

March 12, 2025

The Latest from SFIA

Member Matters, Research & SFIA News



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sfia.org - SFIA's new initiative leverages historic global events to drive growth in sports and fitness participation to build...

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sfia.org - The Team Sports Conference will bring together key organizations and governing bodies for a comprehensive...

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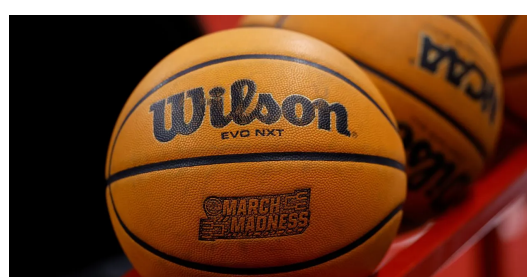
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SFIA Launches 2034WARD To Boost US Sports Participation

athlechnews.com - The trade association's new initiative aims to unite the industry and empower...

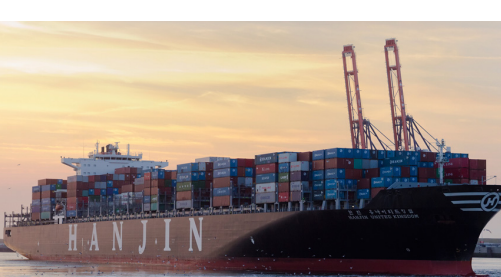
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Sports Businesses Brace for Far-Reaching Impact of Tariffs

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NRF Sees Import Cargo Levels Continuing to Rise Among Tariff Uncertainty

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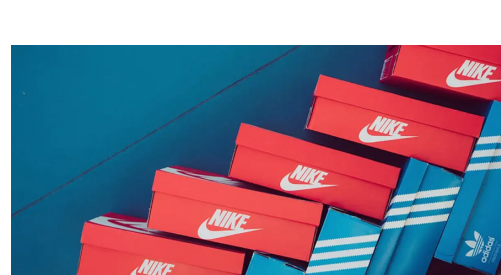
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CNBC/NRF Retail Monitor Sees February Y/Y Retail Sales Growing But Moderating

sgbonline.com - The National Retail Federation reported that U.S. retail sales spending slowed...

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EXEC: February FW Factory Shipments Soar as Key Factories Post DD Growth

sgbonline.com - The footwear market only needs to look at import cargo trends and factory...

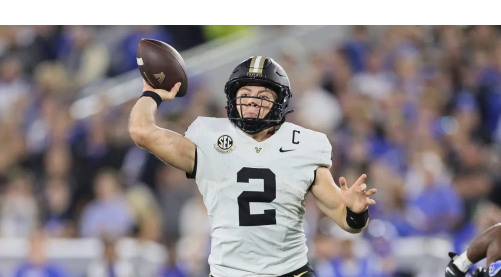
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How Sporting Goods Brands Can Turn Uncertainty Into Opportunity

wfsgi.com - McKinsey & Company and the WFSGI are pleased to announce the...

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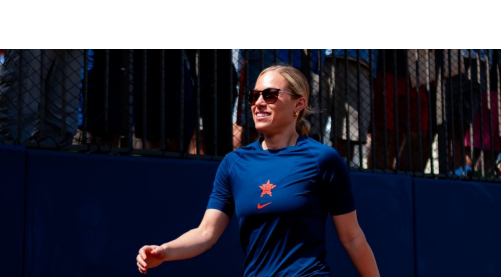
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Breaking the Mold: The Brands Designing Footwear Specifically for Female Athletes

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Astros Strength Coach Stephanie Grubbs Is Building an 'Arsenal' of Skills

frontofficesports.com - Stephanie Mock Grubbs doesn't have the most publicly visible job...

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WNBA Athletes Would Consider Sitting Out 2026 Season if CBA Requirements Aren't Met

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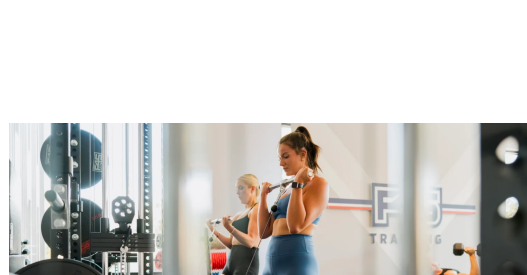
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Feetures Empowers Girls Through Movement in Partnership with Girls on the Run for International Women's Day

prnewswire.com - Feetures is launching a limited-edition collaboration sock to celebrate...

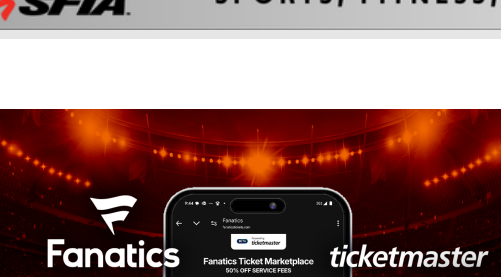
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FIT House of Brands: F45 Training's New Multi-Brand Identity

athlechnews.com - FIT marks a new era in holistic wellness for the franchisor, anchored by F45, FS8...

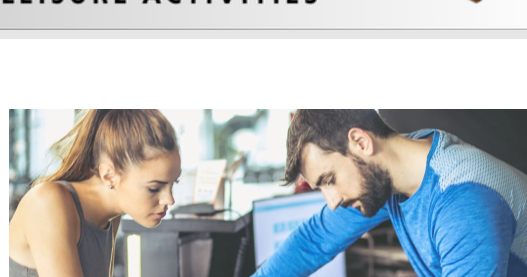
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Fanatics Launches Ticket Strategy in Two-Way Deal With Ticketmaster

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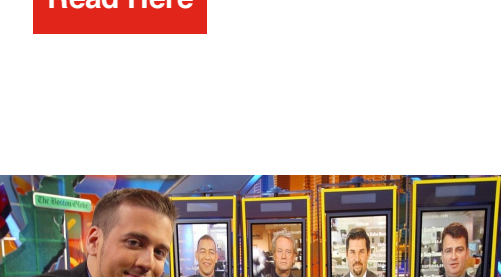
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Member Conversion Is a Big Pain Point for Fitness Brands, Survey Finds

athlechnews.com - While engagement and retention numbers are trending up, many...

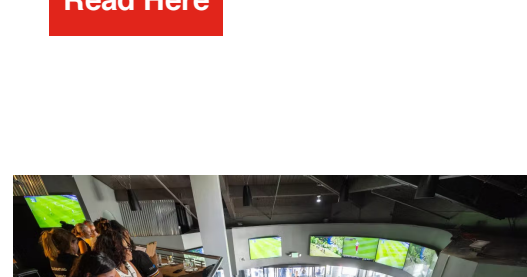
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How 'Around the Horn' Beat Doubts Inside ESPN to Become an Icon

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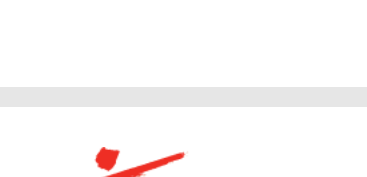
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