

# Pole Vault Equipment Market Size is Projected to Reach US\$ 191 Million by 2035 With a CAGR of 4.5% | Fact.MR

*Global pole vault equipment market set to grow with rising athlete participation, advanced poles, and investments in sports infrastructure.*

ROCKVILLE, MD, UNITED STATES, September 3, 2025 /EINPresswire.com/ -- The global [pole vault equipment market](#) is projected to grow from USD 123 million in 2025 to USD 191 million by 2035, reflecting a compound annual growth rate (CAGR) of 4.5% over the forecast period.



Market growth is being driven by the rising popularity of sports worldwide, increased athlete participation, and enhanced visibility through international competitions. Innovations in fiberglass and carbon fiber poles, improved safety in landing pits, and growing investments in sports infrastructure and training facilities by governments and institutions are further fueling the expansion of the pole vault equipment industry.

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What are the key drivers of the pole vault equipment market?

One of the main factors driving market growth is the rising global popularity of pole vaulting. Participation in track and field events is increasing not only among elite athletes but also among high school and college students, supported by the inclusion of track and field programs in educational institutions.

The sport's visibility has been further enhanced through social media platforms and sports streaming websites, attracting new participants and expanding the overall customer base. This growing interest has prompted schools, sports organizations, and training centers to invest more

in high-quality vaulting equipment.

Advances in material science have also contributed to market growth by enabling the production of lighter, stronger, and more ergonomically designed equipment. These innovations meet the demands of high-performance athletes, ensuring enhanced safety, durability, and efficiency in pole vaulting gear.

What are the regional trends in the pole vault equipment market?

North America, led by the United States, dominates the market due to its robust collegiate athletics system, high participation in track and field, and significant investment in sports facilities. Demand is strong for advanced equipment like carbon fiber poles and inflatable landing pits, supported by key domestic manufacturers.

The Asia-Pacific region is experiencing rapid growth, driven by rising sports popularity, government initiatives, and better accessibility via online platforms. Countries like China, India, Japan, and South Korea are investing heavily in infrastructure and international events, boosting demand for quality pole vault equipment.

Europe shows stable demand, supported by a rich athletic tradition and active participation in international competitions. Nations such as Germany, Poland, France, and Sweden focus on high-quality, safe equipment, underpinned by well-established training systems and facilities.

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## Competitive Analysis

The pole vault equipment market is highly competitive, with brands focusing on innovation, material upgrades, and customized solutions to gain market share. Leading players leverage advanced carbon-fiber poles, strong endorsements, and ties with sports federations, benefiting from high entry barriers due to strict safety and performance standards.

Mid-sized and regional companies are attracting attention with affordable, lighter options and online customization for amateur and school-level athletes. Competitive advantage is increasingly shaped by R&D, durability, compliance with international standards, digital presence, strategic sponsorships, and expansion into emerging markets like Asia-Pacific.

Key players in the pole vault equipment industry are Nordic Sport, DimaSport SA, Altius Sport, BSN Sports, Gill Athletics and others.

## Recent Development

In March 2025, Memphis Athletics and Altius Sports Partner in the NIL Summit. The two-day event was held on campus in the Memphis University Center and was sponsored by Landmark Construction.

In December 2024, Gill Athletics renewed a Five-Year Agreement as the Official Track and Field Equipment Supplier for the NCAA Championships. Under this renewed five-year agreement, Gill Athletics will continue providing premier equipment to be used at national championships, including a state-of-the-art AGX pole vault and high jump pit.

## Segmentation of Pole Vault Equipment Market

By Product Type :

Vaulting Pole

3-4m

4-5m

Above 5m

Vault Box

Landing Equipment

Vault Pits

Platforms

Landing Accessories

Crossbars

Height Gauge

Uprights

Accessories

By Sales Channel :

Sports Variety Stores

Direct to Customer Channel

Third Party Online Channel

Other Channels

By Buyer :

Individual

Institutional

Promotional

By Region :

North America

Latin America

Western Europe

Eastern Europe

East Asia

South Asia & Pacific

Middle East & Africa

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