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Insights from The Sport Industry Report 2025: Opportunities for Squash Facilities



The **Sport Industry Report 2025**, focusing on the UK sports market, was published in partnership with Nielsen Sports. It provides a detailed analysis of current trends and challenges within the sports ecosystem. The report highlights areas of innovation, sustainability, and participation, offering actionable insights for sports organizations, including squash facilities, to adapt and thrive.

Key Findings of the Spoirt Industry Report and Implications for Squash

1. Innovation in Sport

76% of participants surveyed believe that innovative formats are essential for advancing the sports industry. For squash, this could mean exploring new tournament formats or adapting rules to make the sport more engaging. Concepts like short-format matches or integration with other events could broaden appeal.

2. Sustainability as a Commercial Opportunity

Participants show strong support for sustainable initiatives, with 72% willing to pay higher ticket prices for environmentally friendly measures. Squash facilities can leverage this trend by adopting energy-efficient technologies, reducing carbon emissions, and forming partnerships with sustainability-focused organizations to attract eco-conscious supporters and investors.

3. Technological Transformation

Technology is seen as a key driver for personalized experiences and stronger engagement. Squash facilities can adopt digital platforms for bookings, streaming, and interactive content. These tools not only enhance user experience but also help attract new audiences on a global scale.

4. Building Community and Promoting Participation

The report emphasizes the role of sports in strengthening communities and fostering inclusion. Squash facilities can organize beginner-friendly events, collaborate with schools, and create outreach programs for underrepresented groups. By doing so, they can promote participation, build local connections, and ensure the sport is accessible to a wider demographic.

5. Investments in the Sports Ecosystem

Sports are increasingly viewed as a lucrative investment opportunity, with diverse revenue streams appealing to stakeholders. Squash, with its accessibility and potential for innovation, can position itself as a promising area for investment, particularly in emerging markets and fitness-focused communities.

6. Fitness and Youth Development

77% of sports professionals highlighted fitness as a key motivation for participation, reflecting the growing importance of health and wellness. Squash facilities can introduce fitness programs, youth leagues, and partnerships with schools to promote the sport as both a health-driven and skill-building activity. Investing in youth and talent development can help secure the sport's long-term growth.

7. Reducing Barriers to Participation

Accessibility remains a challenge for many sports. Squash facilities can explore innovative solutions like "One-Wall-Squash" or mobile courts to lower entry barriers, making the sport more inclusive and appealing to diverse communities.

Conclusion

The Sport Industry Report 2025 provides valuable insights into the UK sports market, identifying innovation, sustainability, and participation as key drivers for growth. Squash facilities can seize these opportunities to position themselves as modern, community-focused hubs that promote both health and inclusivity while aligning with broader trends in the sports ecosystem.

Read more: The Sport Industry Report 2025 - Sport Industry Group

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