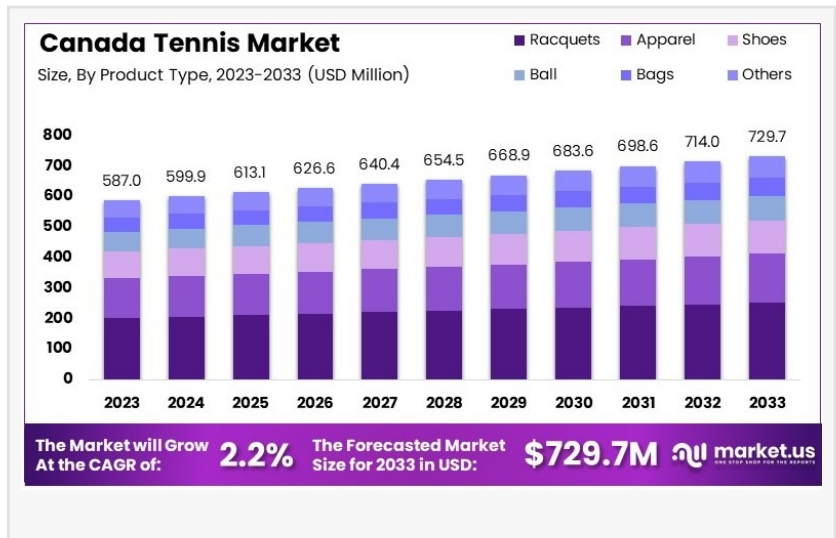


Canada Tennis Market Size, Share, and Reach Expected to Hit USD 729.7 Million by 2033, Growing at a CAGR of 2.2%

Canada Tennis Market is projected to reach USD 729.7 million by 2033, growing at a CAGR of 2.2% from USD 587.0 million in 2023.

ONTARIO, ONTARIO, CANADA, January 31, 2025 /EINPresswire.com/ --
****Report Overview****

The [Canada Tennis Market](#) is projected to reach USD 729.7 million by 2033, up from USD 587.0 million in 2023, with a CAGR of 2.2% from 2024 to 2033.



Canada Tennis refers to the sport of tennis as played and followed in Canada, encompassing both the recreational and competitive aspects of the game. It includes professional tennis events, amateur participation, as well as grassroots development. The market consists of a wide range of stakeholders, from tennis clubs, academies, and associations to apparel and equipment suppliers, media networks, and tournament organizers. Canada is home to a growing tennis fanbase and a solid network of facilities that support players across all age groups and skill levels.



Unlock the Future of Canada's Tennis Market! Get up to 30% off on the latest insights—Buy Now and save while staying ahead with a projected USD 729.7 Million by 2033!"

Tajammul Pangarkar

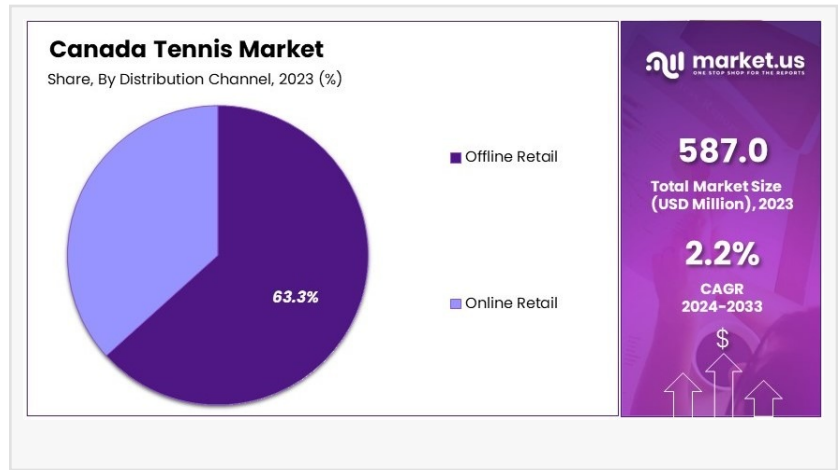
The Canada Tennis Market represents the economic ecosystem surrounding the sport, including sponsorship, broadcasting, merchandise, equipment sales, and event-

related revenues. The market is shaped by both professional tournaments, such as the Canadian Open, and a vibrant domestic tennis scene with increasing participation. The market has witnessed steady growth, with increasing investment in both grassroots initiatives and professional leagues, contributing to a more robust tennis culture in the country.

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Key growth drivers include the increasing popularity of the sport, with Canadian players gaining recognition on the international stage, notably in Grand Slam tournaments. The rise in both recreational participation and youth involvement in tennis is fueling

demand for better training facilities, specialized coaching, and premium equipment. Additionally, the growing digital presence of tennis through streaming and social media platforms is helping drive global interest in the sport. There is significant opportunity in enhancing the fan experience, expanding sponsorships, and investing in community-level infrastructure to further cultivate the sport's presence across Canada.



Key Takeaways

□ The Canada Tennis Market was valued at USD 587.0 million in 2023 and is projected to reach USD 729.7 million by 2033, growing at a CAGR of 2.2%.

□ In 2023, racquets led the product category with 34.4% share, driven by increasing participation and performance preferences.

□ Amateur players accounted for 67.6% of the market in 2023, highlighting the prominence of recreational play.

□ Offline retail remained the dominant distribution channel in 2023, holding a 63.3% share, with consumers preferring hands-on product selection.

Market Segmentation

[The Canada tennis market is led](#) by the racquets segment, which holds a 34.4% share, driven by high demand for performance-oriented equipment among both amateur and professional players. Power racquets are popular with beginners and recreational players, while control racquets attract advanced players seeking precision. Tweener racquets, offering a balance of power and control, cater to a broad audience. Apparel and shoes, designed for various court surfaces, also play significant roles in the market, along with balls and accessories that support training and playing needs. Overall, the racquet segment's dominance highlights the emphasis on quality and innovation in the Canadian tennis market.

The Canadian tennis market is primarily dominated by the amateur segment, which holds a 67.6% share due to widespread recreational participation driven by fitness, social interaction, and leisure. This segment benefits from accessible facilities and community programs that encourage growth. While professional players make up a smaller segment, they influence the market through their demand for premium equipment and endorsements. Junior players also contribute, fueled by youth development programs and the ambition of young athletes, with each sub-segment driving distinct growth through volume sales and specialized product needs.

Offline retail dominates the Canadian tennis market, accounting for 63.3% of the distribution channels, driven by customers' preference for in-store experiences and personalized service. Physical stores, including hypermarkets, supermarkets, specialty sports stores, and department stores, offer convenience, expert advice, and brand loyalty. While online retail, including e-commerce platforms and company websites, holds a smaller share, it is growing steadily due to the increasing shift toward digital shopping, broader product ranges, and competitive pricing.

****Key Market Segments****

By Product Type

Racquets

- ~~Power

- ~~Control

- ~~Tweener

Apparel

- ~~Tops & Dresses

- ~~T-Shirts

- ~~Jackets

- ~~Skirts & Shorts

- ~~Trousers & Tights

- ~~Others

Shoes

- ~~Hard Court

- ~~Clay Court

- ~~Grass Court

Ball

- ~~Pressurized

- ~~Pressureless

- ~~Practice

Bags

Others

By Distribution Channel

Online Retail

~~ E-commerce

~~ Company Website

Offline Retail

~~ Hypermarket/Supermarket

~~ Specialty Stores

~~ Sports Retail Chains

~~ Department Stores

~~ Others

****Driving factors****

Increasing Popularity of Tennis Among Canadians

The growing interest in tennis in Canada is a key driver for the market. As more individuals engage in the sport for both recreational and competitive purposes, participation rates are on the rise. Tennis facilities are seeing increased foot traffic, and youth participation programs are becoming more widespread. This surge in interest has led to higher demand for equipment, coaching, and tournament events, all contributing to the market's expansion.

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****Restraining Factors****

High Cost of Tennis Equipment

The relatively high cost of tennis equipment, including racquets, shoes, and accessories, poses a restraint to the market. While the sport's popularity grows, the price barrier may limit access for some individuals, especially in lower-income households. This pricing challenge could result in reduced participation rates among certain demographics, ultimately slowing the market's broader growth. Overcoming this barrier is essential for making tennis more accessible and fostering wider adoption across all income groups.

****Growth Opportunity****

Expansion of Youth Tennis Programs

Canada's burgeoning youth tennis programs represent a major opportunity for market growth. As tennis associations and local clubs focus on fostering young talent, the demand for specialized coaching, junior leagues, and age-appropriate equipment is increasing. Investing in grassroots initiatives and encouraging youth involvement not only strengthens the sport's future in Canada but also boosts sales of related goods and services, presenting a significant opportunity for long-term growth.

****Latest Trends****

Technological Advancements in Equipment and Training

Technological innovations are significantly shaping the Canadian tennis market. Smart racquets, wearable tech for performance tracking, and virtual coaching platforms are gaining popularity among both amateur and professional players. These advancements enhance training efficiency and player performance, creating a more engaging experience. As technology continues to evolve, it will likely lead to the development of more specialized products and services, further boosting market demand and changing how Canadians approach the sport.

****Regional Analysis****

The Canadian tennis market shows significant regional variations, with Ontario being the dominant player, largely due to its robust infrastructure, large population, and major tennis events such as the Rogers Cup. The province's strong tennis culture and investment in facilities continue to fuel its market leadership. Quebec also holds a prominent position, driven by a strong community of tennis enthusiasts and a high level of participation in both recreational and competitive tennis.

British Columbia follows closely, benefiting from a favorable climate that allows for year-round tennis play, along with an increasing number of tennis academies and clubs. Alberta and the Atlantic provinces, while smaller contributors, are seeing gradual growth, particularly through grassroots programs and recreational leagues. Overall, Ontario remains the market leader, driven by its urban centers and extensive tennis infrastructure.

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****Key Players Analysis****

In 2024, the Canada Tennis Market is characterized by strong competition among key players, with brands like Wilson Sporting Goods and Yonex Co., Ltd. continuing to dominate. Wilson's consistent product innovation and broad sponsorship reach make it a leading choice, while Yonex stands out for its cutting-edge racket technology and loyal following in professional circuits.

Nike and Adidas remain influential, leveraging their global reach and extensive marketing strategies. Babolat and Head N.V. maintain their status through specialized offerings for elite players. Smaller yet notable players like Prince Tennis and Gamma Sports focus on niche segments, while ASICS and K-Swiss continue to enhance performance with their footwear lines, strengthening their position in the market.

Top Key Players in the Market

~~Wilson Sporting Goods

~~Yonex Co., Ltd.

~~Nike, Inc.

~~Adidas AG

~~Babolat

~~Head N.V.

~~Dunlop Sports

~~ASICS Corporation

~~Prince Tennis

~~K-Swiss

~~Lacoste

~~ Völkl Tennis

~~Gamma Sports

~~ Ame & Lulu

~~ Diadem Sports

Recent Developments

~~ In September 2024, Tennis Canada and National Bank: Launched a campaign for Gender Equality Week, urging the public to wear purple to symbolize progress toward gender equity in tennis.

~~ In October 2024, Tennis Canada: Introduced the Wheelchair Tennis Whole Player Development Pathway (WTWPDP), a seven-stage guide designed to promote lifelong participation in wheelchair tennis.

Conclusion

The Canada Tennis Market is experiencing steady growth, projected to reach USD 729.7 million by 2033, up from USD 587.0 million in 2023, growing at a CAGR of 2.2%. Key drivers include the rising popularity of tennis, particularly among recreational players, and increasing youth participation. The market is heavily influenced by the racquets segment, which leads in sales, while amateur players account for the majority of the market share. Despite challenges such as the high cost of tennis equipment, opportunities lie in expanding youth programs and leveraging technological advancements in equipment. The market is highly competitive, with major players like Wilson, Yonex, Nike, and Adidas shaping trends through product innovation and strategic

sponsorships.

Lawrence John

Prudour

+91 91308 55334

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