



December 18, 2025

## The Latest from SFIA

### Member Matters & Research



#### Unlocking Holiday Performance in a Value-First Consumer Landscape

**sfia.org** - As we close out the year, our goal is to bring together the wide range of holiday forecasts, consumer insights...

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#### Sports & Fitness Industry Association's 2025 End of Year Wrap Up

**sfia.org** - Amid a year of uncertainty, we at SFIA remained steadfast in our commitment to provide members with stability...

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#### NEW RESEARCH: 2025 Tracking the Fitness Movement Report Now Available - FREE for Members

**sfia.org** - SFIA is excited to bring you cutting-edge, new custom research from our two new projects, featuring insights into...

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#### Eight SFIA 2025 Research Reports, 91 Single Sport Reports, Two Custom Reports All Available!

**sfia.org** - Five annual reports, first half game plan and 91 single sport reports are available, FREE or heavily discounted for members...

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### Current Industry News



#### Report: Nearly 159 Million Consumers Plan to Shop on Super Saturday in 2025

**sgbonline.com** - The National Retail Federation estimates that 158.9 million consumers plan to...

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#### Survey Finds 54 Percent of SMB Online Retailers Impacted by Tariffs

**sgbonline.com** - A survey of 170 U.S.-based small to medium-sized e-commerce business owners...

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#### EXEC: 2026 Color of the Year Debated as Pantone Goes White and Stitch Fix Says Bright

**sgbonline.com** - After the recent outcry from the fashion industry, commentators, and designers...

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#### November Retail Sales Remained Steady but Critical Holiday Shopping Weeks Lack Momentum

**circana.com** - Overall retail spending held steady in November, with 1% growth and...

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#### Pilates and the 2026 Equipment Forecast: The Rise of Intelligent, Integrated Movement

**athletechnews.com** - Once a boutique niche, Pilates is now influencing a sweeping industry...

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#### 2025 State of Play: Aspen Institute's Annual Report on Trends on Youth Sports

**projectplay.org.com** - Let's start with the good (great) news: We can now conclude that youth...

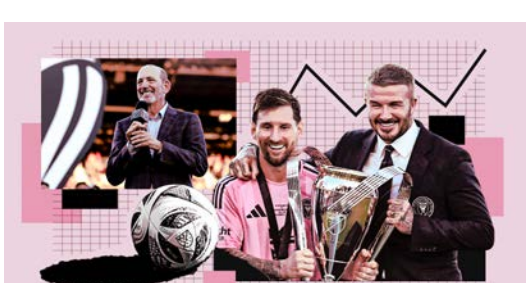
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#### Young People Are Driving a Surge in Triathlon Sign-Ups

**athletechnews.com** - Ironman's name hasn't changed, but its athlete base sure has. As the...

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#### Messi Mania Powers MLS Cup Ratings Rebound

**sportico.com** - Lionel Messi claimed his first MLS Cup—and his 47th trophy between club...

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#### Nike Is Returning to Its Roots in College Sports

**sportico.com** - Nike's rise to sneaker dominance came in large part thanks to the company's...

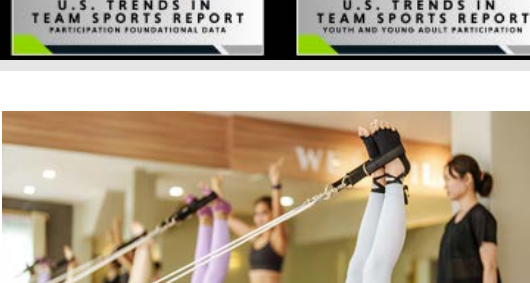
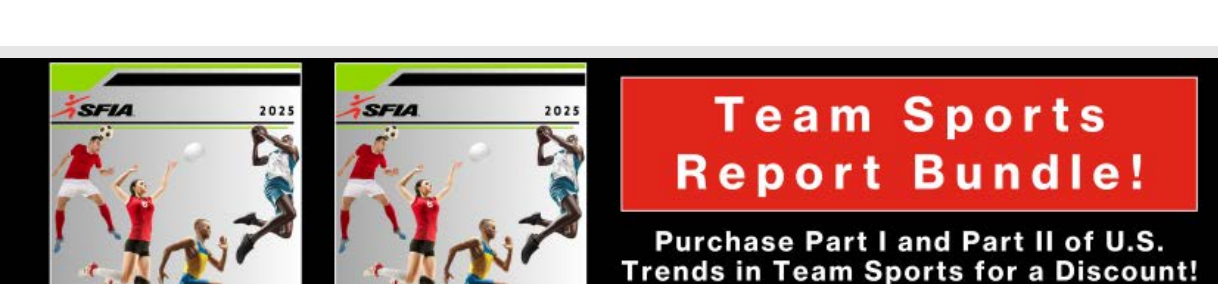
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#### USTA Near Deal to Tap Australian Open Boss as Next CEO

**sportico.com** - Tennis Australia CEO Craig Tiley is in advanced talks to become the next CEO...

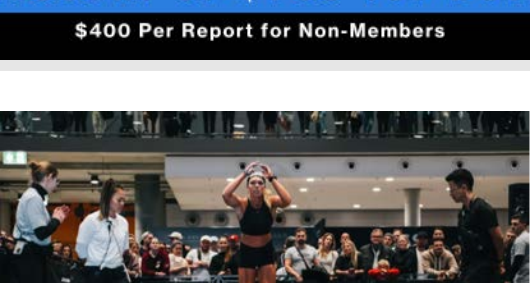
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#### Pilates Dominates Fitness Bookings for ClassPass in 2025

**sgbonline.com** - Pilates was the most-booked workout worldwide for the third consecutive year on...

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#### As Fitness Racing Takes Off, Hyrox Is Going All-In on the Olympics

**athletechnews.com** - Hyrox believes it has what it takes to become an Olympic sport...

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#### Private Equity Dives Further Into Minor League Baseball

**frontofficesports.com** - A business backed by Arcot Partners is purchasing the Miami...

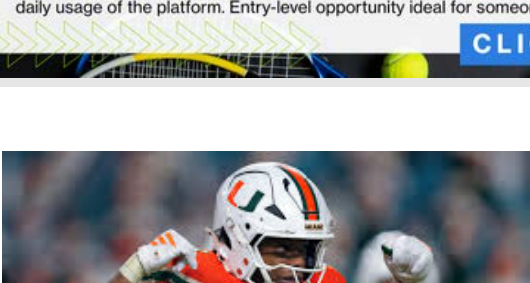
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#### EXEC: Study Finds Padel Boasting Robust Growth

**sgbonline.com** - On Friday, Netflix announced it will acquire the streaming and studio division...

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#### ACC Plans Tiebreaker Changes for 2026 After CFP Near-Miss

**frontofficesports.com** - The ACC is planning to change its football conference championship game...

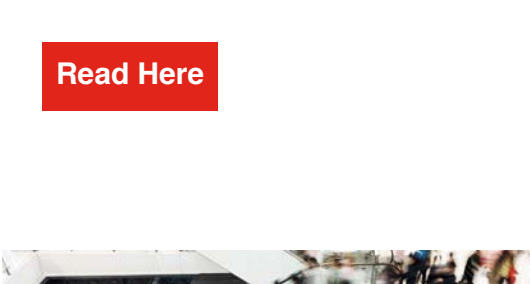
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#### Private Equity Makes its First College Sports Play

**axios.com** - The University of Utah's board of trustees on Tuesday unanimously approved...

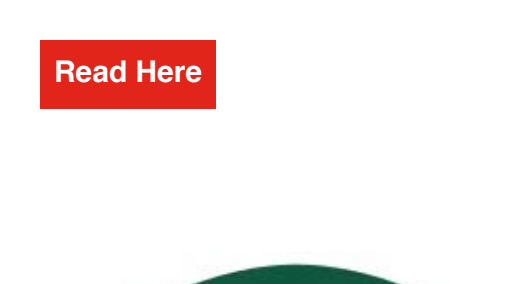
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#### CNBC/NRF Retail Report Reveals Healthy Year-Over-Year Growth in November

**sgbonline.com** - The National Retail Federation reported that November retail sales saw...

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#### New York Jets Make \$1M Investment in Collegiate Women's Flag Football League

**athleticbusiness.com** - The New York Jets and the Eastern College Athletic Conference are...

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