



April 1, 2026

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Member Matters, Advocacy & Research



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sfia.org - This report tracks U.S. wholesale sales in sporting goods, athletic footwear, sports apparel, and licensed products...

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

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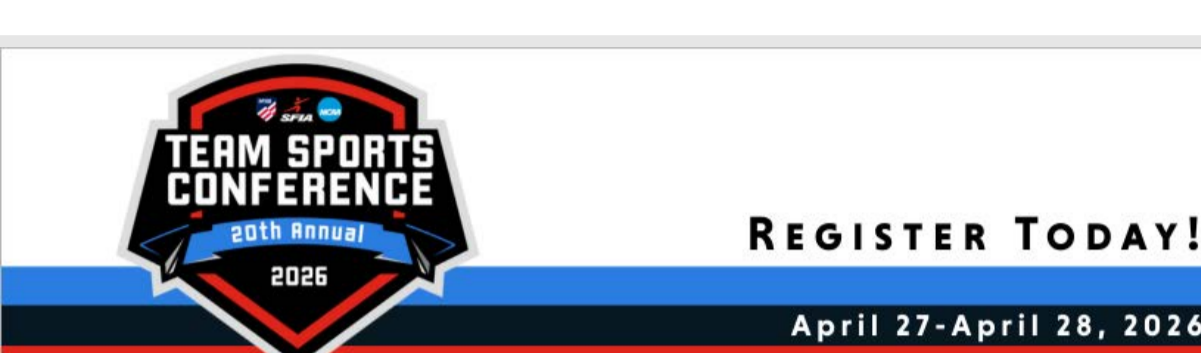
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Current Industry News



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formula4media.com - Over 100 hours of negotiations later, we finally have a new WNBA CBA...

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Pickleball Continues Five-Year Streak as Fastest Growing Sport

sgbonline.com - SFIA is reporting in its newly released 2026 Manufacturers' Sales by Category Report that the U.S. sporting...

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Consumer Passions and Priorities Give Lifestyle Spending New Significance

cicana.com - The economy is underscoring the changed behaviors and purchase...

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Americans Pay More to Stay Well

insider.fitt.co - New data shows health & wellness is the only US category with growing consumer...

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Game Changers: New FIFA Rule Says Women's Teams Must Have a Woman on Coaching Staff

athleticbusiness.com - Last week the FIFA council passed a groundbreaking measure to...

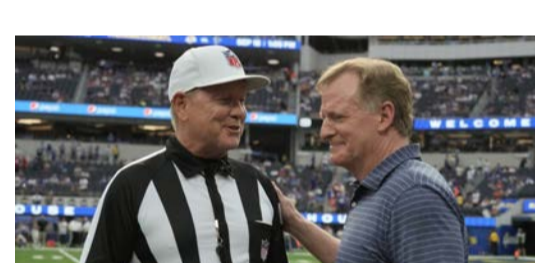
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Joola Launches the Sports First Ever Top-Down Pickleball Shoe, the FUNKSHIn_PB: R4Lly aka The R4Lly

joola.com - As a global leader in pickleball innovation, JOOLA built its pickleball strategy around...

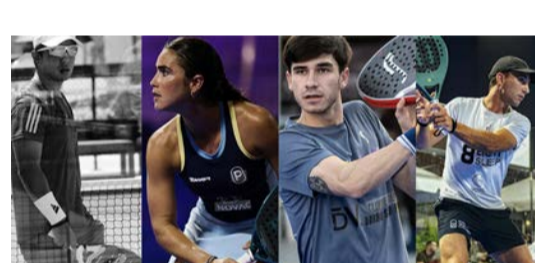
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NFL Approves Plan to Use Replacement Refs if Talks Stall

frontofficesports.com - NFL commissioner Roger Goodell insisted that the league will be...

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Pro Padel League Completes \$15M Series A Funding Round

sgbonline.com - In a major boost for professional padel, the Pro Padel League (PPL)—with...

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Billion-dollar Bids Made for NBA Europe Teams

sports.yahoo.com - The NBA has received several billion-dollar bids for teams in the proposed...

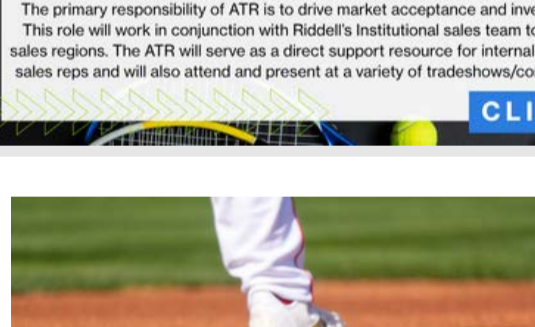
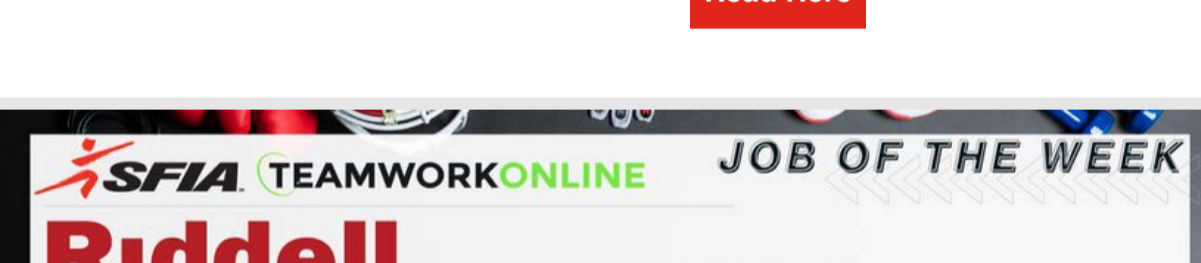
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Asics' President Warns of Price Hikes Should Iran Conflict Continue

sgbonline.com - Asics President Mitsuyuki Tominaga suggested that the brand could raise prices...

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frontofficesports.com - As is customary, the MLB Players Association has been saving...

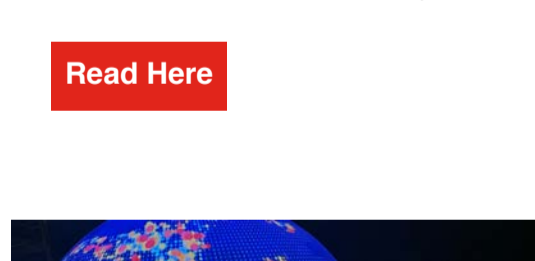
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NWSL Announces 2 Hires With Aim of Accelerating League's Growth

nytimes.com - The National Women's Soccer League has added two senior executives to...

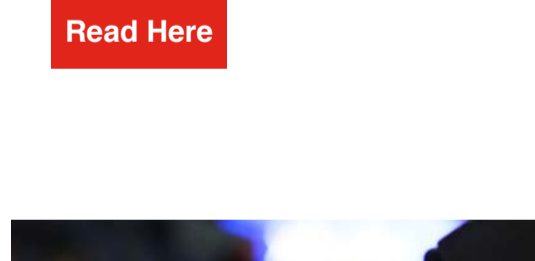
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New Senate Bill Would Ban Prediction Markets on Sports, Politics and Military

axios.com - If you work in wholesale right now, you don't need another thing piece to tell...

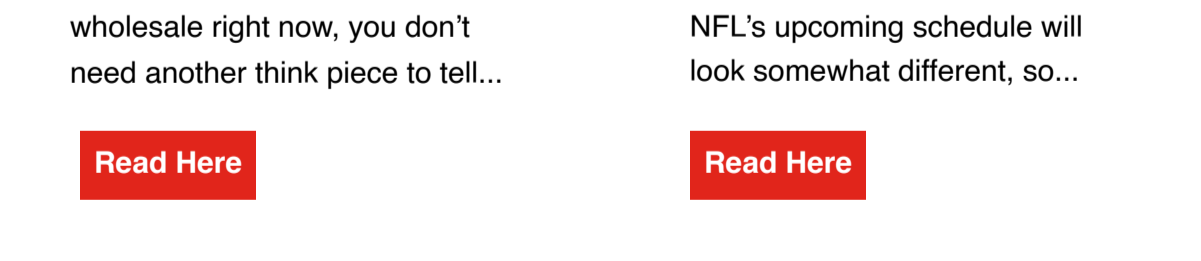
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frontofficesports.com - As the NFL's upcoming schedule will look somewhat different, so...

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Consumer Edge Reports Sporting Goods Spending Declines Amid Inflation, Tariffs and Middle-Income Pullback

prnewswire.com - U.S. transaction data shows sporting goods spending declined by 9...

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Kim DeCarolis and Terése Whitehead Explain the Power of Women Athletes in NIL Marketing

thegistsports.com - With March Madness finally here, we spoke with Terése Whitehead and Kim...

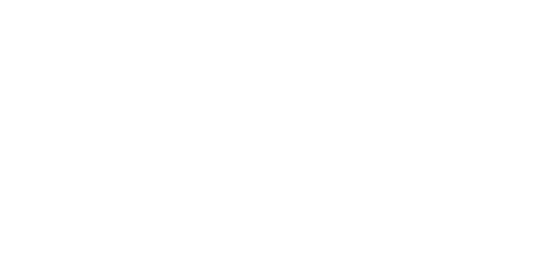
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Reggie Bush, Terrence Murphy Waste No Time With Deal for LOVB Team

frontofficesports.com - Matt Priest, president and CEO of the FDRA, said on a media call...

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Report: Uncertainty Causing Stagnant Small Business Growth

sgbonline.com - The NSBA Small Business Economic Report for March 2026 finds that the small...

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