

# Sports Turf Market Growth to Exceed 11% by 2019 Driven by Artificial Turf Sale

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A major trend that global sports turf market is witnessing and will continue to observe covers the ongoing technological innovations. Intense competition and high demand for quality playing surfaces have led to the creation of third-generation artificial turf that imitates the look of natural grass. The third-generation artificial turf has advantages, for instance, safety, increased frequency of usage, and longer playing sessions. Market research analysts estimate the global market for sports turf to post a healthy market growth rate of more than 11% by 2019.

Complete report on sports turf market spread across 43 pages, analyzing 5 major companies and providing 10 data exhibits is now available at <http://www.reportsnreports.com/reports/447877-global-sports-turf-market-2015-2019.html> (<http://www.reportsnreports.com/reports/447877-global-sports-turf-market-2015-2019.html>).

According to the report, one of the major drivers in the global sports turf market is the growth in sales of artificial turf. Artificial grass is low-maintenance as it does not require irrigation, mowing, trimming, watering, and pesticides or fertilizers, which gradually saves the cost for users. Even though the initial cost of installing artificial grass is high, consumers can recoup their investment through low water bills and maintenance costs.

In this market research report, analysts have estimated the EMEA region to account for the highest market share followed by the Americas and the APAC region. High market share of EMEA can be attributed to its sound sports infrastructure and high popularity of sporting events like football, tennis, hockey, and golf in this region.

This market is characterized by the presence of a few large vendors like FieldTurf and ForestGrass, who continually compete with each other on the basis of product differentiation, portfolio, and pricing to gain maximum traction in the market. Factors like pricing strategies and innovative services among the leading vendors play a significant role in impelling market growth during the forecast period. Order a copy of Global Sports Turf Market 2015-2019 report @ <http://www.reportsnreports.com/purchase.aspx?name=447877> (<http://www.reportsnreports.com/purchase.aspx?name=447877>).

The following companies are the key players in the Global Sports Turf Market are FieldTurf, ForestGrass, Greenfields, HG Sports Turf and Sporturf. Other Prominent Vendors in the market are: Artificial Lawn, AstroTurf, Avalon, CCGrass, Challenger Industries, DuPont, Easigrass, Garden Grass, Global Syn-Turf, GrassTex, GTR Turf, NewGrass, SIS Pitches, SYN Lawn, TigerTurf Americas, Turf & Garden, Turf Products, and Turf Solutions.

Further, the report states that one of the major challenges in the global sports turf market is health issues. Artificial turf retains more heat, so the chances of burns and injuries for players are higher than with natural grass.

Another related research available with ReportsnReports.com is **Global Artificial Grass Turf Market 2015-2019**. It predicts the global artificial grass turf market to grow at a CAGR of 12% during the forecast period. The increased demand for artificial grass turf in regions where the environmental conditions are arid and hostile is the primary driver for the market growth. However, the high setup cost is expected to deter the market growth during the forecast period. The initial cost of installing an artificial grass turf is high and ranges from USD 1.59 to USD 4.00 per square foot depending on the type of artificial turf. Consumers in such regions prefer using the natural grass turf as it is cheaper rather than purchasing the costlier artificial grass turf.

Segmentation by application and analysis of the artificial grass turf market is done into contact sports: Leisure, Landscaping, Hockey and Tennis. Contact sports accounted for 44% of the market shares during 2014. The use of

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artificial grass turf for American football has been popular since the 1960's due to the unfavorable environment conditions in America.

Access the complete report at <http://www.reportsnreports.com/reports/444820-global-artificial-grass-turf-market-market-research-report-2015-2019.html> (<http://www.reportsnreports.com/reports/444820-global-artificial-grass-turf-market-market-research-report-2015-2019.html>). The following companies are the key players in the global artificial grass turf market: CoCreation Grass, FieldTurf, GardenGrass, GrassTex, SYNLawn and The GreenFields. And other prominent vendors in the market are Artificial Grass, Artificial Lawn Company, Avalon, Challenger Industries, DuPont, Easigrass, Global Syn-Turf, NewGrass, and TigerTurf Americas.

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