

Global Pickleball Market Size Set to Surge from \$91.54 Billion in 2024 to \$380.11 Billion by 2034 at a 15.30% CAGR

The global pickleball market was valued at approximately USD 91.54 billion in 2024 and is expected to reach around USD 380.11 billion by 2034

PUNE, MAHARASHTRA, INDIA, August 12, 2025 /EINPresswire.com/ -- Global Pickleball Market Research Report (2024–2034) Trends, Size, Share, Growth, and Regional Insights

1. Executive Summary

The [global pickleball market size](#) was valued at approximately USD 91.54 billion in 2024 and is projected to reach USD 380.11 billion by 2034, growing at a CAGR of 15.30% between 2025 and 2034. This surge is fueled by the sport's rising popularity across all age groups, increasing participation rates in recreational and competitive formats, and a boom in associated equipment and apparel sales.

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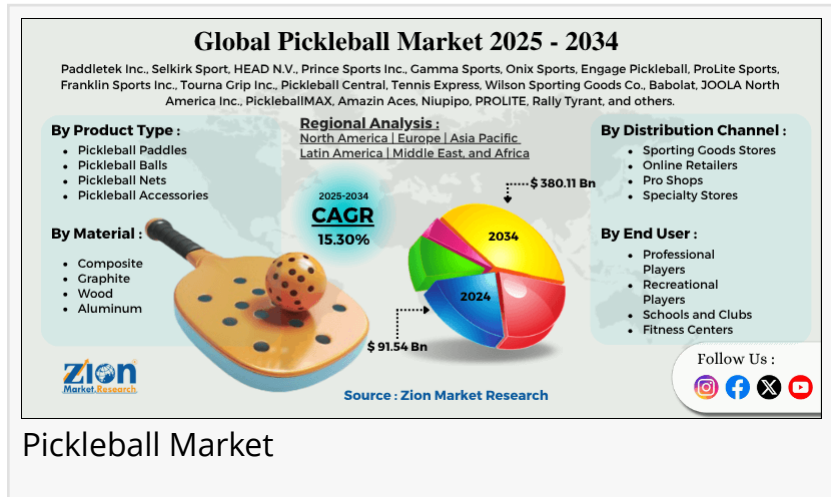
The global pickleball market was valued at approximately USD 91.54 billion in 2024 and is expected to reach around USD 380.11 billion by 2034, (CAGR) of roughly 15.30% between 2025 and 2034.”

Deepak Rupnar

[market](#)

2. Market Overview

Pickleball is a paddle sport combining elements of tennis, badminton, and table tennis. Played both indoors and outdoors, it uses a paddle and a perforated polymer ball. Its growth is



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propelled by:

Accessibility: Easy to learn for all ages and skill levels.

Health & Wellness Trends: Growing awareness of low-impact sports for seniors.

Social Engagement: Pickleball is often played in doubles, making it a community-driven activity.

Infrastructure Expansion: Parks, clubs, and sports centers adding pickleball courts.

As per the analysis shared by our research analyst, the global pickleball market is estimated to grow annually at a CAGR of around 15.30% over the forecast period (2025-2034). In terms of revenue, the global pickleball market size was valued at around USD 91.54 billion in 2024 and is projected to reach USD 380.11 billion by 2034.

The pickleball market is projected to grow significantly due to the increasing popularity among senior demographics, expansion of recreational facilities, and growing recognition as an official sport in various competitions.

Based on product type, pickleball paddles lead the segment and will continue to dominate the global market.

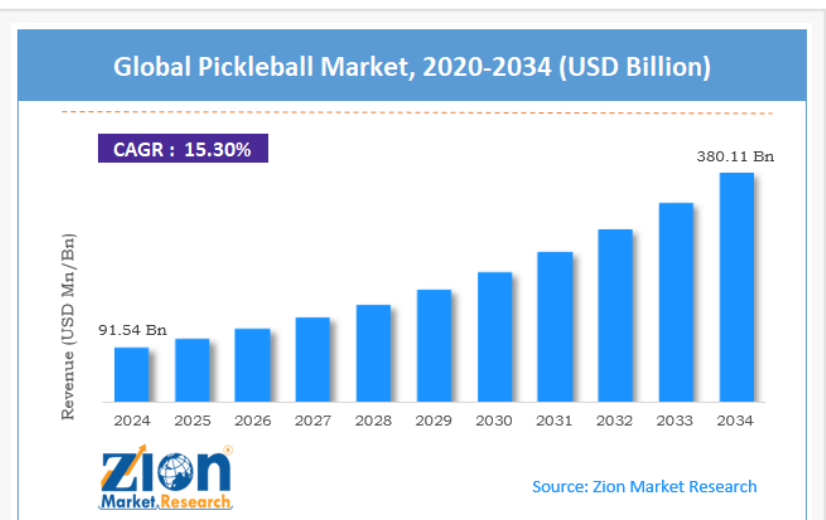
Based on the material, composite is expected to lead the market.

Based on the distribution channel, sporting goods stores are anticipated to command the largest market share.

Based on end users, recreational players are expected to lead the market during the forecast period.

Based on region, North America is projected to lead the global market during the forecast period.

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Pickleball Market Size

PICKLEBALL MARKET: COMPETITIVE ANALYSIS

The global pickleball market is led by players like:



PROLITE

Pickleball Market Competitive Analysis

3. Key Market Drivers

□ 3.1. Rising Global Participation

Participation rates have doubled in several countries within the last 3–5 years, especially in the US, Canada, the UK, Australia, and parts of Asia.

□ 3.2. Government & Sports Authority Support

Sports bodies are funding pickleball programs to encourage physical activity and social engagement, especially among older adults.

□ 3.3. Expanding Equipment Market

Growth in paddles, balls, nets, apparel, and footwear designed for pickleball has created a robust retail segment, with online platforms accelerating accessibility.

4. Market Challenges

Limited Court Availability in Emerging Markets – Slower adoption in regions lacking sports infrastructure.

Seasonality in Outdoor Play – Affects participation in colder climates without indoor courts.

Competition from Other Racquet Sports – Tennis and badminton still dominate in certain regions.

5. Market Opportunities

Corporate Wellness Programs – Inclusion of pickleball in corporate health initiatives.

Tourism & Sports Events – International tournaments attracting sponsorships and tourism revenue.

Youth Engagement – School-level programs introducing pickleball to younger demographics.

6. Regional Market Analysis (2024–2034)

□ Global Size & CAGR Overview

2024 Market Value: USD 91.54 billion

2034 Market Value: USD 380.11 billion

CAGR (2025–2034): 15.30%

6.1. North America □□□□

2024: USD 46.90 billion

2034: USD 185.72 billion

CAGR: ~15.0%

North America remains the largest market, driven by massive adoption in the US and Canada. Community centers, sports clubs, and public parks are rapidly increasing pickleball court availability.

6.2. Europe □□

2024: USD 14.72 billion

2034: USD 62.81 billion

CAGR: ~15.5%

European nations like the UK, Germany, and France are seeing rapid adoption, especially through schools and senior programs. Investment in indoor facilities is supporting year-round play.

6.3. Asia-Pacific (APAC) □

2024: USD 17.91 billion

2034: USD 81.40 billion

CAGR: ~16.0%

APAC is the fastest-growing region with rising sports participation in China, India, Japan, and Australia. Partnerships with local sports bodies are driving awareness.

6.4. Latin America □

2024: USD 6.11 billion

2034: USD 25.79 billion

CAGR: ~15.2%

Countries like Brazil and Mexico are adding pickleball courts in private clubs and resorts, with tourism playing a key role in equipment sales.

6.5. Middle East & Africa (MEA) □

2024: USD 5.90 billion

2034: USD 24.39 billion

CAGR: ~15.1%

Growth is centered in the UAE, Saudi Arabia, and South Africa, where high-end sports clubs and hotels are adding pickleball to attract international guests.

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7. Competitive Landscape

The global pickleball market is led by players like:

Paddletek Inc.

Selkirk Sport

HEAD N.V.

Prince Sports Inc.

Gamma Sports

Onix Sports

Engage Pickleball

ProLite Sports

Franklin Sports Inc.

Tourna Grip Inc.

Pickleball Central

Tennis Express

Wilson Sporting Goods Co.
Babolat
JOOLA North America Inc.
PickleballMAX
Amazin Aces
Niupipo
PROLITE
Rally Tyrant

These companies are focusing on R&D for advanced paddle technology, lightweight and durable materials, and fashion-forward apparel lines.

8. Market Segmentation

8.1. By Product Type

Paddles
Balls
Nets & Posts
Apparel & Footwear
Accessories

8.2. By Application

Recreational
Professional / Tournament

8.3. By Distribution Channel

Online Retail
Specialty Sports Stores
Supermarkets / Hypermarkets

9. Future Outlook (2025–2034)

The pickleball market is expected to witness exponential growth, with Asia-Pacific emerging as the fastest-growing market and North America continuing to dominate in value. Key trends include technological integration (smart paddles), celebrity endorsements, and pickleball-themed resorts.

10. Conclusion

Pickleball is no longer just a trending sport—it's a multi-billion-dollar industry with global potential. Companies that invest in innovative products, target emerging regions, and promote inclusivity in the sport are poised to benefit the most from its explosive growth trajectory.

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Smart Doorbell Market By Product Type (Wired Doorbells and Wireless Doorbells), By Component (Camera, Motion Sensor, Microphone & Speaker, Connectivity Module, and Storage), By End-User (Commercial and Residential), By Distribution Channel (Offline and Online), and By Region - Global and Regional Industry Overview, Market Intelligence, Comprehensive Analysis, Historical Data, and Forecasts 2024 - 2032-<https://www.zionmarketresearch.com/report/smart-doorbell-market>

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