

The Latest from SFIA

June 5, 2024



NOW AVAILABLE State of the Industry Report -**Download Today!**

sfia.org - The SFIA has released the 2024 State of the Industry Report, highlighting 4.2% industry growth, favorable...

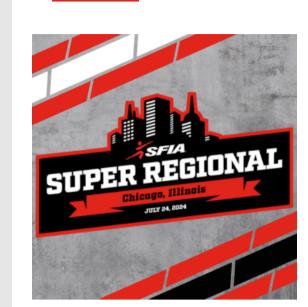
Read Here



SOTI Deep Dive Webinar TOMORROW - FREE for Members & Report Purchasers!

sfia.org - Join Tom Cove, President & CEO, SFIA, for a deep dive into the current state of the industry, as he provides...

Read Here



REGISTRATION OPEN! July 24 Chicago Super Regional

sfia.org - Register today and join us at Wilson Sporting Goods Headquarters for a half-day

conference and reception...



2024 Congressional Baseball and Softball: Behind the Scenes

sfia.org - SFIA members Franklin Sports, Marucci, Wilson/DeMarini, and Rawlings/Easton are supporting the Congressional...

Read Here





Athletes Unlimited Announces New Pro Softball League

thegistsports.com - Good news, softball fans — there's a new pro league rounding the...

Read Here



Fitness Participation Grows Steadily

record 242 million people in the U.S. played a sport or took part...

sportsbusinessjournal.com - A

Read Here



Report: U.S. Sporting Goods Growth Continues Solid Post Pandemic Growth

sgbonline.com - The SFIA released its 2024 State of the Industry Report, highlighting...

Read Here



Spend' Despite Considerable Economic Headwinds

Economist, Jack Kleinhenz,

sgbonline.com - The NRF's Chief

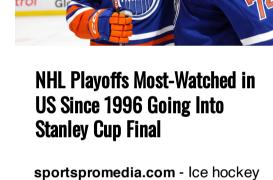
Read Here



league's conference finals averaged 3.9m viewers across...



been tested during her first month in the WNBA with physical...



Read Here

STATE OF THE INDUSTRY RESEARCH

WEBINAR



Read Here

SFIA



Benefits to Running, Study

Finds

the University of Victoria found that certain VR workouts on the... **Read Here**

athletechnews.com - A study by



sportico.com - Former Olympic gymnastics coach Aimee Boorman is hoping to raise money through...

Read Here



Read Here

Licensing Deals axios.com - The estate of Negro League legend Josh Gibson is

examining new licensing deals...



sgbonline.com - The National Ski Areas Association released its preliminary skier visit numbers...

Read Here

Read Here

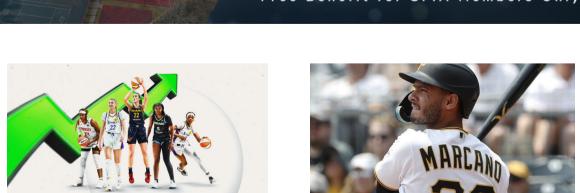


helping hold off macro clouds...

Read Here



SPORTS & RECREATION PROJECT DATABASE Free Benefit for SFIA Members Only!



WNBA Rookie Progress Report: It Hasn't Been Easy, But Caitlin **Clark Isn't The Only First-Year Player Making an Impact**

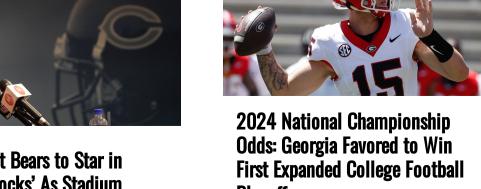
> moment. Caitlin Clark... **Read Here**

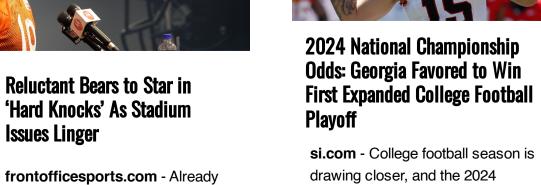
sports.yahoo.com - Every rookie

has a "welcome to the league"



Read Here





season is set to be the most... in the midst of a significant franchise crossroads, the Bears... **Read Here Read Here**

