

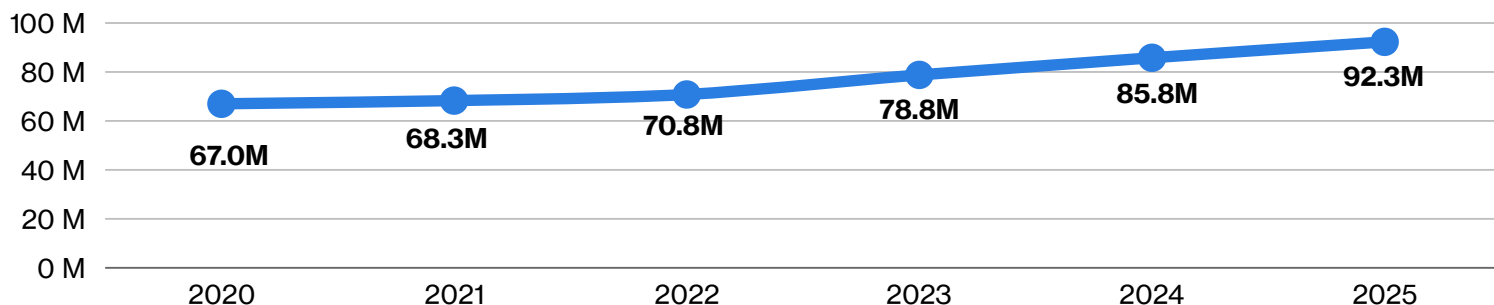
TEAM SPORTS PARTICIPATION REACHES RECORD HIGH



PARTICIPATION IS SURGING, BUT COACHING CAPACITY IS SHRINKING

SFIA's **2026 U.S. Trends in Team Sports Report – Participation Foundational Data** shows participation reached a record 92.3 million Americans in 2025, up 7.6% for a fifth consecutive year of growth. Seventeen of 24 sports grew, while fun, activity, and connection led the reasons Americans play. Meanwhile, the number of current youth coaches declined for a third consecutive year.

TEAM SPORTS PARTICIPATION CONTINUES TO CLIMB



FASTEST GROWING TEAM SPORTS

Outdoor soccer	15.8%
Cheerleading	13.8%
Basketball	13.5%
Fast-pitch softball	13.0%
Track and field	10.7%

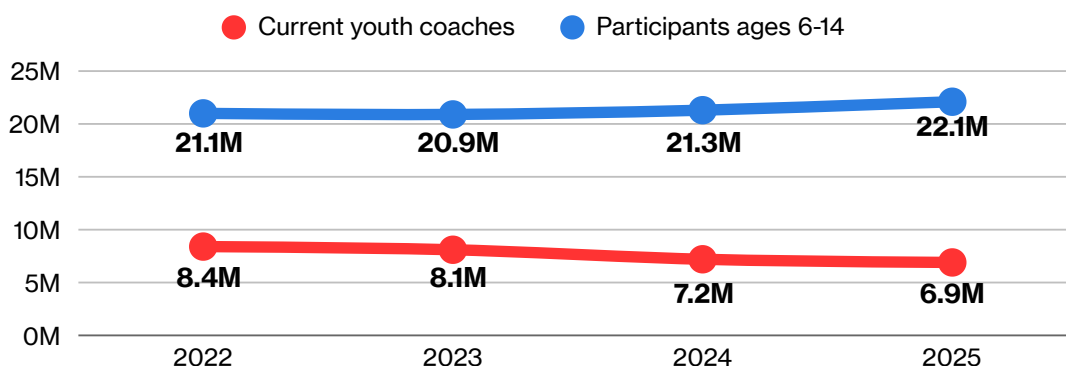
GROWTH IS BROAD

- **17 of 24** team sports grew year-over-year
- **20 of 24** posted positive three-year average annual growth
- **22 of 24** sports expanded their CORE participant bases, the most engaged players

WHY AMERICANS PLAY

Fun	58.4%
Staying active	51.0%
Time with friends	39.1%
Being part of a team	36.0%
Becoming active	33.9%
Competition	26.1%

THE COACHING PIPELINE IS NOT KEEPING PACE



2022 → 2025
2.5 → 3.2

Ratio of Participants per Coach

+5%

Participants ages 6-14
2022-2025

-19%

Current youth coaches
2022-2025

LOOKING AHEAD

With participation at record levels and a historic decade of global sporting events coming to the United States, the opportunity to inspire more Americans to play has rarely been greater. Sustaining that momentum will require affordable, welcoming opportunities – and greater support for the coaches who make participation possible. Through its **2034WARD Campaign**, SFIA is working with the industry to turn today's growth into lasting participation.

U.S. Trends in Team Sports: Participation Foundational Data

Free for members
\$400 for non-members

sfia.org/research



For media inquiries or
additional information,
contact Jenny Karn at
jkarn@sfia.org