



January 21, 2026

The Latest from SFIA

Member Matters & Research



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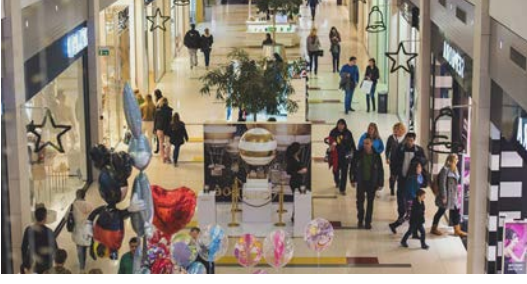
Current Industry News



US Gyms Saw Record Q4 Traffic, Strong Full-Year Growth in 2025

athletechnews.com - New data from the HFA shows that Americans are continuing to visit...

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Circana: December Retail Sales Flat, Units Down 1 Percent

sgbonline.com - U.S. retail sales revenue was flat across food, consumer packaged goods, and...

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Breanna Stewart on Endless CBA Talks: 'Just Starting' To See End of Tunnel

frontofficesports.com - Stewart said she can start to see a finish line to labor negotiations for the...

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Walking Workouts Could Explode in Popularity in 2026, Google Data Suggests

athletechnews.com - ATN breaks down the fitness trends with the biggest increases and decreases...

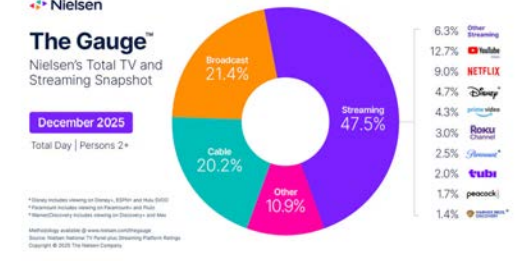
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FEXCO: Fanatics Still Finding Sizable Growth Opportunities in Fan Gear

sgbonline.com - During a keynote session at the National Retail Federation: Retail's Big Show...

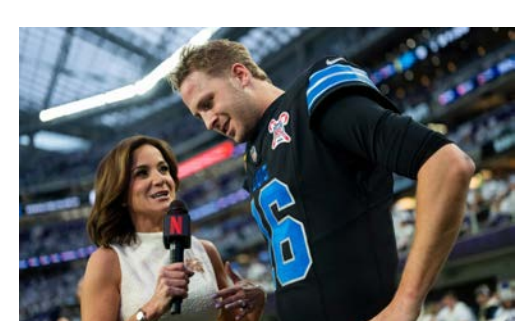
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NFL Christmas Helps December to Best Month Ever for Streaming

sportsbusinessjournal.com - Streaming set a new record in December with 47.5% of TV...

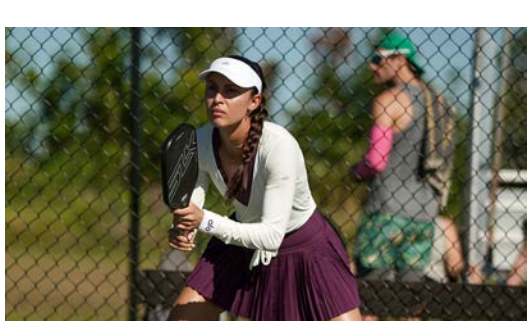
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Netflix Credits Live Sport for Q4 Sign-up Surge as Subscribers Pass 325m

sportspro.com - Netflix credited its live sports events with driving "disproportionate excitement..."

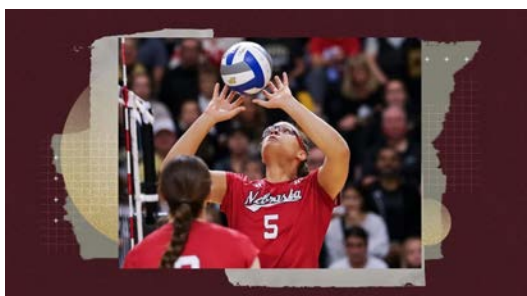
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Selkirk Sport Rides Pickleball Wave with Growth Investment from Private Equity Firm

sgbonline.com - Riding continued rapid adoption of the sport of pickleball, Selkirk Sport...

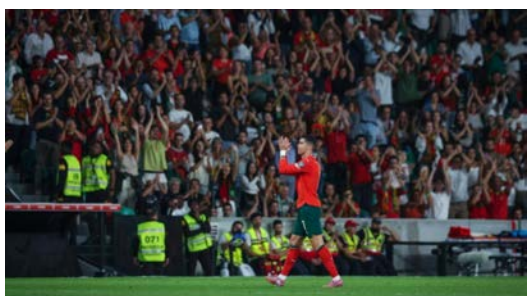
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Nebraska Keeps Raising the Net on Women's Volleyball Spending

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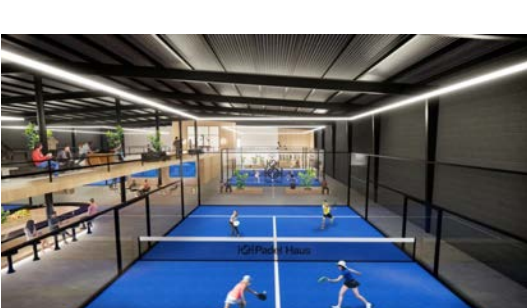
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FIFA's First Betting Data Partner Signals a New Era for Global Soccer

boardroom.tv - From World Cup odds to live streams, FIFA's partnership with Stats Perform...

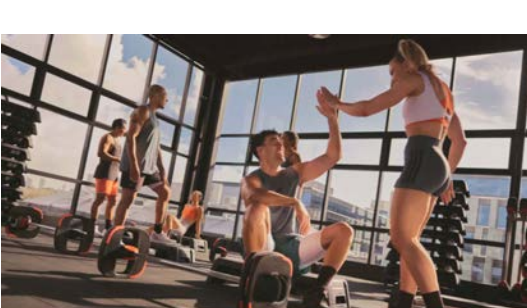
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athletechnews.com - The appeal of padel is only growing, made evident by the racket...

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The Gym Is One Place AI Hasn't Won Over, Report Finds

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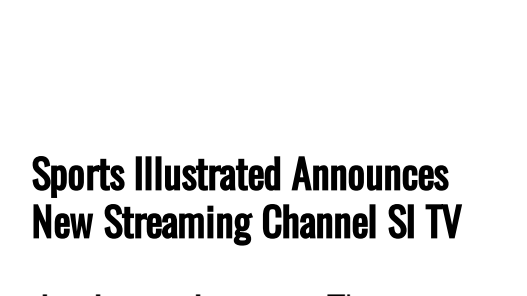
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businesswire.com - The new free ad-supported streaming television channel features...

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WNBA Exploring Buying Back 16% Stake Sold in 2022

frontofficesports.com - A mere four years after the deal was finalized, the WNBA is exploring...

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Can Italy do for the Winter Olympics what Paris did for the Summer Games?

sports.yahoo.com - It's going to be messy, with athletes and competitions spread across...

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