



March 13, 2026

# The Latest from SFIA

## Member Matters, Advocacy & Research



### \*NEW\* SFIA RESEARCH: 2026 Topline Participation Report Now Available!

sfia.org - The industry's essential resource for sports & fitness participation data, now tracking 126 sports, fitness, and leisure...

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### NEXT MONTH: Team Sports Conference - Sessions & Speakers Confirmed!

sfia.org - Hosted by SFIA, NFHS, and NCAA, the Team Sports Conference brings together SFIA members, sporting goods...

[Register Here](#)



### RECORDING AVAILABLE: SFIA & ST&R Members-Only Tariff Webinar

sfia.org - The Supreme Court's Ruling on Tariffs and Its Impact on the Sports and Fitness Industry Webinar is now available in the...

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### APPLICATIONS DUE TODAY (3/13): Apply to be an Accelerator Program Mentor!

sfia.org - The SFIA Accelerator Program is a young professional development program designed specifically for emerging leaders...

[Learn More & Apply](#)



## Current Industry News



### NRF Sees Tariff Uncertainty Keeping U.S. Container Imports Below 2025 Levels

sgbonline.com - Imports at major U.S. container ports are forecast to remain below last...

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### EXEC: The Footwear and Apparel Brands Bringing the Brand Heat in 2026

sgbonline.com - L.E.K. Consulting Group released its fifth annual 2026 U.S. Footwear...

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### World Baseball Classic's Energy Is Winning Over MLB Stars

frontofficesports.com - Even a Cy Young Award winner who's just been through a bruising...

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### WNBA Players' Union Feels Movement is Being Made in CBA Negotiations after 9-Hour Bargaining Session

apnews.com - Nneka Ogwumike and the other members of the WNBA players' union executive...

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### NFL Exploring New Thanksgiving Eve Game as Early as This Season

nytimes.com - The NFL is exploring adding a Thanksgiving Eve game to its football feast...

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### SFIA: Sports Participation Gains Moderate in 2025

sgbonline.com - SFIA in its 2026 Topline Participation Report identifies that U.S. consumer...

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### NWSL to Award its 18th Franchise this Year, With Team Expected to Begin Play in 2028

apnews.com - The National Women's Soccer League will award its 18th franchise this year...

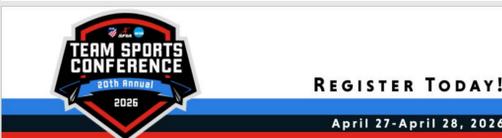
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### Data from Nielsen, SponsorUnited Highlight Brand Opportunity Among Women's Sports Audiences

thegistsports.com - Last week, Nielsen shared impressive statistics illustrating the growth...

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April 27-April 28, 2026



### College Basketball Regular Season Finishes With Record Viewership

frontofficesports.com - Both men's and women's college basketball are on a ratings hot...

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### EXEC: What's Inside the \$1.3 Trillion Number for the Outdoor Recreation Economy?

sgbonline.com - The U.S. Commerce Department Bureau of Economic Analysis released its...

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### 91 Days to the World Cup: Meet the Teams Crashing the Expanded 48-Team Party

sports.yahoo.com - The World Cup is about to get even bigger and more diverse. Four first-time...

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### Why the NFL's 2026 Schedule Could Look Very Different

frontofficesports.com - As the NFL's ambitions grow for even more viewership and a greater...

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### Report: 24 Million Pickleball Are Now Playing Pickleball, up 171% in Just 3 Years

thedinkpickleball.com - A new SFIA participation report shows pickleball continues its...

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### NRF: Retail Sales Inch Up in February for Fifth Consecutive Monthly Gain

sgbonline.com - February retail sales once again delivered a moderate monthly increase...

[Read Here](#)



### Footwear Prices Remain Elevated in February

sgbonline.com - Retail footwear prices rose 1.5 percent year over year, higher than six of the last...

[Read Here](#)



### MLB's ABS Challenge System, Explained

axios.com - Major League Baseball is debuting the Automated Ball-Strike Challenge...

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