



April 23, 2025

The Latest from SFIA

Member Matters, Research, & Advocacy



NEW RESEARCH AVAILABLE: Manufacturers' Sales by Category Report

sfia.org - The 2025 Manufacturers' Sales by Category Report is now available! The report includes a top-line 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...

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COMING SOON: *NEW* 2025 State of the Industry Report!

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

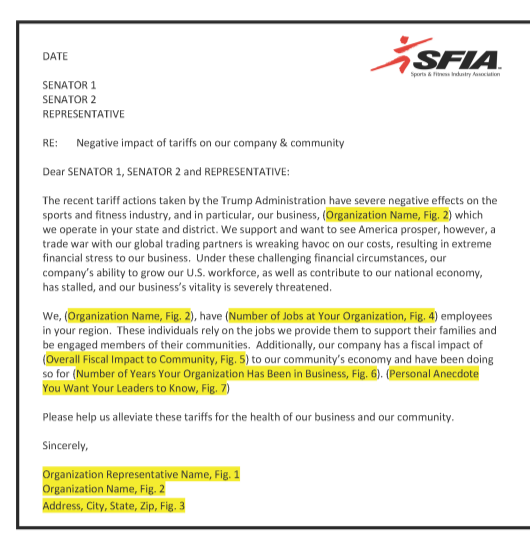
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SFIA in the News: Tariffs and the Sports Industry

sfia.org - The SFIA has been working hard to get out the message on behalf of the sports and fitness industry that tariffs...

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SFIA Tariff Advocacy Letter - Take Action; Call on Elected Officials

sfia.org - On behalf of your organization, SFIA will send a letter to your local representatives. If you are interested, please fill...

[Take Action Here](#)



SFIA in the News: 2034WARD & Sports and Fitness Participation

sfia.org - The SFIA launched the 2034WARD Campaign in March 2025, a new initiative that leverages historic global events...

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Current Industry News



EXEC: Wall Street Reacts to Tariff News but Port Traffic Decline May Reflect a Sad Reality

sgbonline.com - CNBC reports that the number of Chinese freight vessels headed to the...

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SCORE Sports Marks 50th Anniversary with \$500,000 Pledge to Youth Sports

sfia.org - SCORE Sports, a leading provider of quality sports uniforms, apparel and equipment...

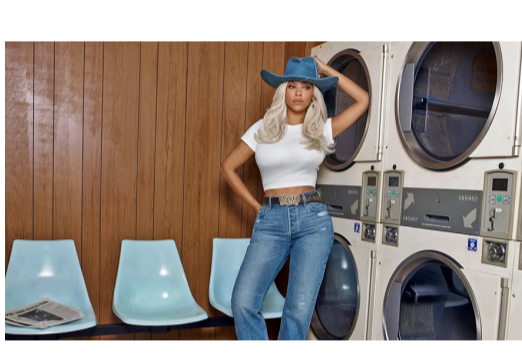
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Industry Revenue Growth Slowed Last Year, SFIA Finds

sginews.com - Total sports equipment, apparel, and athletic footwear sales were up 2.9%...

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Report: Consumers Willing to Spend More for Brands if Prices Increase

sgbonline.com - As the active lifestyle market enters a new era with the real possibility that the...

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NCAA to Eliminate 150 Rules if House Settlement is Approved

sportico.com - The NCAA announced Monday that the Division I Board of Directors...

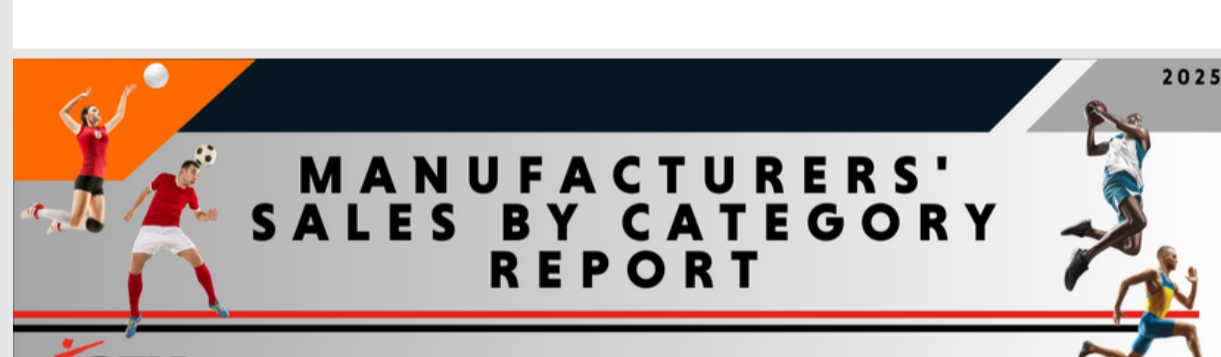
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ESPN's WNBA Coverage Mirrors the League's Stunning Growth

frontofficesports.com - ESPN is 28 years into its pioneering coverage of the WNBA. The road...

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NBA Playoffs Deliver Most-Watched Opening Weekend in 25 Years

frontofficesports.com - The NBA regular season got off to a slow start ratings-wise, which...

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EXEC: Analysts Make Tariff Impact Calls on Footwear and Apparel Stocks

sgbonline.com - The whipsaw effects of Trump Administration tariff moves on April 2 that...

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NFL and Adobe Launch AI-Powered Fan Experience Partnership

businesswire.com - The NFL and Adobe announced today an expanded global partnership...

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Adidas & Strava Offer Free Premium Trials for Runners Ahead of Spring Marathons

athlechnews.com - AdiClub members in the U.S. and Canada can access up to 12 months of...

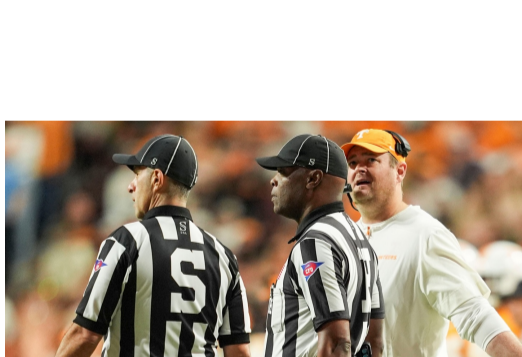
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Outdoor Alliance Had a Good Year, Challenges Ahead

runninginsight.com - With the passage of the EXPLORE Act headlining the annual report of...

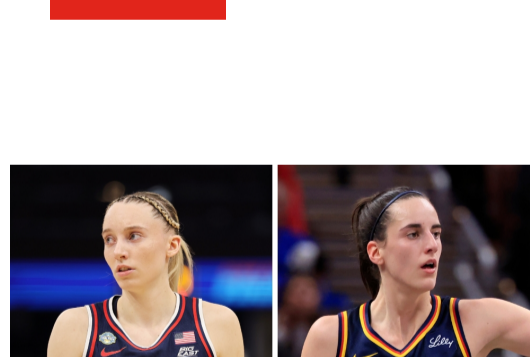
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College Football Cracking Down on Fake Injuries

frontofficesports.com - College football will have a new rule next season aimed at curbing fake...

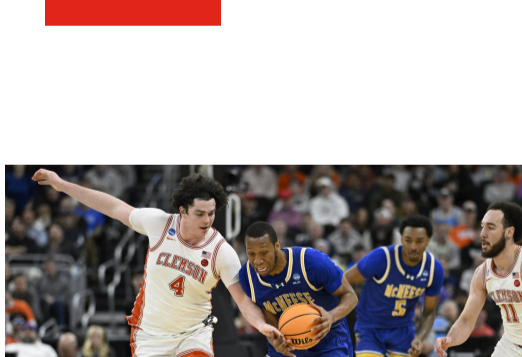
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Paige Bueckers vs Caitlin Clark: Comparing the Marketability of Two Number One Draft Picks

sportspro.com - In Paige Bueckers, the WNBA is preparing to welcome another standout...

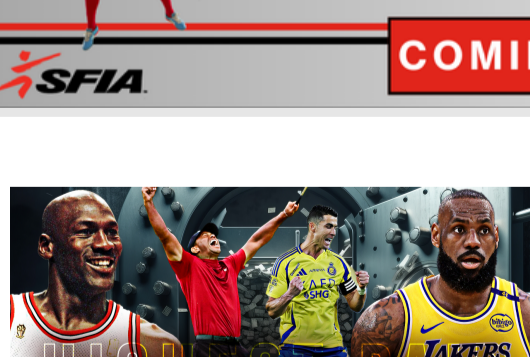
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Why College Players Without NCAA Eligibility Are Flooding the Transfer Portal

frontofficesports.com - Athletes who have exhausted NCAA eligibility have entered the...

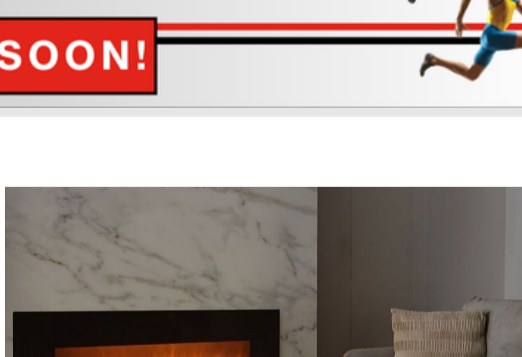
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Michael Jordan Leads Highest-Paid Athletes of All-Time at \$3B Earned

sportico.com - The 100 highest-paid athletes in the world made a record \$6.2 billion last year from...

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Home Products Industry Forecasted to Grow Over Next Three Years, Reports Circana

circana.com - Consumer needs related to hybrid living, pets, entertaining, and creating...

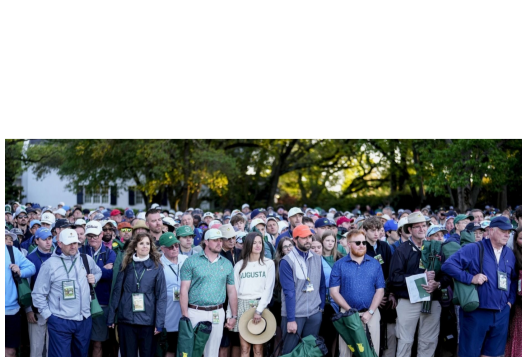
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National Park Visits Dip in March

sginews.com - National Park recreational visits declined 2% year-over-year last month to...

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Why The Masters Quietly Cracked Down on Ticket Resellers

frontofficesports.com - This year the tournament started more strictly enforcing its longstanding...

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