

November 21, 2025

## The Latest from SFIA

## **Member Matters & Research**



**Industry-First Pickleball Market** Playbook: Consumer Spending, **Gear Preferences & Play Habits** 

sfia.org - SFIA and DUPR have teamed up to create an industryfirst, groundbreaking report that examines the habits and usage...

**Download Here** 



**NEW TEAM SPORTS RESEARCH: 2025 Trends in Team Sports Report Part I and II Both** Available!

sfia.org - The 2025 Trends in Team Sports Report: Participation Foundational Data (Part I) & Youth

and Young Adult Participation...

**Download Here** 



**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** 



**VetsEXCEL Program and Announces Inaugural Class of Veterans** 

**sfia.org** - SFIA is proud to launch the VetsEXCEL Program to provide mentorship and career development support to military...

**Learn More** 

Pickleball Market Playbook Consumer Spending, Gear Preferences & Play Habits **DUPR** SFIA

**Current Industry News** 



**Pickleball Attracting Rabid Player Base** sgbonline.com - The SFIA

**EXEC: SFIA Study Finds** 

released the findings from a special study, performed in...

**Read Here** 



Weekend **sgbonline.com** - A record 186.9

million U.S. consumers plan to shop for the holidays from... **Read Here** 



**Reach \$9.8T by 2029** athletechnews.com - All 11 of

**Record \$6.8T, Expected To** 

the wellness sectors identified in a new Global Wellness Institute... **Read Here** 

**ICSC Sees Uptick in Thanksgiving Weekend Spending** 

sgbonline.com - ICSC's 2025 Thanksgiving Weekend Intentions

Survey found that consumers... **Read Here** 



October 2025 Are Up Against

circana.com - U.S. consumers continue to demonstrate their resiliency and flexibility in...

**Last Year's Preelection** 

**Read Here** 

ONE NATION. ONE TEAM. **What We're Hearing About** World Cup 2026: New Plan to **Make Soccer Largest U.S. Sport** 

new strategy to try to create... **Read Here** 

**Team Sports** 

Report Bundle!

nytimes.com - The United States

Soccer Federation is launching a



**Declines** 





Purchase Part I and Part II of U.S. Trends in Team Sports for a Discount! Discount of \$750 for Both \$400 Per Report for Non-Members



continued viewership growth... **Read Here** 

frontofficesports.com - The NWSL playoffs are seeing

**NFL's Outsized Impact on Network TV Defies Streaming Defections** 

**sportico.com** - While it's no secret

that live sports programming is just

about the only thing keeping...

Read Here



Training, Wearables athletechnews.com - EGYM's latest report shows just how

Millennials Love Strength

**Read Here** 

much the under-40 crowd has...



**Read Here** 

Women's Pro Baseball League Will Play Inaugural Season in

thegistsports.com - The firstever draft of the Women's Pro

**Survey: Sporting Goods Shoppers Prefer Multi-Brand** Retail sgbonline.com - The NSGA

released the findings from its Shopper Playbook survey...

**Read Here** 

nytimes.com - Padel, played on an enclosed court using skills and rules that make it a kind of hybrid...

Baseball League (WPBL) isn't... **Read Here** 

Springfield, IL



**Read Here** 

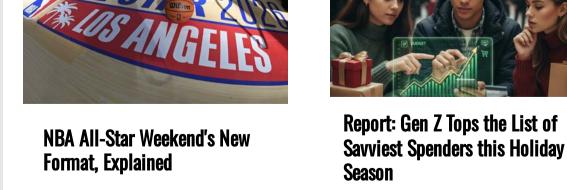
SFIA TEAMWORKONLINE

Searches for Milan Surge as **Americans Lead Olympics Ticket Spending** axios.com - U.S. fans account for the largest share of total spending on tickets to the 2026... **Read Here** 

JOB OF THE WEEK

Capelli Sport is looking for an Account Manager to join our team. You will be joining an established Sales team responsible for managing our book of business, consisting of youth soccer clubs across the country. In this role, you will be responsible for the day-to-day responsibilities for each account, upporting the sales team & Sales Executives; building strong relationships with our clients; ensuring projects stay on track, and customer orders are writte with urgency. This role will be salary-based, 40 hours per week minimum. **CLICK HERE TO LEARN MORE & APPLY!** 

Account Manager | South Hackensack · NJ



axios.com - The NBA is again shaking up its All-Star game format, this time pitting U.S. and... **Read Here** 

frontofficesports.com - Major PGA Tour changes being discussed include delaying the...

**Read Here** 

**PGA Tour Weighs Delaying Future Season Starts Until After Super Bowl** 



**Betting** athleticbusiness.com - Colleges are at odds with the NCAA over a

At Least 180 Division I Schools

**Request Rescission of NCAA** 

**Rule on Professional Sports** 

proposal to allow student... **Read Here** 











