



November 5, 2025

## The Latest from SFIA

### Member Matters & Research

SFIA is actively monitoring updates related to the [government shutdown](#) and tariff policy. We will continue to keep you informed about developments impacting both issues. Please reach out to Bonnie McLaughlin ([bmcclaughlin@sfia.org](mailto:bmcclaughlin@sfia.org) or 917-334-1760) or Aneysa Bhat ([abhat@sfia.org](mailto: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...

[Download Here](#)



#### U.S. Veterans Magazine: Meet our Lead Partner, Sports & Fitness Industry Association's Todd Smith - Guiding Students into Veterans in Sports

**usveteransmagazine.com** - The Sports and Fitness Industry is stepping up to connect with military veterans with career...

[Read 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](#)



#### Three 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](#)



#### 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](#)



#### COMING SOON: Trends in Team Sports Report - Youth & Young Adult Participation!

**sfia.org** - The ultimate report for the state of team sports is almost available! Stay tuned for part one of Trends in Team Sports Report...

[Research Offerings](#)



### Current Industry News



#### Team Insight Magazine: TEAM TRENDS What Parents Want

**formula4media.com** - A new SFIA report provides insight into the key factors that go into buying team...

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#### U.S. Manufacturing Economic Activity Contracts for Eighth Straight Month in October

**sgbonline.com** - Economic activity in the U.S. manufacturing sector has experienced only two...

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#### MLB Caps Big Year With 27.3M Viewers for World Series Game 7

**frontofficesports.com** - Final figures from Fox and Nielsen revealed an even bigger number ...

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#### NYC's Billion-Dollar Running Boom Isn't Slowing Down Any Time Soon

**athletechnews.com** - The New York City Marathon and associated running events inject nearly \$1...

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#### Adidas Reimagines Tradition with 2026 FIFA World Cup Home Kits

**boardroom.tv** - The stage is nearly set for the world's biggest sporting spectacle, with the...

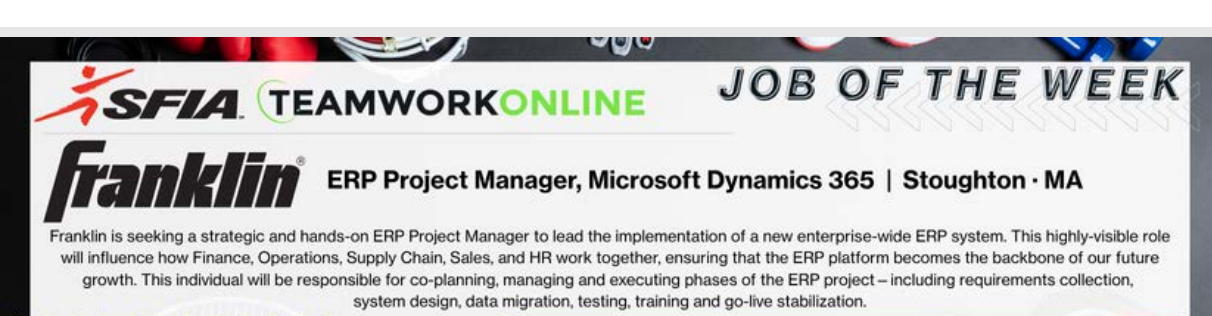
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#### WNBA Players' Strike—Not Lockout—Likely at Stake in Labor Dispute

**sportico.com** - During her Indiana Fever exit interview earlier this month, Sophie Cunningham...

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#### CFP Rankings Show Is Latest Disney–YouTube TV Dispute Casualty

**frontofficesports.com** - The latest major sports event to be disrupted by the ongoing Disney...

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#### Iowa Women's Basketball Fans Remain Beyond Caitlin Clark, Proving Long-Lasting Impact of Top Athletes

**thegistsports.com** - Caitlin Clark has turned millions into Iowa and Indiana Fever fans, but we're just...

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#### TEAM FOOTBALL: Capture the Flag

**formula4media.com** - The secret is out: The future of football has a flag attached to...

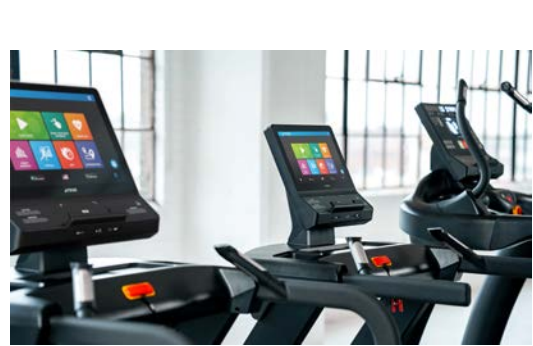
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#### CBS Draws 30.8M for Chiefs-Bills, the NFL's No. 2 Audience of 2025

**frontofficesports.com** - CBS was planning for a big viewership total during Sunday's Chiefs-Bills and...

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#### TRUE Fitness Announces Partnership and Integration With Samsung Health on UNITE Touchscreen Consoles

**athleticbusiness.com** - TRUE Fitness, a global leader in premium fitness equipment, is proud to...

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#### 2025 Rawlings Gold Glove Award® Winners Revealed

**prnewswire.com** - Rawlings Sporting Goods Company, Inc., announced the winners for the 2025 Rawlings Gold Glove...

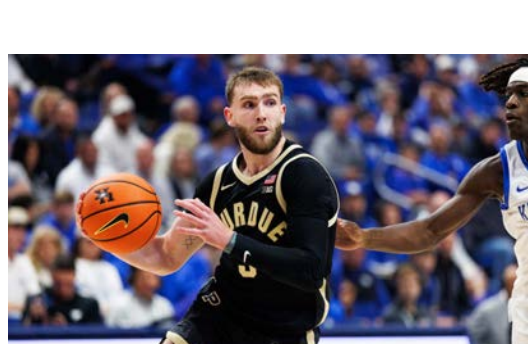
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#### What the LA Dodgers' Second Straight World Series Means for Baseball

**thegistsports.com** - It's been two days since the LA Dodgers topped the Toronto Blue Jays 5...

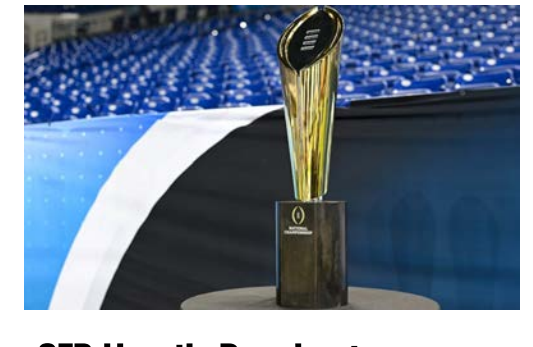
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#### March Madness Could Still Expand in 2027 Despite Fan Pushback

**frontofficesports.com** - College basketball is entering what could be the final season before March...

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#### CFP Unveils Broadcast Information for 2025 First Round

**sportsbusinessjournal.com** - The College Football Playoff, ESPN and TNT Sports...

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#### ISPO Munich Moving to Amsterdam

**sgbonline.com** - The ISPO sporting goods and outdoor trade fair will move to Amsterdam in...

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#### New Data Shows UK Women's Sports is Fielding More Women Fans Than Ever

**thegistsports.com** - The stars aligned for women's sports in the UK this year, with the country...

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#### Visa Data Shows Surging Travel to Italy Ahead of 2026 Olympic Winter Games

**businesswire.com** - Flight bookings to the Milano Cortina host regions are up 160%...

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