



April 17, 2025

The Latest from SFIA

4/17 Tariff Update: SFIA is actively monitoring the tariff situation and providing updates to our members via email as we have them. If you are not receiving our email communications or need additional help and resources, please do not hesitate to reach out to us.

If you want to take action, [click here to submit a form](#) that SFIA will send as a letter to your elected representatives on your behalf.

Member Matters, Research, & Advocacy



NEW RESEARCH OUT 2025 Manufacturers' Sales by Category Report

[sfia.org](#) - The 2025 Manufacturers' Sales by Category Report is now available! The report includes a topline look at wholesale dollar...

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SFIA 2034WARD Campaign Kick Off Event: May 15 on Capitol Hill - Join Us!

[sfia.org](#) - Join SFIA, elected leaders, and sports and fitness industry executives for the 2034WARD 5/15 Kick-Off Event...

[RSVP Here](#)



COMING SOON: 2025 State of the Industry Report - In-depth Analysis of Industry Trends and Challenges

[sfia.org](#) - SFIA's 2025 State of the Industry Report is coming soon, providing in-depth analysis of the trends and issues affecting...

[Research Offerings](#)



Sens. Ossoff, Young Introduce Bipartisan Bill to Boost Youth Sports Opportunities for Georgia Kids

[sfia.org](#) - This week, Sens. Ossoff and Todd Young introduced the bipartisan Youth Sports Facilities Act to help build and upgrade...

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Current Industry News



Health & Fitness Association 2025 US Health & Fitness Consumer Report: Headline Trends

[healthandfitness.org](#) -The report provides a comprehensive overview of how Americans engaged with fitness facilities...

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SKLZ and DICK'S Sporting Goods Announce the Ultimate Fan Experience

[sfia.org](#) - SKLZ, the leader in athlete development products, and DICK'S Sporting Goods...

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USA Football Named Governing Body Ahead of Flag Football's Olympic Debut

[axios.com](#) - USA Football has been named the national governing body for American...

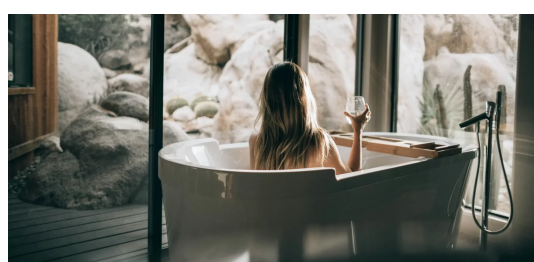
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BSN Sports Taps Donald Driver as Chief Motivation Officer for SURGE Program

[espn.com](#) - SURGE by BSN Sports has teamed up with pro football champion Donald Driver...

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Wellness Means Business With a \$1.1T+ Opportunity for Collaboration

[athletechnews.com](#) - Wellness consumers wield \$1.1 trillion in U.S. buying power, offering a...

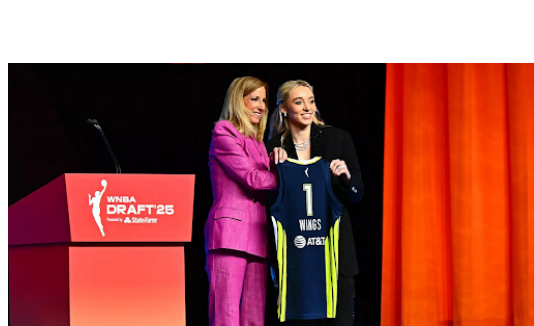
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House v. NCAA Settlement Lawyers Stand Firm on Roster Limits

[sportico.com](#) - Last week's fairness hearing for the proposed settlement to resolve the House...

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Paige Bueckers Expected to Bring Similar Economic Impact to Dallas as Caitlin Clark Did With Indianapolis

[thegistsports.com](#) - On Monday, the Dallas Wings drafted UConn star Paige Bueckers first overall...

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CNBC/NRF Retail Monitor Sees March Y/Y Retail Sales Growth Accelerate

[sgbonline.com](#) - The NRF reports that U.S. retail sales spending grew in March after...

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PGA Tour Will Emulate MLB Pitch Clock in Push to Speed Up Golf

[frontofficesports.com](#) - The PGA Tour is becoming the latest major sports league to turn to tech...

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Luka Doncic Tops Steph Curry, LeBron James Jersey Sales Mark

[sportico.com](#) - For the first time since the 2012-13 season, a player other than Steph Curry...

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Sheryl Swoopes on WNBA: "I Say it's a Movement"

[axios.com](#) - Sheryl Swoopes believes the women in college basketball and the WNBA are...

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OIA Reports Outdoor Retail Sales Trends Returned to Growth in 2024

[sgboline.com](#) - OIA reported that sales in the U.S. outdoor retail market increased by 1 percent...

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NFL Flag-in-School Kicks Off 12th Year of Engaging Students in the Nation's Most Popular Team Sports

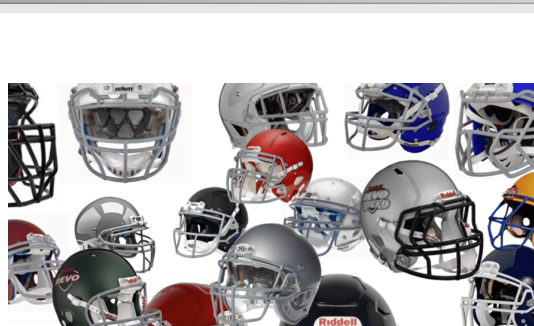
[prnewswire.com](#) - The NFL Foundation), GENYOUth, and NFL FLAG are celebrating the 12th...

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Luxury and Elevated Retail Brands Cater to WNBA and NWSL Fans with Timely Partnerships

[thegistsports.com](#) - While luxury retail brands have long been drawn to sports with affluent...

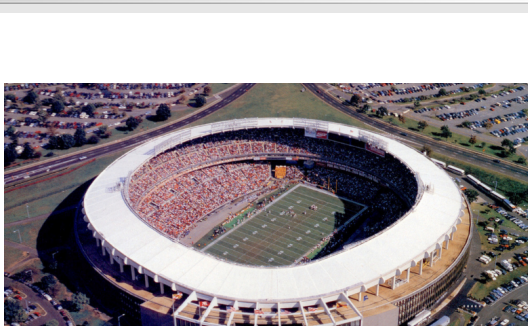
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UPDATED: NFL and NFLPA Helmet Lab Testing Results by Brand and Model

[sgbonline.com](#) - The NFL has shared its annual helmet lab testing results, which it...

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Commanders Plan \$3B Return to RFK Stadium Site—With Some Opponents

[frontofficesports.com](#) - After months of negotiations, a return for the Commanders to their...

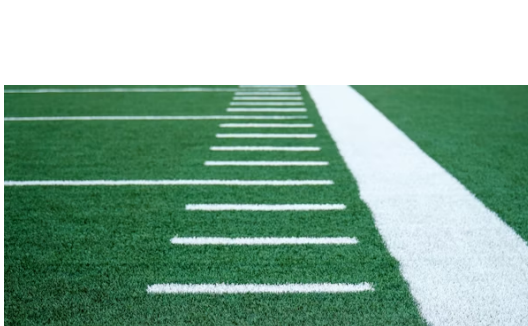
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NCAA Field Hockey Rules Modification Changes Effective with the 2025 Season

[ncaa.org](#) - The NCAA Field Hockey Rules Subcommittee and Playing Rules Oversight Panel...

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NCAA Approves Changes to Football Injury Timeouts

[athleticbusiness.com](#) - The NCAA Playing Rules Oversight Panel on Wednesday approved...

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