



October 22, 2025

The Latest from SFIA

Member Matters & Advocacy

SFIA is actively monitoring updates related to the government shutdown. We will continue to keep you informed about any developments impacting government operations. Please reach out to Bonnie McLaughlin (bmcclaughlin@sfia.org) or 917-334-1780) or Aneysa Bhat (abhat@sfia.org) or 630-863-5152) if you have any questions or want to discuss anything related to the topic.

For more information, [please click here to review the FAQ](#) that SFIA has put together to answer any specific questions related to tariffs and supply chain operations.



CUSTOM RESEARCH AVAILABLE: Deep-Dive into Team Sports Equipment Purchasing Factors

sfia.org - Gain insights into youth sports parents' equipment purchasing behaviors and better understand the youth team...

[Download Here](#)



NEW CUSTOM REPORT COMING SOON: SFIA & DUPR Pickleball Market Playbook

sfia.org - The new report examines the habits and usage rates of avid pickleball players – including the brands they play...

[Research Offerings](#)



Take Advantage of TeamWork Online's Hiring Platform with New SFIA Member Benefit!

sfia.org - SFIA is excited to announce a new partnership with TeamWork Online to help elevate your job recruiting! Supplement...

[Learn More Here](#)



New Academic Membership Offering -- Benefits for Institutions and Students!

sfia.org - SFIA will give academic institutions and their students the chance to be part of a dynamic community dedicated...

[Learn More Here](#)



Current Industry News



Report: Consumers May Spend 40 Percent of Holiday Shopping on Secondhand Gifts

sgbonline.com - Online resale platform ThredUp reports that consumers plan to allocate...

[Read Here](#)



Jbrds Named Finalist in SFIA 2025 Start-Up Challenge

runninginsight.com - We always knew it was an interesting concept and now a panel of judges in the prestigious 2025 Start-Up...

[Read Here](#)



US Gym Visits Climb Again in Q3, Driven by HVLP & Mid-Price Clubs

athletechnews.com - New data from the HFA shows record visitation numbers among gyms...

[Read Here](#)



National Retail Federation Forecasts Small Decline in Holiday Spending

sgbonline.com - The National Retail Federation forecasts holiday sales to decline 1.3 percent...

[Read Here](#)



NFL Ratings Are Up Big, and League Says It's More Than Nielsen Math

frontofficesports.com - NFL viewership is up strongly so far in 2025, but the league believes...

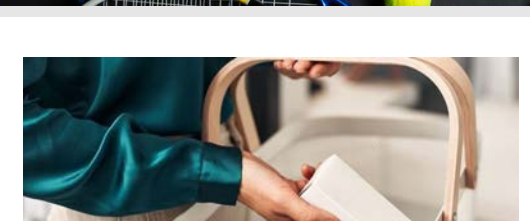
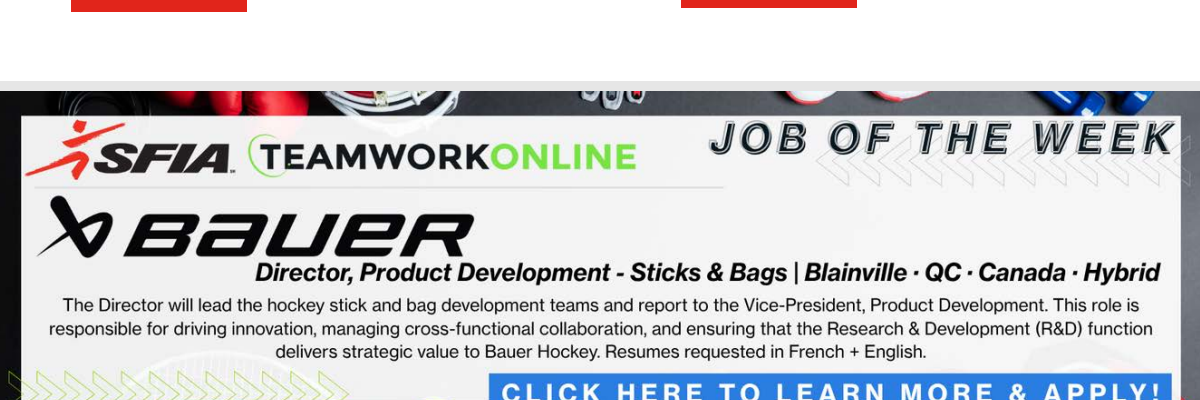
[Read Here](#)



Pilates & Yoga Studios Are Poised for Massive Global Growth in Next Decade

athletechnews.com - Expected to reach \$521 billion in market value by 2035, the global...

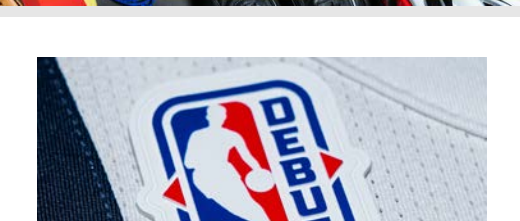
[Read Here](#)



September Retail Sales Revenue Lacks Growth As Consumers Spend More on Less

circana.com - "Invisible Inflation" emphasizes importance of product relevance as consumers prioritize...

[Read Here](#)



NBA Rookies to Wear Collectible Jersey Patches in Debut

axios.com - NBA rookies and superstars will wear new patches — and fans will cash in. Why it...

[Read Here](#)



EXEC: Study Finds Fitness Clubs Delivering Profitable Growth Post-Pandemic

sgbonline.com - The HFA released its 2025 Fitness Industry Benchmarking Report, which...

[Read Here](#)



NFL Tries to Revive Pro Bowl Games by Moving It to Super Bowl Week

frontofficesports.com - The NFL is taking another swing at elevating its long-struggling Pro...

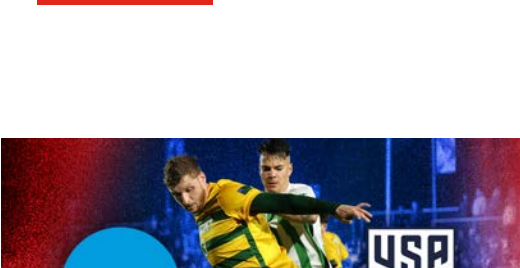
[Read Here](#)



People Are Joining Gyms for Social Connection, New Data Shows

athletechnews.com - Belonging is beating out biceps. According to ABC Fitness, social interaction...

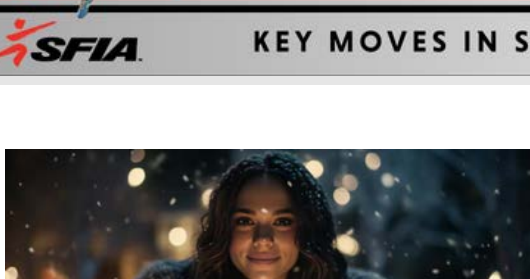
[Read Here](#)



College Application: U.S. Soccer Submits New Game Plan for NCAA

sportico.com - The future of NCAA soccer could soon be radically different—with regional...

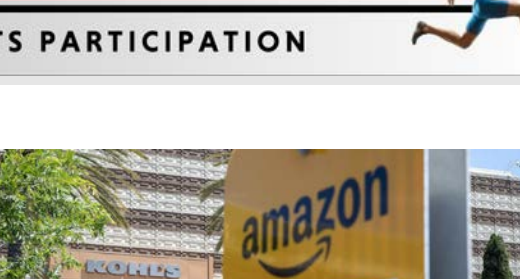
[Read Here](#)



Deloitte: U.S. Consumers Have Worst Economic Outlook Since 1997

sgbonline.com - On average, U.S. consumers plan to spend 10 percent less this holiday season...

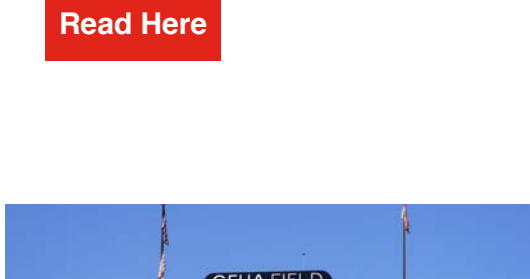
[Read Here](#)



NRF: Retailers Expect Consumers to Return Nearly \$850B in Merchandise in 2025

sgbonline.com - Retailers estimate that 15.8 percent of their annual sales will be returned this year...

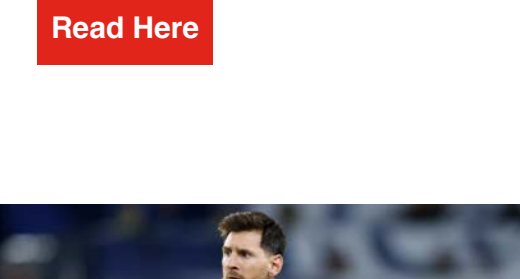
[Read Here](#)



Amazon Plans to Stream NFL Black Friday Game Globally— for Free

frontofficesports.com - An enlarged international presence continues to be vital for the NFL...

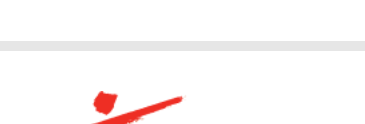
[Read Here](#)



MLS Makes Playoffs Free to Watch for Apple TV Subscribers

sportspro.com - League hopes to expand reach of postseason as F1 team CEO defends Apple...

[Read Here](#)



Follow Us on Social Media

