

Pickleball Apparel market to grow at highest pace owing to increasing popularity among youth population

Pickleball Apparel Market Overview:

Pickleball is a ball sport that combines elements of badminton, tennis, and ping-pong. It is played both indoors and outdoors on a smaller court than tennis with a perforated plastic ball. The rising popularity of pickleball especially among youth and senior citizens has fuelled the demand for sports-specific apparel including tops, shorts, skirts, and jerseys. Key players such as Adidas, Nike, and Under Armour are coming up with innovative and breathable fabrics for pickleball clothing which offers sweat-wicking properties and flexibility.

Pickleball

apparel market is estimated to be valued at USD 570.1 Mn in 2024 and is expected to reach USD 1,090.2 Mn by 2031, exhibiting a compound annual growth rate (CAGR) of 9.7% from 2024 to 2031.

Key Takeaways

- Key players operating in the pickleball apparel market include Adidas AG, ANTA Sports Products Ltd., Babolat, Bolle Brands France SAS, Civil Apparel, Ellesse Ltd., FILA Holdings Corp., Fromuth Pickleball, Hanesbrands Inc., Maus Freres SA, New Balance Athletics Inc., Nike Inc., Olla LLC dba Pickleball Central, and Sport Life.
- Rising health consciousness and increasing awareness about the benefits of pickleball such as improved cardiovascular health and reduced stress levels have fuelled the demand for pickleball apparel among youth population.
- Technological advancements in fabric and material science have led to the development of moisture-wicking, quick-dry, and anti-microbial fabrics. Companies offer pickleball specific apparel in innovative fabrics to offer better performance on the court.

Market Trends

- Sustainability is one of the key trends gaining traction in the [Pickleball Apparel Market Trends](#).

Companies are increasingly using organic, recycled, and eco-friendly fabrics in their sportswear collection to appeal to environmentally conscious consumers.

- Companies are launching lifestyle and street-style pickleball clothing aside from performance apparel to expand their customer base. Casual pickleball tops, joggers, shorts, etc. are gaining popularity.

Market Opportunities

- Emerging markets of Asia Pacific and Latin America are expected to present lucrative growth opportunities for pickleball apparel manufacturers. With rising youth population and increasing interest in sports, these regions will continue to grow in importance.
- Product innovation especially in fabrics and designs aligned with trends will be an area of focus. Smart and digitally integrated apparel embedded with health trackers can further increase customer engagement.

Impact of COVID-19 on Pickleball Apparel Market

