



January 28, 2026

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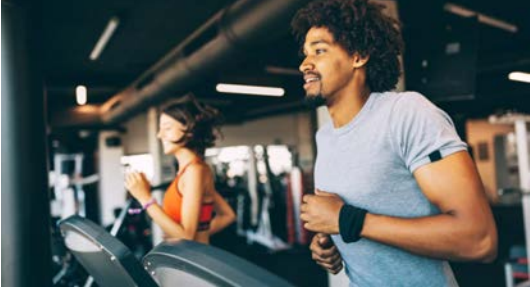
Sports & Fitness Industry Association's 2025 End of Year Wrap Up

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

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Current Industry News



January Gym Traffic Is Still Surging, a Positive Sign for 2026

athletechnews.com - New foot traffic data shows January gym visits are up significantly in 2026...

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Bain Forecasts Slight Slowdown in U.S. Retail Growth in 2026

sgbonline.com - Bain expects U.S. retail sales to grow 3.5 percent year-over-year in 2026...

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The Super Bowl is 2 Weeks Away. So Why Are the Ads Here Now?

sportico.com - The New England Patriots and Seattle Seahawks clinched their tickets on Sunday...

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CES 2026: The Fitness, Health & Wellness Tech That Impressed Us the Most

athletechnews.com - At Athletech News, it's de rigeur for our team to try the buzziest new...

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Nike, U.S. Soccer Federation Collaborate on Research Lab At New Training Center

sgbonline.com - U.S. Soccer and Nike announced plans to open a Nike Sport Research Lab at the...

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NCAA Approves Commercial Patches for Uniforms, Equipment and Apparel at D1 Level

sgbonline.com - The NCAA approved a proposal that will allow Division I sports programs...

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EXEC: Puma Could See Considerable Upside in China with Anta Sports Share Purchase Deal

sgbonline.com - Anta Sports Products Limited, the China-based company incorporated in...

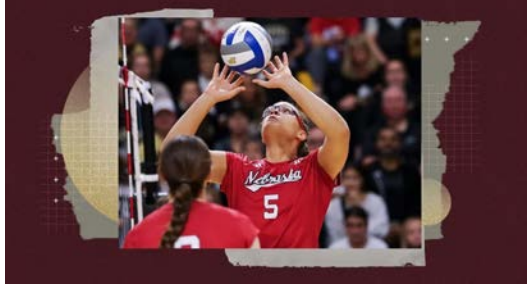
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Bills-Broncos Draws Biggest Saturday TV Audience in 32 Years

sportico.com - While there's an argument to be made that no real winner emerged from Saturday...

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Nebraska Keeps Raising the Net on Women's Volleyball Spending

sportico.com - AThe University of Nebraska spent \$7.03 million on its top-ranked women's...

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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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Under Armour's New Wisconsin Deal Gives Women's Hoops Equal Billing

sportico.com - Under Armour's updated outfitter agreement with the University of Wisconsin...

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The Most Unlikely Super Bowl Ever Was Built in Free Agency

boardroom.tv - How the Patriots and Seahawks shattered 15 years of NFL free-agency trends...

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NIL Is No Longer an Experiment: It's the Business of College Football

boardroom.tv - NIL is transforming college sports, emphasizing athlete growth...

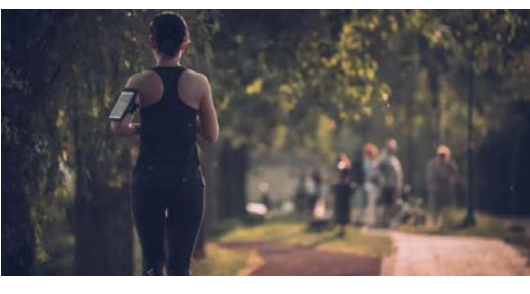
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Game Changers: NCAA Votes to Add Flag Football to Emerging Sports for Women

athleticbusiness.com - On Friday, the NCAA announced the addition of flag football to its Emerging...

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Longevity Fitness Is Going Viral Amid Wellness Content Boom

athletechnews.com - A new analysis reveals why sustainable, longevity-first routines are...

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sportspromedia.com - Major League Soccer has inked a multi-year deal with predictions market...

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Mixing Up Your Exercise Routine Is Best for Longevity, Study Finds

athletechnews.com - Combining cardio with strength training and sports, along with a healthy...

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thegistsports.com - New YoY revenue data from the Deloitte Football Money League report...

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