

SFN Team · Jul 30, 2024

Squash Global Report 2024: The Diversity of Squash Facilities and their Business Models

The Squash Global Report 2024 offers fascinating insights into the world of squash facilities, revealing a variety of models and business approaches. Analysis of these facility types helps us better understand the dynamics and potential of the global squash market.

Particularly revealing is a comparison of the proportions of each facility type across different countries. This gives us clear insights into the growth of squash in various regions. Below, the main categories of squash facilities are explained, highlighting their unique features.



The bar - the community point of the squash facility

Profit-Oriented Squash Facilities

Profit-oriented squash facilities operate with the primary goal of financial gain. These establishments often offer comprehensive services such as modern fitness studios, professional trainers and events. The profit-driven nature of these facilities leads to strategies aimed at youth development and member acquisition. Regions with a high proportion of commercially oriented facilities often exhibit disproportionate growth rates.

Non-Profit Squash Facilities

Non-profit squash facilities do not prioritize financial gain. Instead, their focus is on promoting physical activity within the community. These facilities are typically funded through public means or donations. In the USA, many non-profit facilities are part of the Squash and Education Alliance (SEA), which aims to make this once-exclusive sport accessible to students, providing them not only with its physical and mental benefits but also with a unique skill that distinguishes participants. In the UK, community leisure centers are often non-profit facilities with a completely different business model, emphasizing general physical activity for community members without focusing on one specific sport.

Member Clubs

Members' clubs are generally exclusive establishments accessible only to their members. They offer an upscale environment and extensive services. Besides squash, they usually provide various sports and recreational activities, making them hubs for both athletic and social activities. Membership is often limited by the club's statutes. As a result, member clubs usually focus on the athletic development of their members rather than on recruiting new players. Exceptions include member clubs that exclusively offer squash, such as traditional clubs in Germany, where extensive efforts are made to attract new squash players.

Education Facilities

Education facilities with squash courts integrate the sport into academic environments, offering students and staff access to these facilities. The emphasis is on promoting physical education and fostering a sense of community among students through activities like intramural leagues, training programs and intercollegiate competitions. Except for leading universities in the USA and UK that have specialized squash programs, most universities, colleges, or schools with squash courts treat them as additional attractions for their students.

Add-On Squash Facilities

Add-On squash facilities are those that offer squash as an additional sports option, such as in fitness studios, hotels or holiday resorts. Squash is just one part of the overall offering, which also includes fitness classes, swimming pools, wellness areas and other sports. These facilities use squash to expand their portfolio and attract more customers.

Hybrid Models

Naturally, there are various cultural and economic differences across countries that lead to hybrid models beyond these five main categories. Some squash facilities combine features from multiple categories. These hybrid models are flexible and can better adapt to regional needs. They might pursue both profit-oriented and non-profit goals or offer a mix of exclusive membership models and open services to the general public.

Countries Report Remarkable Growth Rates at Present

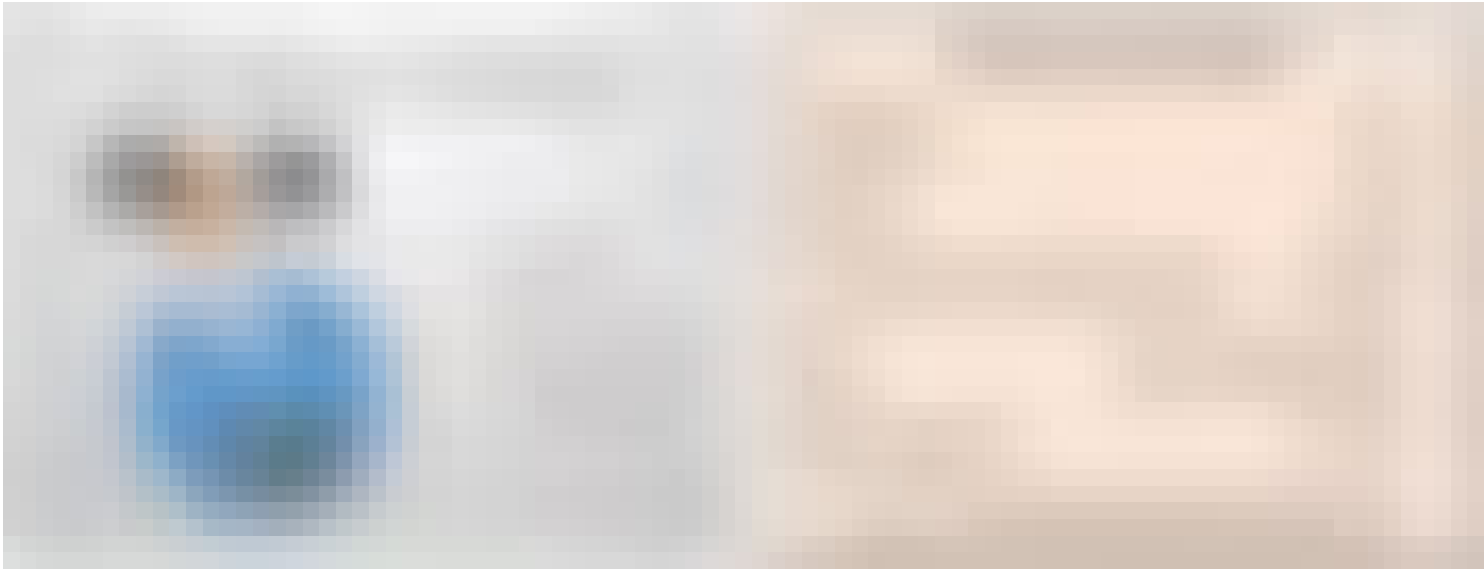


Number of squash courts increasing in countries marked in green

Analysis

The Squash Global Report 2024 has captured and classified squash facilities worldwide. A detailed analysis of individual countries has yielded some interesting insights. On a global scale, the number of squash courts has increased in most countries over the past few years.

In analyzing countries with high growth rates, such as Poland and the Baltic states in Eastern Europe, it becomes evident that commercially-oriented facilities dominate, with a 90% share. This suggests that commercial facilities are the driving force behind the growth in these regions.



90% of the facilities in Poland are commercial-orientated

***SPS-Eurostat:** Utilizing the latest findings from the Eurostat study on sports participation, the algorithm specifically examines the involvement of higher-income individuals in sports.*

***Human Development Index (HDI):** This index is used to evaluate socio-economic conditions that may affect participation rates and the feasibility of new facilities, integrating factors like education, income, and health.*



Only 25% of the facilities in England are commercial-orientated

In contrast, the situation in England is quite different. Here, the share of commercial facilities is very low at 25% compared to the global average. The commercial squash facilities that do exist in England are often multifunctional, not prioritizing squash as a core activity. The number of traditional, commercially-focused squash facilities has dramatically decreased, and no new squash courts have been built purely for commercial reasons in over five years.

This comparative analysis highlights the significant role that commercial facilities play in driving the expansion of squash in some regions. Commercial facilities, owned and operated by individuals primarily interested in profitability, naturally focus on maximizing court usage and recruiting and retaining new players. In contrast, members' clubs and non-profit organizations may not share this capitalist drive to constantly increase revenue, which might be perceived by business-minded individuals as complacency.

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