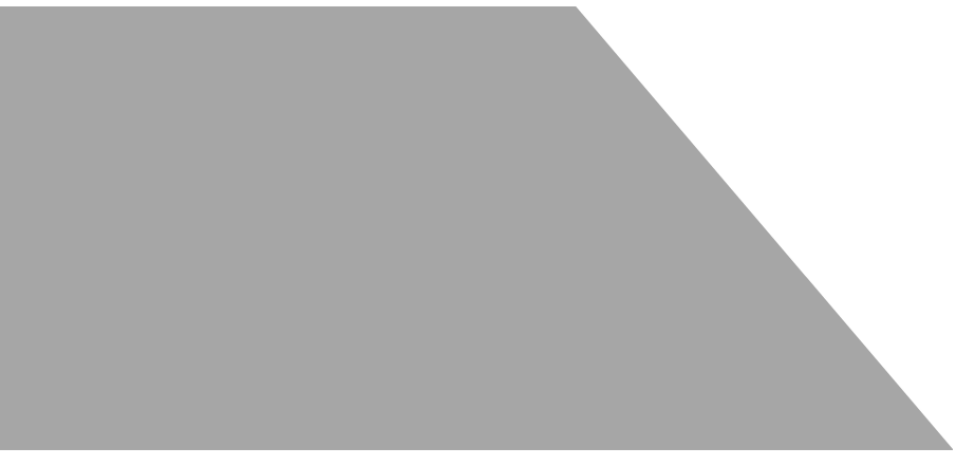
Dollars in Millions	2019	2020	2021	2022	2023	2024	Change 2023/2024	Change 2019/2024
Total Athletic Footwear	\$17,262.1	\$16,577.7	\$19,985.6	\$20,383.0	\$21,549.6	\$22,443.7	4.1%	30.0%
Running	\$4,959.4	\$4,413.8	\$5,851.9	\$5,910.4	\$6,391.5	\$6,635.7	3.8%	33.8%
Tennis	\$171.2	\$152.7	\$219.8	\$233.5	\$221.1	\$226.9	2.6%	32.5%
Walking	\$412.4	\$429.7	\$549.0	\$564.1	\$611.1	\$639.0	4.6%	55.0%
Fitness/Workout	\$1,053.4	\$1,208.7	\$1,722.5	\$1,808.6	\$2,125.1	\$2,302.1	8.3%	118.5%
Classic/Originals	\$2,589.3	\$2,595.8	\$2,881.3	\$2,881.3	\$3,025.4	\$3,107.0	2.7%	20.0%
Team - Baseball	\$276.2	\$223.2	\$244.3	\$265.7	\$293.9	\$303.4	3.3%	9.8%
Team - Basketball	\$1,111.3	\$989.9	\$1,181.8	\$1,251.0	\$1,271.9	\$1,313.9	3.3%	18.2%
Team - Football	\$184.9	\$143.6	\$163.1	\$178.0	\$191.5	\$188.3	-1.7%	1.8%
Team - Soccer	\$349.7	\$299.4	\$349.9	\$377.1	\$386.6	\$392.7	1.6%	12.3%
Team - Volleyball	\$23.6	\$18.7	\$20.9	\$22.0	\$22.6	\$23.4	3.7%	-0.7%
Outdoor/Adventure	\$763.3	\$878.9	\$947.2	\$898.8	\$906.8	\$1,103.6	21.7%	44.6%
Sport Sandals/Slides	\$281.8	\$288.8	\$332.1	\$340.4	\$363.1	\$375.2	3.3%	33.2%
Casual/Fashion	\$1,056.4	\$1,130.4	\$1,232.1	\$1,314.3	\$1,380.0	\$1,430.6	3.7%	35.4%
Golf	\$261.0	\$283.0	\$333.5	\$320.8	\$346.5	\$376.5	8.7%	44.3%
Skate/Surf	\$1,054.6	\$949.1	\$1,053.5	\$1,085.1	\$1,080.8	\$1,093.4	1.2%	3.7%
Kids	\$2,713.6	\$2,571.9	\$2,902.7	\$2,931.7	\$2,931.7	\$2,931.7	0.0%	8.0%

## TOTALS

Dollars in Millions	2019	2020	2021	2022	2023	2024	Change 2023/2024	Change 2019/2024
Total Sporting Goods, Sports Apparel, Licensed & Athletic Footwear	\$90,413	\$89,598	\$103,854	\$109,126	\$113,403	\$116,675	2.9%	29%
Total Sporting Goods & Exercise Equipment, Sports Apparel, Licensed & Athletic Footwear	\$95,958	\$96,493	\$111,739	\$116,717	\$121,660	N/A		



\*The figures for Total Sporting Goods in the first row under the header does not include data for the exercise equipment category for 2024 due to lack of statistically significant data collected.



# APPENDIX



# Appendix

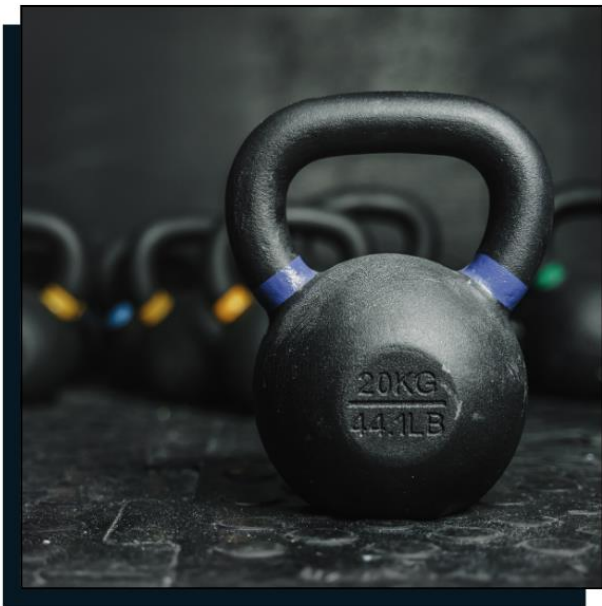
## Footnotes

- If a data cell has 0 in it, it represents no growth/change.
- If a data cell is blank, it indicates there is no or only unreliable data available.
- If revised data was available for 2023, it was used.
- In direct comparison with previous reports, the most recent data should be used.

## Categories Defined

**Other Consumer Exercise Includes:** Exercise mats, exercise towels and accessories, weight kits, exercise bands, stretching machines, exercise balls/heavy and inflatable and multi-functional machines for home use (Bowflex, Soloflex).

**Branded Activewear Includes:** Department store type sports brands like IZOD, Champion lines, non-sports specific activewear.





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