



October 1, 2026

The Latest from SFIA

Member Matters, Advocacy & Research



DAYS AWAY: Oct. 6 Future of Women's Sports Virtual Sideline Session - Register Today!

sfia.org - SFIA is excited to bring you a new Sideline Session, The Next Big Play: Women's Sports and the Future of Growth, on...

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NEW RESEARCH: U.S. Trends in Team Sports Report: Participation Foundational Data Available!

sfia.org - This foundational data report provides a comprehensive view of overall team sports participation trends, highlighting...

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2026 First Half Game Plan Report Now Available - FREE for Members!

sfia.org - Get a timely look at where U.S. sports and fitness participation is headed and the trends shaping the second half...

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SFIA & FDRA Lead Industry Coalition Letter Urging Congress to Prioritize Affordability During the Fall Sports and Holiday Shopping Season

sfia.org - On September 25, SFIA and Footwear Distributors & Retailers of America (FDRA) jointly led an industry coalition letter to...

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Current Industry News



SFIA Sees Record Team Sports Participation Levels, Led by Outdoor Soccer, Basketball

sgbonline.com - Team sports participation reached a record 92.3 million Americans ages 6 and...

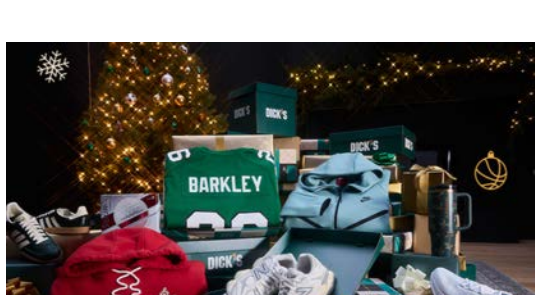
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EXEC: WFSGI Study Finds Sporting Goods Industry Delivers \$675 Billion in Global GDP

sgbonline.com - Described as the "first-ever assessment of the sector's economic footprint"...

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Mastercard Economics Institute Forecasts Strongest Holiday Season in Four Years

circana.com - Mastercard Economics Institute (MEI) expects U.S. retail sales, excluding...

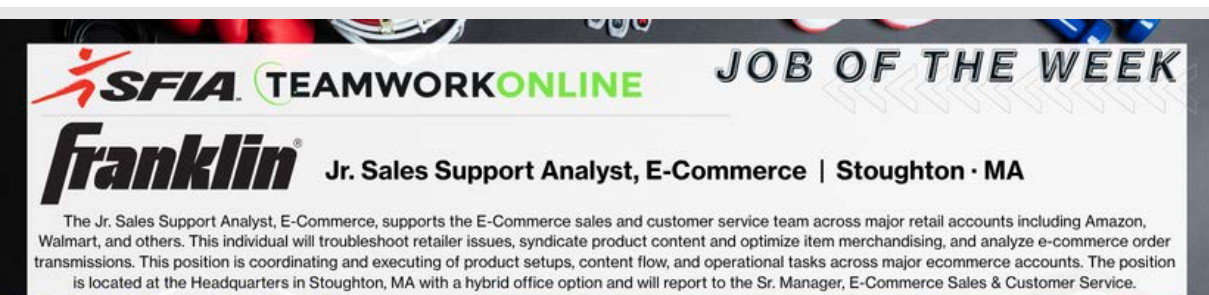
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Protect College Sports Act Faces Uncertain Path Through House after Senate Passage

sportsbusinessjournal.com - The Protect College Sports Act is "halfway home" after U.S. Sens...

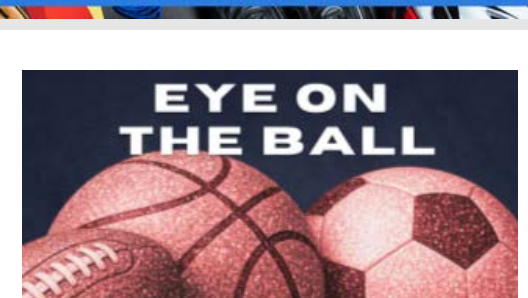
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US Holiday Online Sales to Grow 6.7% as Discounts Attract Shoppers, Adobe Analytics Forecasts

reuters.com - US online sales will likely grow 6.7% this holiday season, nearly the same pace as...

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Eye on the Ball: The State of Sports & Fitness

dpandmcghee.com - Glenn Horine, COO of SFIA, joined the Wait, What? Sportsbiz Chat with...

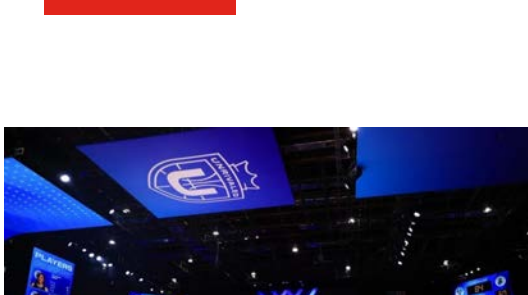
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Brooks Running to Open Store in Boston

sgbonline.com - Brooks Running is opening a store in Boston, marking the first in-line store...

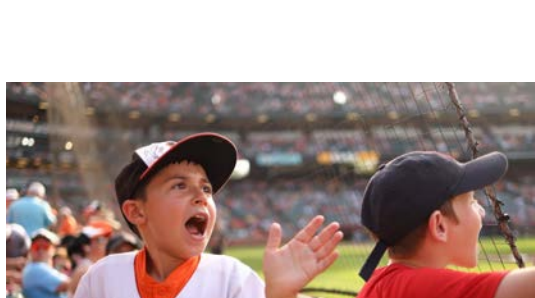
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Adidas Announces Multiyear Partnership with Unrivaled

thegistsports.com - Adidas signed a new multiyear partnership with Unrivaled yesterday...

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MLB Attendance Extends Growth Streak to Four Seasons

sportsbusinessjournal.com - MLB has achieved its fourth consecutive season of...

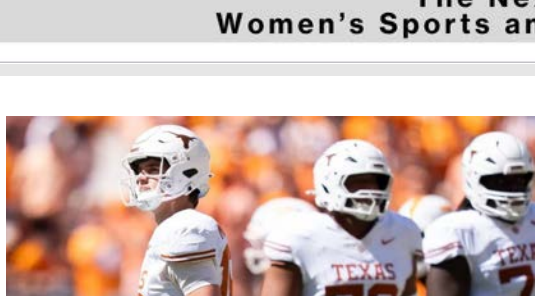
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Under Armour Partners with Headgear Maker Syzmik Sports

sgbonline.com - Under Armour formed a licensing partnership with Syzmik Sports to...

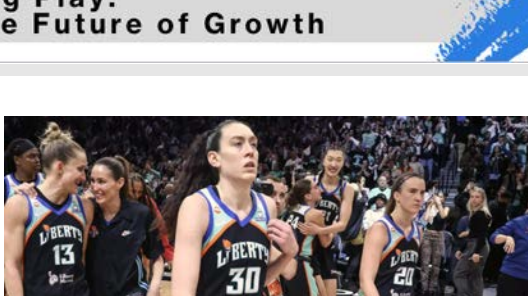
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College Football Viewership Down 11% Through September vs. 2025

frontofficesports.com - FBS game broadcasts are averaging 1.7 million viewers across all...

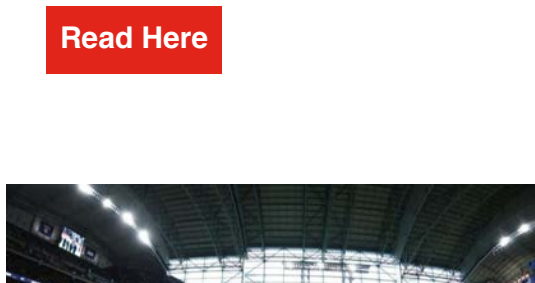
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Extending WNBA Playoffs Would Cost Owners Up to \$1 Million in Player Pay

frontofficesports.com - On Tuesday night, the New York Liberty sealed a two-game first...

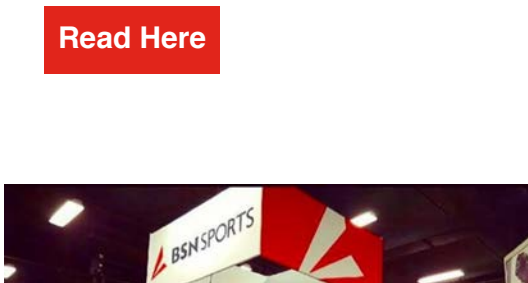
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MLB Playoff Openers Kick Off With Mixed Attendance

frontofficesports.com - Attendance for MLB's daytime playoff games remains a...

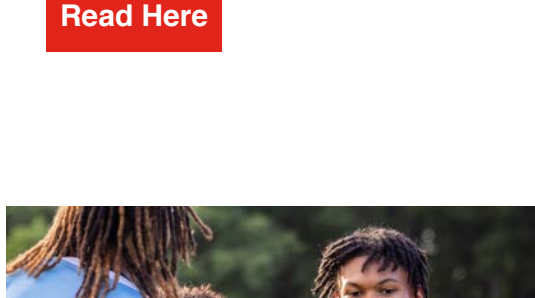
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EXEC: BSN Sports' Terry Babilla to Retire

sgbonline.com - Terry Babilla, president, COO and long-time veteran of BSN Sports, is retiring...

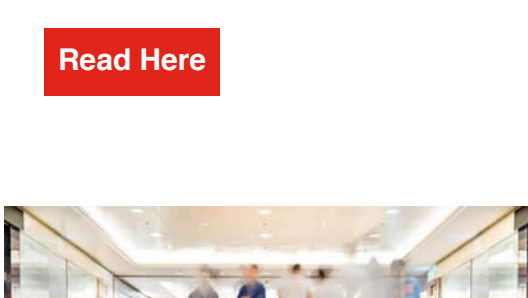
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(Mostly) Good New For Team Sports: A Series Of Reports Paint a Positive Outlook

formula4media.com - Not only are young kids playing sports, but according to the annual National...

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U.S. Consumer Confidence Sinks to Lowest Levels in 12 Years Amid Inflationary Concerns

sgbonline.com - The Conference Board's Consumer Confidence Index plunged to its lowest level...

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ASICS Issues World's First Conservation Warning for Movement as New Research Reveals We're Moving Less

prnewswire - Ahead of World Mental Health Day, ASICS is issuing a conservation warning...

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Multi Sport Games Chess: The Next Olympic Sport?

sportsdestinations.com - The International Olympics Committee severed its agreement with...

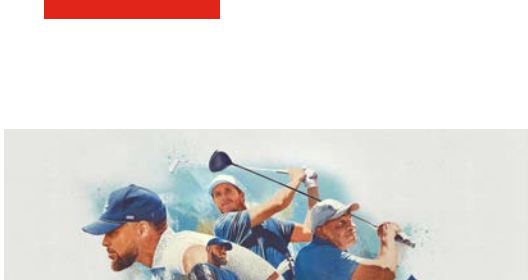
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New Research from the Women's Sports Foundation® Finds the Full Sports Pipeline Isn't Keeping Pace with the Professional Women's Sports Boom

prnewswire.com - The inaugural WSF Sport ReportTM 2026 reveals higher costs for girls, a...

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The Long Game: How LeBron James and a Few NBA Friends Might Elevate the Game of Golf

boardroom.tv - LeBron's growing golf obsession could open a new chapter with Nike, following Tiger...

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