



April 8, 2026

# The Latest from SFIA

## Member Matters & Research



### JUST WEEKS AWAY: 2026 Team Sports Conference -- Don't Forget to Register!

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

[Register Here](#)



### NEW SFIA RESEARCH: 2026 Manufacturers' Sales by Category Report!

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

[Download Here](#)



### Topline Participation Report Available - FREE for Members!

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

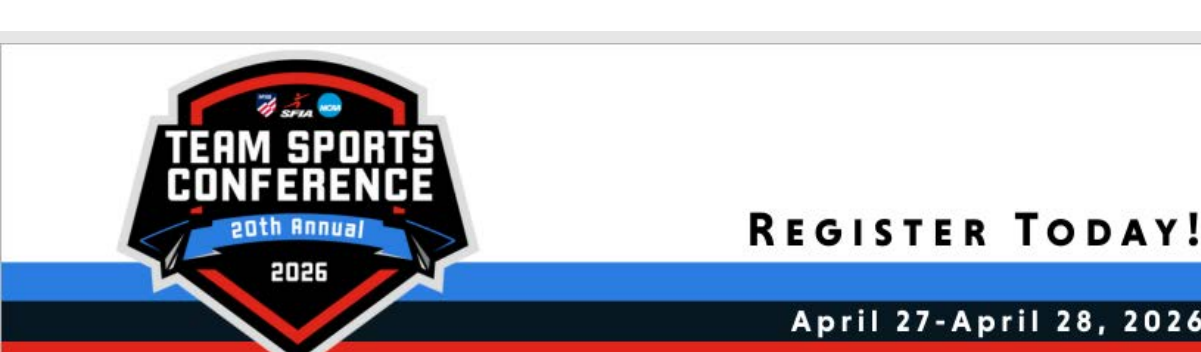
[Download Here](#)



### Apply Today as a Mentor for the SFIA Exceleator Program!

sfia.org - SFIA is currently seeking mentors for the SFIA Exceleator Program. Mentors play a crucial role in shaping the next...

[Learn More & Apply](#)



REGISTER TODAY!

April 27-April 28, 2026

## Current Industry News



### Athletic Footwear Sales Are Outperforming Broader Sporting Goods Market

wwd.com - Athletic footwear has become the key revenue driver for the sporting goods industry...

[Read Here](#)



### SFIA Report: 250 Million Active Americans, but Two-Thirds Fall Short

sgieurope.com - The US sports and fitness market has never reached more people — but the...

[Read Here](#)



### U.S. Sporting Goods Wholesale Sales Reached \$130 Billion in 2025

sgbonline.com - With standout gains in pickleball, baseball / softball, running footwear, and...

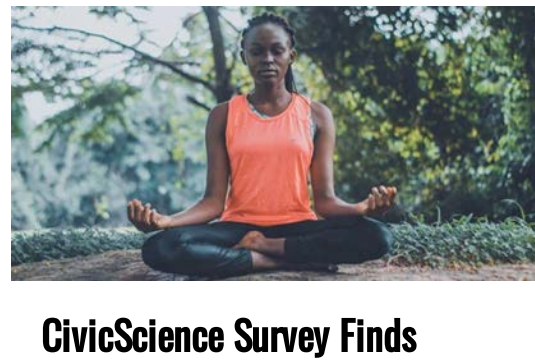
[Read Here](#)



### The Latest SFIA Participation Trends: Why Pickleball is Here to Stay

sportstravelmagazine.com - For decades, the Sports & Fitness Industry Association has polled...

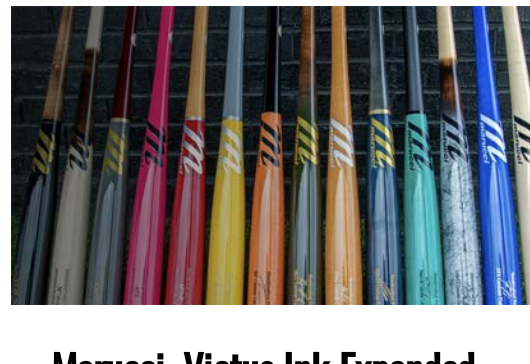
[Read Here](#)



### CivicScience Survey Finds Americans Prioritizing Health & Wellness

sgbonline.com - Recent survey results from CivicScience find that health and wellness is the only...

[Read Here](#)



### Marucci, Victus Ink Expanded Axe Bat Partnership

sgbonline.com - Marucci and Victus, owned by Fox Factory Holding Corp, have inked a multi...

[Read Here](#)



### 2 Lawmakers Demand FCC Action as Sports Streaming Costs Surge

frontofficesports.com - Sen. Elizabeth Warren and Rep. Pat Ryan want the FCC to exert its...

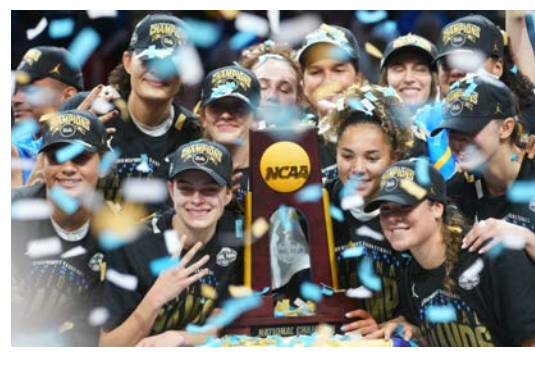
[Read Here](#)



### GIRLS' AND WOMEN'S SPORTS: Getting Better

formula4media.com - When NFHS recognizes the 12 individuals who are being...

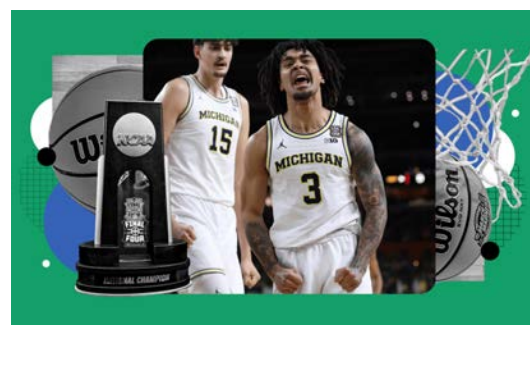
[Read Here](#)



### Women's Title Game Draws 9.9M Viewers, Third-Highest Since 1989

frontofficesports.com - The women's Final Four saw a viewership bump, with a little...

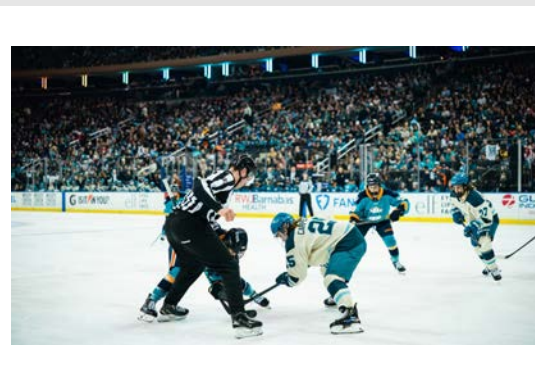
[Read Here](#)



### Michigan Secures Big Ten Sweep of Basketball Titles, Payouts

sportico.com - Michigan beat UConn 69-63 in Indianapolis on Monday night, snapping a 26...

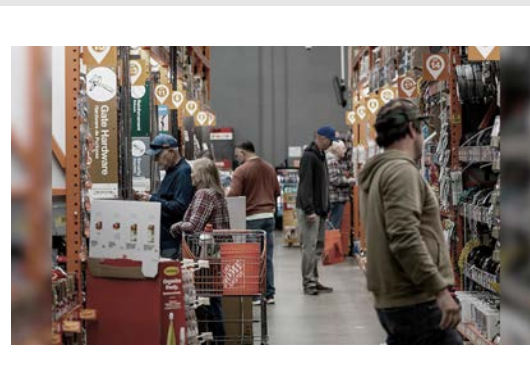
[Read Here](#)



### PWHL Breaks Women's Hockey Attendance Record With MSG Game

frontofficesports.com - The PWHL smashed its attendance record with a roaring, sold-out...

[Read Here](#)



### Report: U.S. Companies Increasingly Passing Tariff Costs on to Consumers

sgbonline.com - One year after the Trump Administration's "Liberation Day" tariff...

[Read Here](#)



### Masters Stars Feel Unprecedented Absence of Tiger and Phil

frontofficesports.com - The absence of Tiger Woods and Phil Mickelson at the Masters is being...

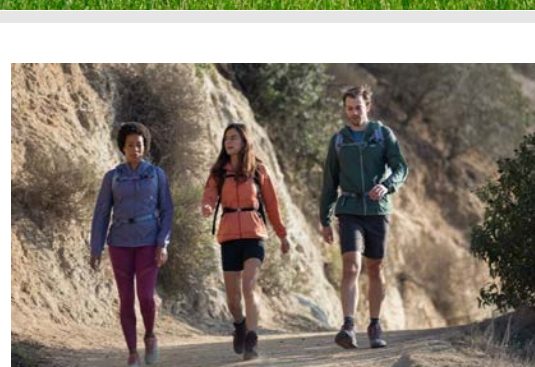
[Read Here](#)



### With UCLA Title, Big Ten Tops March Madness Women's Payouts at \$6.4M

sportico.com - Not only did UCLA win the Big Ten's first women's basketball title in more...

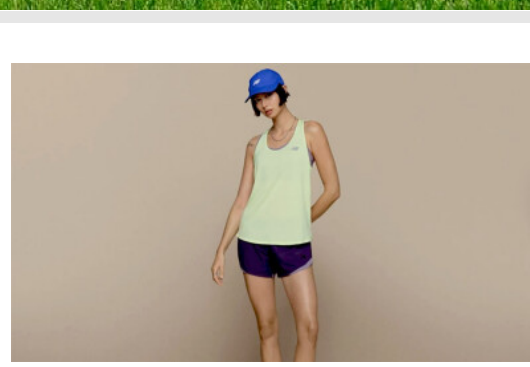
[Read Here](#)



### The Conference Board Consumer Confidence Index Inches Up Again in March

sgbonline.com - The Conference Board reported its Consumer Confidence Index...

[Read Here](#)



### Balancing Sustainability: New Balance Expands Reconsidered Resale Platform

runninginsight.com - Many large and small running brands are making important sustainability...

[Read Here](#)



### National Women's Pickleball Foundation Announces "National Pickleball Challenge" to Celebrate America's 250th Anniversary

prnewswire.com - In honor of America's upcoming Semiquincentennial, the National...

[Read Here](#)



### How the NCAA Men's and Women's Final Four Impact Host Cities

athleticbusiness.com - The 2026 Men's and Women's Final Fours brought tens of thousands of...

[Read Here](#)



Follow Us on Social Media

