



March 18, 2026

The Latest from SFIA

Member Matters, Advocacy & Research



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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...

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

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Current Industry News



February Spending Rebounds as Consumer Resilience Drives Market Stability, Reports Circana

circana.com - Despite headwinds from winter storms and ongoing global uncertainties, U.S....

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Nike and Skechers Top U.S. Fashion Retailer List, with New Balance and Adidas Close Behind

sgbonline.com - In YouGov's U.S. Fashion Retailer Rankings for 2026, U.S. consumers identified...

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WNBA, WNBPA Reach Verbal Agreement on New CBA to Avoid Schedule Changes for 2026 Season

bleacherreport.com - The 2026 WNBA season is on track to start as scheduled after the league...

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SFIA Finds 250 Million Americans Were Active Last Year

sginews.com - Americans' activity trends are skewing in the right direction as participation...

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PWHL to Broadcast First National TV Game in the US

usatoday.com - The PWHL is growing rapidly, and doubling down on its meteoric growth is...

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AI-Enhanced College Sports Recruiting Reels Aren't Fooling Scouts

frontofficesports.com - Under the Friday night lights, a high school running back makes a...

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NWSL COO Sarah Jones Simmer Discusses the League's Growth Strategy Ahead of 2026 Season Kick-Off

thegistsports.com - In 2025, everyone wanted in on the NWSL. Average crowds exceeded 10K...

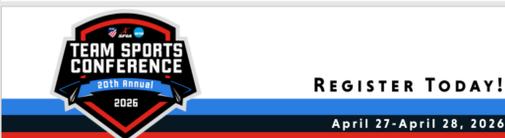
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With Grant Programs and High-Profile Events, Flag Football's Rise Continues

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

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April 27-April 28, 2026



New Report Examines Systemic Barriers to Women's Coaching Retention

athleticbusiness.com - A new report by USTA Coaching and the Tucker center for Research...

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EXEC: Brooks President Matt Dodge Discusses Emerging Growth Drivers

sgbonline.com - Matt Dodge, president and COO at Brooks Running, talked with SGB...

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NBC Draws Best Players Championship Viewership in 5 Years

frontofficesports.com - NBC averaged 4.4 million viewers for the final round of the Players...

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The Defining Storylines of the '26 Classic

mlb.com - The World Baseball Classic is now over, with Venezuela the last team standing...

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AI Hacks for Your March Madness Bracket

axios.com - Most people making March Madness brackets will be getting help from AI — and 37%...

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Team USA's World Cup Uniforms Unveiled

axios.com - U.S. Soccer and Nike released the new national team uniforms ahead of the 2026 FIFA...

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EXEC: Asia Footwear Factory Shipments Fall Sharply in February 2026

sgbonline.com - The footwear market only needs to look at import cargo trends and factory...

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2026 World Cup Countdown: 100 days of Facts, Stats and Stories

sports.yahoo.com - The World Cup is coming back to North America for the first time since...

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