



January 14, 2026

## The Latest from SFIA

### Member Matters & Research



**LIMITED TIME ONLY!**

**SAVE ON SFIA RESEARCH REPORTS**

**LIMITED TIME: Save 15% on SFIA Research Reports Through End of January!**

**sfia.org** - To support your planning and decision-making, SFIA is offering a limited 15% savings on research reports through January...

[Read Here](#)



**DEADLINE: FRIDAY, JANUARY 30**

**STATE OF THE INDUSTRY SURVEY**

**January 30 Deadline: Help Us Benchmark the Industry - Fill Out the SOTI Survey**

**sfia.org** - In just 10 minutes, your participation in the SOTI Survey helps us build the most trusted benchmarks in sports and fitness...

[Read Here](#)



**SFIA Welcomes Board of Directors for 2026**

**sfia.org** - We are excited to kick off 2026 by welcoming SFIA's newly elected Board members whose leadership, expertise, and...

[Read Here](#)



**SFIA'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....

[Read Here](#)



### Current Industry News



**Report: U.S. Online Holiday Sales Reach Record Levels Despite Slower Growth**

**sgbonline.com** - U.S. online holiday spending from November 1 through December 31 rose 6.8...

[Read Here](#)



**SFIA Re-Elects Mike Zlakat as Chair; Adds Four New Board Members**

**sgbonline.com** - The SFIA re-elected Mike Zlakat, vice chairman of Rawlings Sporting...

[Read Here](#)



**NFL Wild-Card Games Draw Massive Viewership**

**frontofficesports.com** - A monster regular season for NFL viewership has continued with...

[Read Here](#)



**NCAA President Charlie Baker Expresses Optimism Amid Changing Landscape**

**sportsbusinessjournal.com** -For someone dealing with the number of existential crises his...

[Read Here](#)



**WNBA and Union Agree to Freeze Free Agency As CBA Talks Drag On**

**frontofficesports.com** - WNBA players and owners have agreed to a moratorium freezing free...

[Read Here](#)



**Report: Import Cargo Volume Expected to Remain Down Year-Over-Year Until Spring**

**sgbonline.com** - Import volume at the nation's major container ports is forecast to see its first month...

[Read Here](#)



**Nike, Jordan, Adidas, New Balance, and Asics Again Top Sneaker Resale Brands in 2025**

**sgbonline.com** - StockX has released its seventh annual Big Facts: Current Culture Index, an...

[Read Here](#)



**Brands Turn to Emerging Women's Sports Leagues to Reach Young Digital Natives**

**thegistports.com** - Softball, Baseball, Lacrosse. What do these sports have in common...

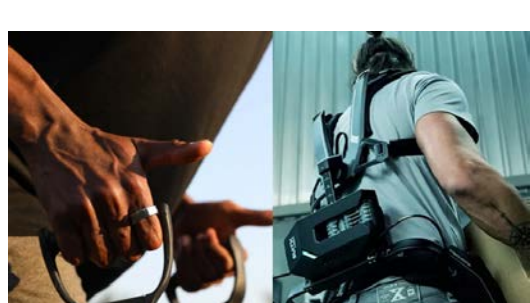
[Read Here](#)



**Netflix Plans to Sweeten Bid for WBD With All-Cash Offer**

**frontofficesports.com** - As the battle for TNT Sports parent company Warner Bros...

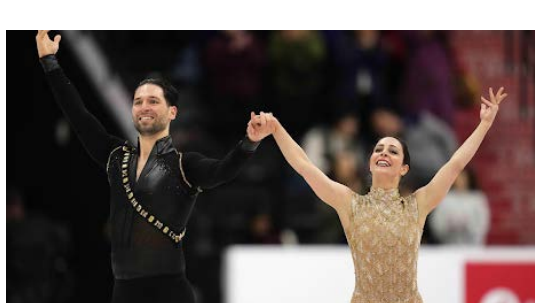
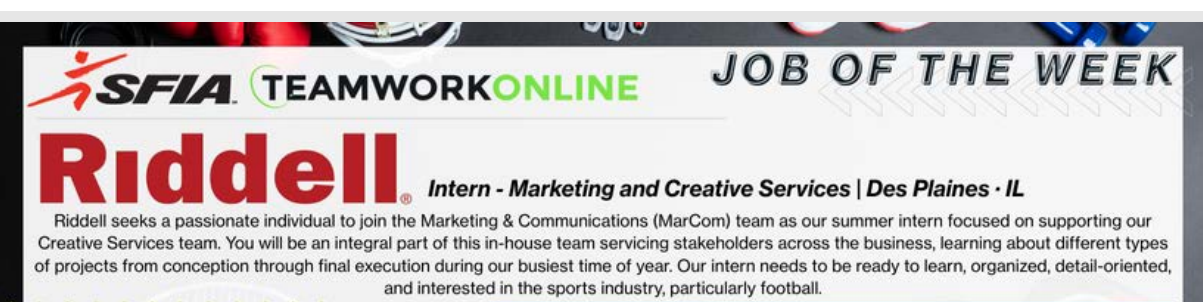
[Read Here](#)



**CES 2026: How AI-Powered Wearables Can Transform Fitness & Healthcare**

**athletechnews.com** - The Consumer Electronics Show returned to Las Vegas last week...

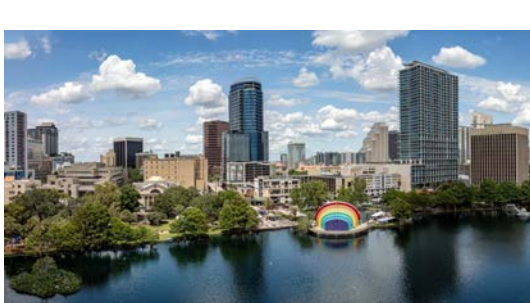
[Read Here](#)



**Brands Big and Small Seize Social-Forward Olympics Marketing Opportunities**

**thegistports.com** - On Friday, Canadian figure skater Deanna Stellato-Dudek stunned in a...

[Read Here](#)



**The 10 Healthiest US Cities in 2026, According to Mindbody's New Rankings**

**athletechnews.com** - Using a proprietary scoring model, the fitness and wellness software...

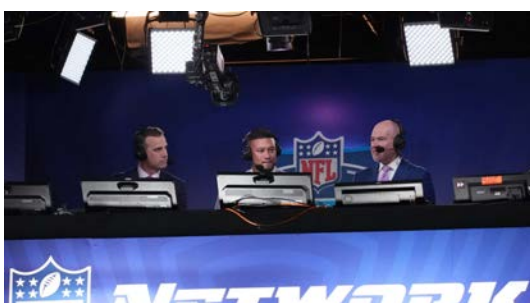
[Read Here](#)



**Franklin Sports Signs the World's No. 1 Pickleball Player Anna Leigh Waters to a Long-Term Partnership**

**businesswire.com** - The 18-year-old pickleball phenom - currently ranked number one in...

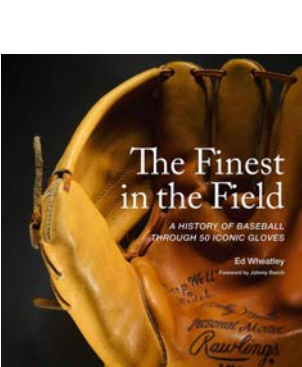
[Read Here](#)



**Optimism ESPN-NFL Deal Can Close in April**

**frontofficesports.com** - There is optimism that the ESPN takeover of NFL Media can close in April...

[Read Here](#)



**Rawlings® to Release Book Chronicling the Evolution of Ball Gloves**

**prnewswire.com** - Rawlings today announced the upcoming release of the book 'The Finest...

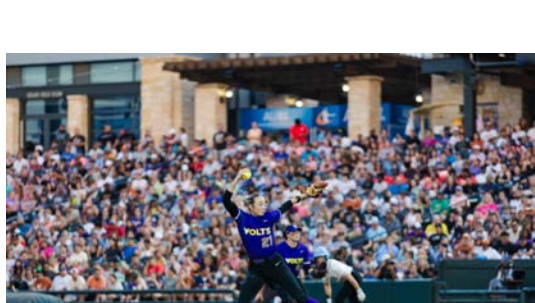
[Read Here](#)



**CNBC/NRF Report Sees December Retail Sales Trend Weakens Against 2024 Calendar Shift**

**sgbonline.com** - The retail marketplace continued its solid performance throughout the...

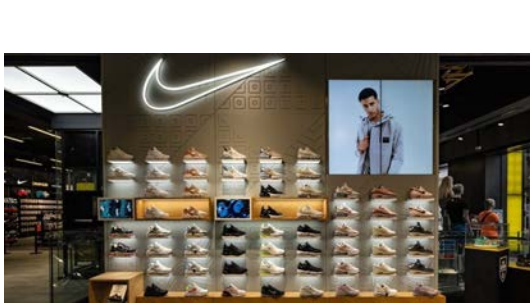
[Read Here](#)



**Athletes Unlimited Softball League Drops Touring Model**

**frontofficesports.com** - The softball league, which expanded to six teams in the offseason, is...

[Read Here](#)



**FDRA Survey: Many Footwear Execs See Sharp Uptick in Shoe Prices in 2026**

**sgbonline.com** - The Footwear Distributors and Retailers of America released the results of...

[Read Here](#)