*October 30, 2026*

# The Latest from SFIA

## Member Matters & Research

**NEW RESEARCH: U.S. Trends in Team Sports Report: Youth & Young Adult Participation - Part II Available!**

**sfia.org** - This report explores participation trends, emerging sports, multi-sport play, and opportunities to keep more...

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**U.S. Trends in Team Sports Report: Participation Foundational Data Part I**

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

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## Current Industry News

**ThredUp Holiday Report: 62 Percent Plan to Buy Secondhand**

**sgbonline.com** - According to ThredUp's 2026 Holiday Resale Report, 62 percent of Americans...

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**Youth Sports Participation Report: Tennis, Golf See Biggest Gains in 2025**

**projectplay.org** - Everyone knew that COVID would scramble the youth sports landscape. We just...

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**Why Private Equity Is Still Hesitant to Invest in College Sports**

**frontofficesports.com** - The floodgates of private equity investment into college sports...

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**MLB Lockout 101: Everything to Know About Baseball's Likely Upcoming Work Stoppage**

**cbssports.com** - The 2026 Major League Baseball season is over, and the Milwaukee Brewers are...

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**PWHL Increases Minimum Salary and Roster Size, Eliminates 'Reserve Player' Designation**

**nytimes.com** - The PWHL's minimum player salary will increase from about $38,000 to...

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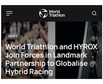


**World Triathlon and HYROX Join Forces in Landmark Partnership to Globalise Hybrid Racing**

**triathlon.org** - World Triathlon, the international federation for triathlon and multisport, and HYROX, the...

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**ESPN Hosts Take Back Youth Sports Summit to Address Challenges in Youth Sports**

**athleticbusiness.com** - This week ESPN and Buffalo Wild Wings hosted the inaugural Take Back...

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**NBA Opening Week Ratings Rise Amid Mass Injury Concerns**

**frontofficesports.com** - The NBA's viewership numbers continue to show strong...

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**NFL's International Games Surge Means Pregame Show Ratings Hit**

**frontofficesports.com** - Sunday morning NFL games played in Europe are seeing another...

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**The Pickleball Boom's Ripple Effect on Court Infrastructure**

**sportsdestinations.com** - Pickleball's rapid expansion is doing more than filling courts...

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**EXEC: Asics Makes $25 Million Bet on North American Innovation**

**sgbonline.com** - Seeking new pathways to elevate innovation, Asics last week officially opened...

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**NCAA Hit With Antitrust Suit Over Ban on D-III Athletic Scholarships**

**sportico.com** - A putative class action lawsuit against the NCAA challenges the association's...

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**Wellness Loses Touch with Consumers**

**insider.fitt.co** - Per Circana, just 38% of US consumers are satisfied with the ROI of their...

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**Snowsports See Increased Participation, But Skiing Still Uphill Battle**

**sportsdestinations.com** - Earlier this year, SOM reported that ski resorts in nearly a dozen states...

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**Click here to submit the spotlight form to share your story and be featured next!**

**Female-Specific Footwear Heats Up**

**insider.fitt.co** - The women's sports boom is a boon for gear makers. Freak kicks. Caitlin...

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**USA Will Host Inaugural FIFA Club Women's World Cup But in Which Cities?**

**sportsdestinations.com** - With the announcement that the inaugural FIFA Women's Club...

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**What the Dallas Cowboys Cheerleaders Want at the Bargaining Table**

**frontofficesports.com** - The Cowboys officially recognized the Dallas Cowboys Cheerleaders...

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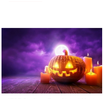

**AT&T Stadium Tops List of Most Haunted Sports Venues**

**athleticbusiness.com** - Halloween weekend is the perfect time to explore the spookier side...

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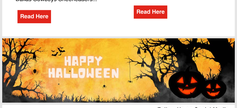


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