

Sporting Goods Industry Spotlight

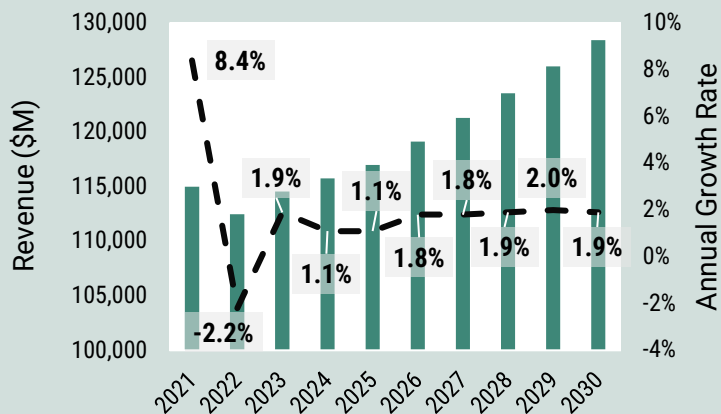
JULY 2025

U.S. SPORTING GOODS INDUSTRY OVERVIEW

Spending on sporting goods in the U.S. will hit **\$128 Billion by 2030**, reflecting an increasingly active and health-conscious U.S. population.

Sporting Equipment is the largest segment of the U.S. sporting goods market, followed by *athletic apparel* and *firearms and hunting equipment*.

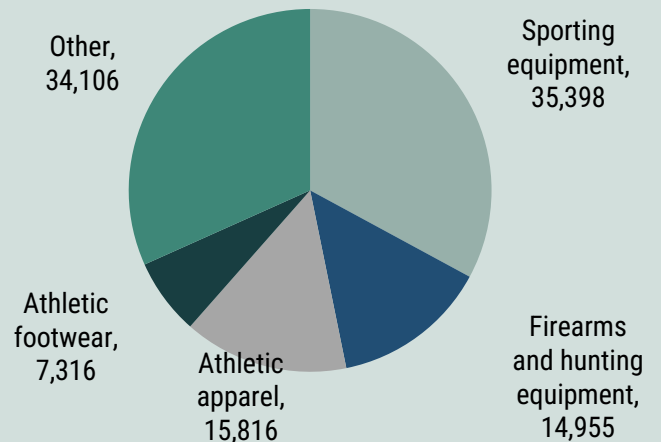
Annual Sporting Goods Revenue ^{1,2}



¹ Note: Figures are inflation adjusted to 2025

² Source: IBISWorld

2024 Revenue (\$M) by Segment ^{1,2}



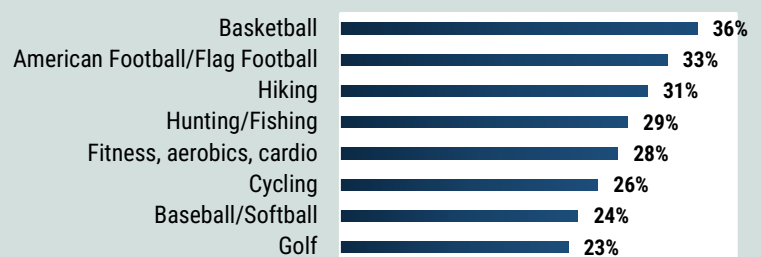
GENDER-SPECIFIC SPORT PREFERENCES SHAPE MARKET DEMAND

While distinct gender preferences in sports (women: fitness; men: basketball) define today's sales, participation variances in activities like cycling or yoga highlight untapped consumer segments.

Share of female respondents who do the following sports at least occasionally ^{1,2}



Share of male respondents who do the following sports at least occasionally ^{1,2}



¹ Note: 21,803 U.S. adults who do sports or exercise at least occasionally (18-64 y/o) surveyed online Apr. 2022 - Mar. 2023 | ² Source: Statista Consumer Insights

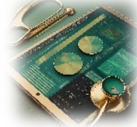
TRENDS ACROSS THE INDUSTRY



Technology AI and VR

AI and virtual reality (VR) are rapidly **transforming retail**, forcing traditional stores to adapt.

Retailers are using AI for inventory management and **personalized experiences**, while VR creates **immersive shopping** environments.



Health Consciousness

Rising health consciousness has spurred sporting goods demand. Consumers view these goods as **integral to health**.

The industry benefits from more health-conscious individuals buying goods. They are often willing to spend on **premium products**.



Customization and Personalization

Brands offer personalized shoe and apparel options. **Customers can customize** colors, materials, and add names.

This innovation provides **unique, tailored products**. It improves overall customer satisfaction effectively.



Sustainability and Eco-friendly Practices

Brands increasingly use eco-materials like **recycled plastic**. This shift reflects growing consumer demand.

Sustainable manufacturing, using renewable energy, is also explored. This signals adaptation to **heightened eco-awareness**.

THE BIG STORIES

Tariffs

The sporting goods industry, with its significant reliance on global supply chains, confronts considerable tariff impacts that ripple through the sector, mirroring trends seen in the broader retail landscape. These tariffs translate into increased costs for both imported components and finished goods, leading to higher prices for consumers on a wide array of athletic items, from footwear and apparel to specialized equipment, and presenting retailers with broad cost hikes on these imports. Our projections indicate that tariffs could add billions annually to consumer costs for goods such as footwear, a key segment of the sporting goods market.

(For further insights, see Ankura's recent tariff whitepaper:

[*Navigating the New Tariff Reality: A CFO's Strategic Playbook, Elliot Fuhr*](#))

Intensifying Competition

U.S. sporting goods retail is highly competitive, with stores contending with pressure from various angles. Namely mass merchandisers, new entrants and the growth of online retailers. Convenience, price sensitivity and brand recognition are all contributing to a significant adjustment within the sporting goods industry.

To combat changing consumer sentiment and other competitive pressures and achieve economies of scale, the industry is consolidating, leading to larger superstores (e.g., Dick's recent acquisition of Footlocker). This evolving market structure is highlighted by the significant market shares held by major players like Dick's (8.1% market share), BPS Direct (6.5% market share), and Academy Sports & Outdoors (4.1% market share). Structure is further exacerbated by new market entrants such as JD sports taking away market share from regional players such as Sportsman's Warehouse, Big 5 and Hibbett presenting further consolidation opportunity or requiring these players to adjust strategies to maintain position (e.g., product specialization, enhancing offline and online experience, etc.).

Source: Le, V. (2025, February). Sporting Goods Stores in the US (Industry Report 45111). IBISWorld.

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- Digital Marketing
- Planning & Allocation
- Merchandise Assortment Breadth & Depth
- Labor Scheduling and Optimization
- Store Operations & Task Simplification
- Procurement & Supply Chain
- Manufacturing Network Strategy
- Distribution & Logistics
- Finance & Accounting
- Technology & Systems
- Mfg. Operations - Capacity / Utilization / Cost Efficiency

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