



July 1, 2026

The Latest from SFIA

Member Matters & Research



ALL 92 SFIA Single Sport Reports Are Now Available - Discounted for Members!

sfia.org - The complete set of 92 Single Sport Reports for 2026 is now available, with 40 additional reports added yesterday...

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Feed Your World Cup Obsession: Check Out SFIA's Soccer Spotlight Report!

sfia.org - With the entire world tuned in to the 2026 World Cup, SFIA has you covered with the Soccer Spotlight report...

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Topline, Manufacturers' Sales, and SOTI Reports Out - FREE for Members!

sfia.org - Three of SFIA's annual reports, Topline Participation, Manufacturers' Sales by Category, and the State of the Industry...

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SFIA Bringing Leading Sports & Fitness Data on Instagram - Check us Out!

sfia.org - Be sure you are following @thesfia on Instagram for the data behind the future of sports and fitness, with insights...

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SFIA MEMBERSHIP SPOTLIGHT

All SFIA Members have the opportunity to be featured in SFIA's Member Spotlight. We are here to highlight YOU!

[Click here to submit the spotlight form to share your story and be featured next!](#)



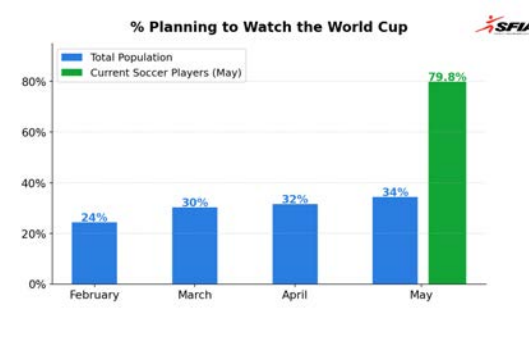
Current Industry News



World Cup Group Stage Delivers Record U.S. Audience for Fox, Telemundo

frontofficesports.com - The FIFA men's World Cup is every bit of the viewership behemoth it was...

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The World Cup Is Here, And America Is Already Playing - Who's Tuning In?

sfia.org - American interest in the World Cup has grown month over month in 2026. In February...

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EXEC: Circana Forecasting Major Retail Payoff from World Cup Product Sales

sgbonline.com - Circana's point-of-sale data indicates that many categories are seeing a revenue...

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EXEC: PwC Survey Sees More Families Increasing BTS Spending Plan in 2026

sgbonline.com - According to PwC's 2026 U.S. Consumer Survey on Back-to-School (BTS)...

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SFIA TEAMWORKONLINE JOB OF THE WEEK

Riddell Customer Success Coordinator - InSite Analytics | Denver, CO

Riddell is looking for a motivated, detail-oriented Customer Success Coordinator to support our InSite Analytics customers across the Denver, Colorado area. In this role, you'll work directly with football programs to ensure they get maximum value from our InSite sensor technology and analytics subscription services. You'll serve as a primary point of contact, helping on-board programs, provide ongoing guidance, and support daily usage of the platform. This is an entry-level opportunity ideal for someone passionate about football, customer engagement, and data-driven insights.

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NBA Europe Closes Bids, Undisclosed EuroLeague Teams Want In

sportsbusinessjournal.com - The bidding for NBA Europe franchises ended on Tuesday...

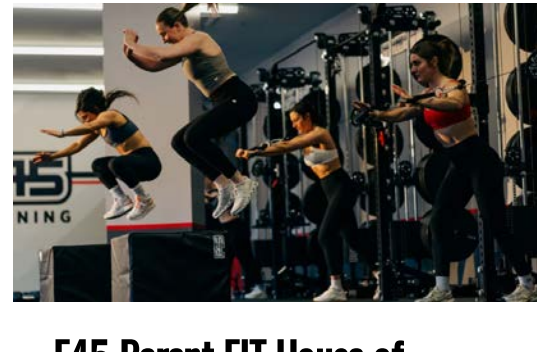
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A First for Pickleball: Being Named a High School Championship Sport

sportsdestinations.com - While it's an accepted fact that pickleball is skewing younger and younger...

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F45 Parent FIT House of Brands Wants Athletes to Become Franchise Owners

athletechnews.com - A new initiative aims to turn athletes into fitness operators at boutique...

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Fit for Life Announces Licensing Partnership with Orangetheory Fitness to Launch Branded Fitness Accessories Collection

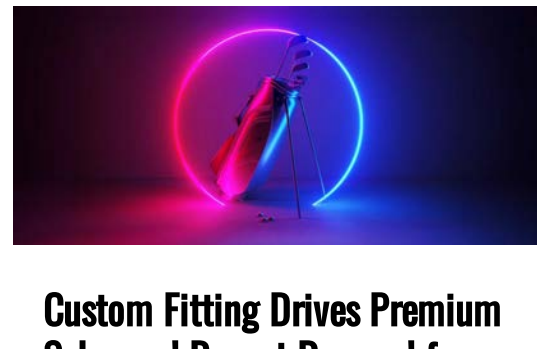
prnewswire.com - Fit for Life, a leader in fitness equipment and accessories, today announced...

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SINGLE SPORT REPORTS
All 92 Reports Now Available!

SFIA

BOWLING, PICKLEBALL, FOOTBALL (FLAG), TREADMILL



Custom Fitting Drives Premium Sales and Repeat Demand for the US Golf Equipment Market

circana.com - Custom fitting is reshaping the U.S. golf equipment market, evolving from a premium...

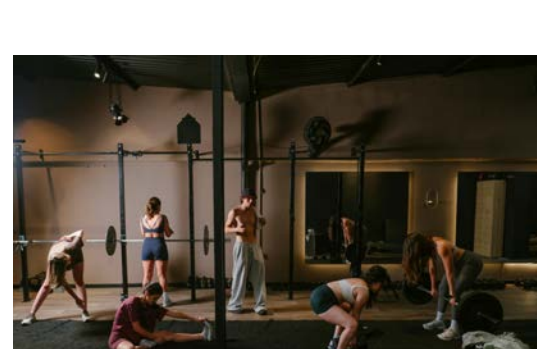
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The NWSL is Getting in on Soccer's North American Surge

thegistsports.com - It's a rare and special moment when soccer is the mainstream sport in North...

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Gym Growth Hinges on Value

insider.fitt.co - Gyms are working out their pitch. What's happening: An ABC Fitness...

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Report: U.S. Toy Industry Off to Strong Start in 2026

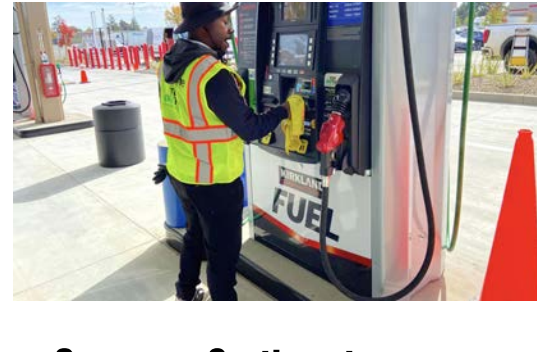
sgbonline.com - The U.S. toy industry posted 13 percent dollar growth through April, versus...

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SFIA ANNUAL REPORTS
Available FREE for SFIA Members!

SFIA

TOPLINE PARTICIPATION 2026, MANUFACTURERS' SALES BY CATEGORY 2026, THE STATE OF THE INDUSTRY 2026



Consumer Sentiment Rebounds Slightly In June as Gas Prices Moderately

sgbonline.com - Consumer sentiment ticked up in June, according to a long-running...

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Women's Flag Football Hits Championship Status in NAIA

sportsdestinations.com - As college's largest collegiate governing body moves forward...

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National Women's Soccer League Shifts Boot Branding to Pay-to-Play Model

sportsbusinessjournal.com - The National Women's Soccer League (NWSL) has introduced...

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NFHS Names COO Davis Whitfield to Succeed CEO Karissa Niehoff

sgbonline.com - The National Federation of State High School Associations (NFHS) reported...

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