

# Sports Turf Market = Opportunities and Forecast During 2015 - 2019

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Sports turf is used to cover the field or surface used for playing sports. It finds application in a variety of sports premises like rugby, football, golf, hockey, baseball, tennis, lacrosse, and athletics. market research analyst has estimated the global market for sports turf to post a healthy market growth rate of more than 11% by 2019. Innovations pertaining to product quality and design are responsible for this market's healthy growth during the forecast period.

Recent growth in the sale of artificial turf is a significant factor that drives growth in this market during the forecast period. Artificial grass involves low maintenance costs and does not require irrigation, mowing, trimming, watering, and pesticides. Even though the initial cost of installing artificial grass is high, consumers can recoup their investment through low water bills and maintenance costs.

Geographical segmentation of the sports turf market

- APAC
- EMEA
- Americas

In this market research report, analysts have estimated the EMEA region to account for the highest market share followed by the Americas and the APAC region. High market share of EMEA can be attributed to its sound sports infrastructure and high popularity of sporting events like football, tennis, hockey, and golf in this region.

Competitive landscape and key vendors

This market is characterized by the presence of a few large vendors like FieldTurf and ForestGrass, who continually compete with each other on the basis of product differentiation, portfolio, and pricing to gain maximum traction in the market. Factors like pricing strategies and innovative services among the leading vendors play a significant role in impelling market growth during the forecast period.

Key vendors analyzed in this market are -

- FieldTurf
- ForestGrass
- Greenfields
- HG Sports Turf
- Sporturf

Other prominent vendors in this market are Artificial Lawn, AstroTurf, Avalon, CCGrass, Challenger Industries, DuPont, Easigrass, Garden Grass, Global Syn-Turf, GrassTex, GTR Turf, NewGrass, SIS Pitches, SYNLawn, TigerTurf Americas, Turf & Garden, Turf Products, and Turf Solutions.

## Growth drivers, challenges, and upcoming trends: Sports turf

Technavio market research analysts have estimated upcoming trends, such as the rise in favorability toward environment friendly initiatives, to foster market growth during the forecast period. Artificial grass is free from pesticides or fertilizers and requires minimal use of equipment like gas powered lawnmowers for their maintenance. This minimal usage of gas powered equipment and harmful fertilizers is expected to drive market growth as it aids in bringing down the level of pollution surrounding a sports facility.

This report provides a number of factors contributing to the adoption, limitations, and opportunities of the global sports turf market. It also offers an analysis of each factor and an estimation of the extent to which the factors are likely to impact the overall market growth.

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