A Global Sport Market Overview

The global sporting goods market reached USD $568B in 2022, a 4% increase compared to 2021. While most markets grew, sales in the U.S., China, and Russia decreased. Uncover the countries, sports, and product categories you should invest in to meet your consumers’ needs ...

In the Americas, all countries increased sporting goods sales except the U.S. (-1% vs. 2021)

52%
The top 3 countries accounted for 52% of global sporting goods market sales and the top 10 accounted for 72% (73% in 2021)

$76
The global average spend in 2022 was USD $76 – significantly higher in the U.S., Canada, and Germany

Germany and France led sporting goods sale increases in Europe

Europe’s sales growth were footwear (+7%) and bicycles & accessories (+4%)

Our just-released Global Sport Market Estimate report reveals unparalleled granularity on apparel, footwear, equipment, and bikes around the world and by country. The report provides a deep dive on sport activities in major countries and our five-year compound annual growth rate projection to give you a better sense of where to invest so you can unlock business growth.

Source: Circana, Global Sport Market Estimate, 2023 release, 2022 Figures

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