

# Smarts Sports Equipment Global Market 2024 To Reach \$5.63 Billion By 2028 At Rate Of 8.1%

*Smarts Sports Equipment Global Market Report 2024 – Market Size, Trends, And Forecast 2024-2033*

LONDON, GREATER LONDON, UK,  
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EINPresswire.com/ -- The smarts sports equipment market has experienced robust growth in recent years, expanding from \$3.86 billion in 2023 to

\$4.12 billion in 2024 at a compound annual growth rate (CAGR) of 6.6%. The growth in the historic period can be attributed to rise in participation in sport, increased awareness about health and wellness, e-commerce growth, rise in internet penetration, rise in esports.



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## Strong Future Growth Anticipated

The smarts sports equipment market is projected to continue its strong growth, reaching \$5.63 billion in 2028 at a compound annual growth rate (CAGR) of 8.1%. The growth in the forecast period can be attributed to increasing demand for tracking fitness and athletic performance, rise in disposable income, rising participation in recreational activities, economic growth.

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## Growth Driver Of The Smarts Sports Equipment Market

The rise in participation in sports is expected to propel the growth of the [smart sports equipment market](#) in the coming years. This surge in participation is driven by a combination of factors, including an increased awareness of the importance of physical fitness, the influence of wearable technology and data-driven training, and the appeal of gamified and personalized workout experiences. As more individuals and athletes embrace smart sports equipment to enhance their performance, track their progress, and prevent injuries, the market is expected to

see sustained growth.

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### Major Players And Market Trends

Key players in the smarts sports equipment market include NIKE Inc., Golfsmith International Holdings Inc., PUMA SE, Adidas AG, Wilson Sporting Goods Co., BABOLAT VS S.A., HockeyShot Inc.

Major companies operating in the smart sports equipment market are focusing on developing innovative technologies, such as connected ball technology, to better meet the needs of their existing consumers. Connected ball technology refers to the incorporation of computerized sensors, communication technology, and data analytics into sports balls, notably in team sports such as basketball, soccer, and football.

### Segments:

- 1) By Product Type: Smart Balls, Smart Golf Sticks, Smart Hockey Sticks, Smart Racket And Bats, Others Products
- 2) By Connectivity Features: Smartphone Synchronization, Wireless Synching, Real Time Data Syncing
- 3) By Distribution Channel: Franchise Stores, Specialty Stores, Others Stores
- 4) By End User: Men, Women

### Geographical Insights: North America Leading The Market

North America was the largest region in the smart sports equipment market in 2023. Asia-Pacific is expected to be the fastest-growing region in the forecast period. The regions covered in the smarts sports equipment market report include Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East and Africa.

### Smarts Sports Equipment Market Definition

The smart sports equipment refers to equipment's that are digitally instrumented with sensors, providing real-time analytical details on the user's behavior and performance. It is used to analyze player's performance on the field. Smart sports equipment goes beyond simple metric tracking, such as calories burnt or steps done, to provide with more precise information about form and performance.

[Smarts Sports Equipment Global Market Report 2024](#) from The Business Research Company covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan,

Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Smarts Sports Equipment Global Market Report 2024 by The Business Research Company is the most comprehensive report that provides insights on smarts sports equipment market size, smarts sports equipment market drivers and trends, smarts sports equipment market major players, smarts sports equipment competitors' revenues, smarts sports equipment market positioning, and smarts sports equipment market growth across geographies. The smarts sports equipment market report helps you gain in-depth insights into opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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