

June 11, 2025 **The Latest from SFIA**

Member Matters, Research, & Advocacy



ALL 91 2025 Single Sport **Reports Are Now Available!**

sfia.org - SFIA has officially released all 91 Single Sport Reports for 2025, available at a large discount for members...

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2025 The World Federation of the Sporting Goods Industry

World Federation of the **Sporting Goods Industry Physical Activity Impact Report**

sfia.org - The new WFSGI Physical Activity Impact Report: Moving the World Towards an Active Future reveals the real...

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JOB OPPORTUNITY: Director, SFIA Government Affairs & Strategic Advocacy

sfia.org - SFIA is currently looking for a strategic leader to advance our government relations and government affairs efforts on...





2025 Start-Up Challenge Applications Now Open for **Applicants and Judges!**

sfia.org - We are looking for driven entrepreneurs who are changing the landscape of the sports and fitness industry with...



2025



Current Industry News



Colleges to Pay Athletes: Breaking Down the House v. NCAA Settlement

boardroom.tv - The breakthrough House v. NCAA settlement will officially pay college sports...

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Are Boys Sports Declining? Former Pacers Star, Others **Seek Solutions**

usatoday.com - If you saw Antonio Davis on the court, you remember a fierce power...

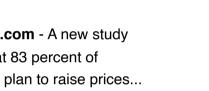
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Study: Why Retailers Risk Loyalty with Tariff-Based Price Hikes

sgbonline.com - A new study reveals that 83 percent of executives plan to raise prices...









HFA Fights To Keep Fitness Equipment off Trump's Steel Tariff List

athletechnews.com - The Health & Fitness Association is arguing against proposals that...





House Reps Introduce Two Drafts of Pro-NCAA College Sports Legislation

frontofficesports.com -Lawmakers in the House of Representatives made moves....





NRF: Summer Import Cargo Forecast to Surge but Full Year is Expected Down

sgbonline.com - It seems that only last month, the National Retail Federation was forecasting...

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Wilson Expands Caitlin Clark's Signature Basketball Line with Four New Designs

sgbonline.com - Wilson Sporting Goods Co. announced the expansion of its signature...

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French Open Ratings Up 25% in TNT's First Year, Fueled by Finals

frontofficesports.com - The record-long men's match was the most-watched since 2021, while...

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WNBA Valuations Skyrocket in **Forbes' Latest Evaluation**

thegistsports.com - According to Forbes, WNBA teams are valued at a league-high average...





Survey: What is the Price Increase Cutoff for Consumers to Drop a Purchase?

sgbonline.com - Six in 10 U.S. consumers will not absorb a 10 percent or greater increase in...

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How the House v. NCAA Settlement Changes NIL Forever

frontofficesports.com - The pivotal House v. NCAA settlement was approved Friday and will...





EXEC Q&A: Dan Sheridan, CEO, **Brooks Running**

sgbonline.com - Effective April 26, 2024, Dan Sheridan succeeded Jim Weber as CEO...







Champion Inks Licensing Deal with NFL

sgbonline.com - Champion has secured the rights to produce licensed apparel for the NFL...

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In 2025, Strength Training Is the Ultimate Member **Engagement Tool**

athletechnews.com - It's no secret that strength training is booming, but the numbers...

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Whoopi Goldberg's All Women's **Sports Network Launches Pluto TV FAST Channel**

sportspro.com - Dedicated channel to offer over 2,500 hours of live women's sports annually ...

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Disney's Hulu Takeover Sets **Stage for Deeper ESPN** Integration

frontofficesports.com -Disney is set to own all of Hulu, advancing its already aggressive streaming...





A Recap of the PWHL's Second Season by the Numbers

thegistsports.com - Just like the PWHL's inaugural season, the league's sophomore campaign...





What is This Month's FIFA Club World Cup?

axios.com - The FIFA Club World Cup kicks off in the U.S. this month - giving soccer fans...

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