

Play To Win: 15 Sports Across 19 Countries

Consumer spending in the global sports market is growing, and that means there is abundant opportunity for companies that know how to get the right products in the right places for the right people. See what we see — by country, by sport, by use, and more. **Here's a preview of the Global Sport Estimate, Release 2018.**



The global sports market is up by +5%.

Apparel and footwear are contributing equally to this year's growth.



Running is the strongest growing sports category.

In running, China is growing 3 times faster than the total market.



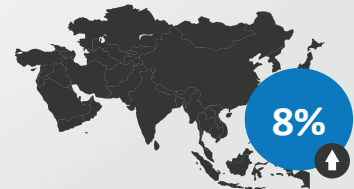
2/3 of growth in Asia is coming from China,

which accounts for 1/3 of the global increase.



Swimming is €10B bigger than tennis on a global level and shows a double-digit growth in the U.S.

Asia is the fastest growing continent with an increase of +8% vs. last year.



Explore new data and insights on the categories that matter to your business with the **Global Sport Estimate, Release 2018**. For nearly a decade, it has been the go-to source of industry insight for sports industry leaders around the world. Discover the sports activities and product categories that are capturing consumers' attention and spending. This new report covers apparel, footwear, equipment, and bicycles. No other source matches its breadth and depth of sports industry insight.

Source: The NPD Group / Global Sports Estimate, Release 2018

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