



November 14, 2025

The Latest from SFIA

Member Matters & Research

The government shutdown ended on Wednesday, November 12. SFIA will continue to monitor updates as it relates to government operations that may affect our members and tariff policy and continue to keep you informed. Please reach out to Bonnie McLaughlin (bmlaughlin@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 these topics.



NEW CUTTING-EDGE RESEARCH: Pickleball Market Playbook: Consumer Spending, Gear Preferences & Play Habits

[sfia.org](#) - SFIA and DUPR have teamed up to create an industry-first, groundbreaking report that examines the habits and usage...

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NEW TEAM SPORTS RESEARCH: 2025 Trends in Team Sports Report Part I: Participation Foundational Data

[sfia.org](#) - The 2025 Trends in Team Sports Report: Participation Foundational Data (Part I) provides a comprehensive view of overall...

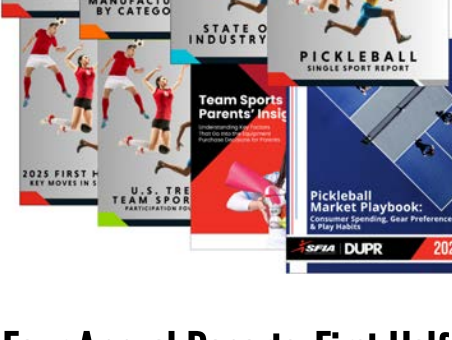
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CUSTOM RESEARCH AVAILABLE: Deep-Dive into Team Sports Equipment Purchasing Factors

[sfia.org](#) - Gain insights into youth sports parents' equipment purchasing behaviors and better understand the youth team...

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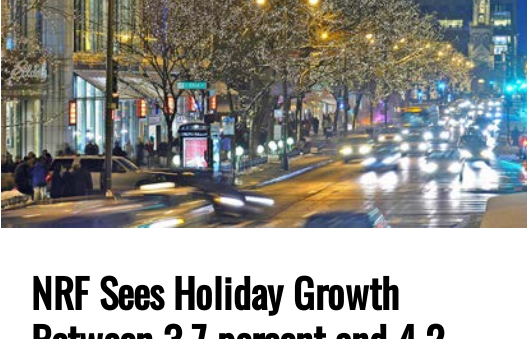
Four Annual Reports, First Half Game Plan, Two New Custom Reports + 91 Single Sport Reports Available!

[sfia.org](#) - Be sure to check out all of the reports SFIA has available for 2025, all free or heavily discounted for SFIA members...

[Research Offerings](#)



Current Industry News



NRF Sees Holiday Growth Between 3.7 percent and 4.2 Percent

[sgbonline.com](#) - The National Retail Federation released its annual holiday forecast...

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October Retail Sales Show Growth Ahead of Holidays

[sgbonline.com](#) - Retail sales bounced back in October, showing both monthly and year-over-year...

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Gym & Club Market Poised for Massive Growth in Next Decade, Report Reveals

[athletechnews.com](#) - The global health and fitness club market is projected to grow from \$102 bil...

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NYC Marathon's Record Turnout Intensifies Age Polarization Trend

[sportico.com](#) - The 2025 New York City Marathon last weekend broke the record for most...

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NRF: Imports Expected to Slow Down in November and December

[sgbonline.com](#) - Amid ongoing tariff uncertainties and most holiday goods already in stores...

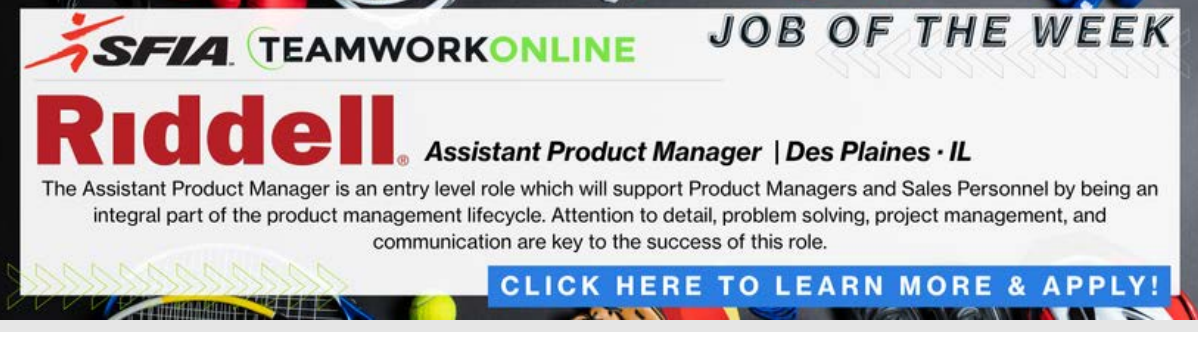
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Earlier Holiday Shopping Poised to Make a Comeback in 2025, Reports Circana

[circana.com](#) - Nearly half of holiday shoppers plan to start their gift-buying before Thanksgiving...

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Puma Shifts to Licensing Model for Socks and Underwear in the U.S. and Canada

[sgbonline.com](#) - Puma confirmed it has transitioned from a business partnership to an exclusive...

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BSN Sports Launches Club Direct Division

[sgbonline.com](#) - BSN Sports has launched a new division, Club Direct, serving the youth club...

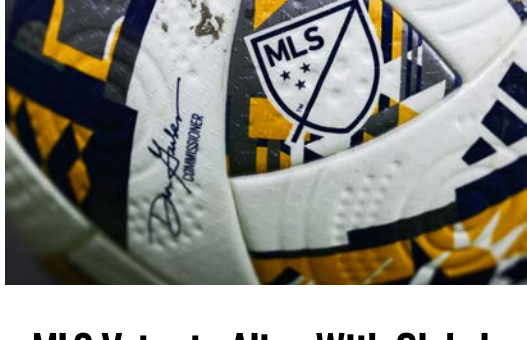
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TEAM TRENDS: Looking Back, Looking Ahead

[formula4media.com](#) - From girls' wrestling to flag football, from tariffs to AI, it was quite a...

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MLS Votes to Align With Global Soccer Calendar Beginning in 2027

[frontofficesports.com](#) - Major League Soccer has firm aspirations of becoming one of...

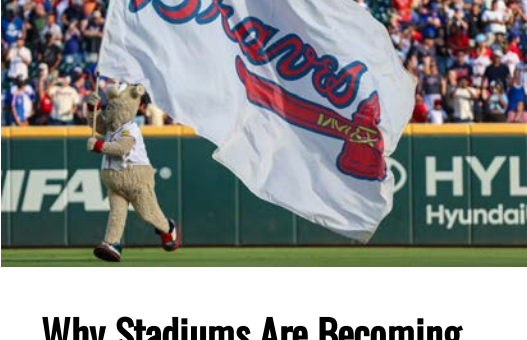
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New Parity Data Illustrates the Power of Gen Z Spending in Women's Sports

[thegistsports.com](#) - Yesterday, Parity shared data from a survey of 2.4K U.S. Gen Z adults that...

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Why Stadiums Are Becoming 'Modern-Day Malls'

[frontofficesports.com](#) - Team execs are increasingly focused on turning available space in...

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CNBC/NRF Retail Report Sees Continued Solid — But More Moderate — Trends in October

[sgbonline.com](#) - The NRF reported that October retail sales rebounded versus the slowdown...

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In YouTube TV Fight, Why Aren't More Fans Taking ESPN's Side?

[sportico.com](#) - Every week, fans seem to have a new bone to pick with ESPN. Often, those...

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Despite Attendance Dip, NWSL Exhibits Overall Growth Driven by Young Women Fans

[thegistsports.com](#) - There's been a dip in YoY NWSL attendance, but that stat doesn't exactly tell...

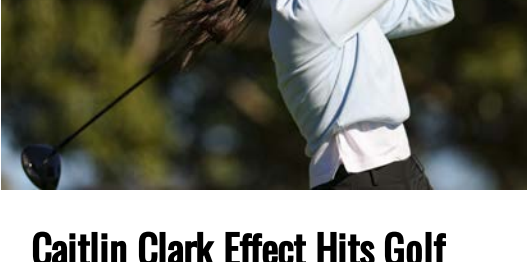
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Who Can Qualify for the World Cup This Week?

[sports.yahoo.com](#) - World Cup qualifying is hurtling towards a conclusion with some of the final...

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Caitlin Clark Effect Hits Golf Again—and TV Network Expands Coverage

[frontofficesports.com](#) - The LPGA felt the Caitlin Clark Effect once again Wednesday, as the...

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Commanders Pick Architect Behind SoFi Stadium for New D.C. Home

[axios.com](#) - The Washington Commanders want to build the "loudest, most dynamic" venue...

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