

SFN Team · Jan 3

Squash (Sport) Market Size, Share, Growth, and Industry Analysis, and Regional Insight and Forecast to 2032



The global squash market is undergoing significant development, and a new market study published by Business Research Insights provides comprehensive insights into its trends, challenges, and opportunities. The report, *“Squash (Sport) Market Size, Share, Growth, and Industry Analysis”*, examines the global squash market through 2032, focusing on key segments such as squash rackets and balls, as well as applications in professional and amateur contexts.

This 96-page analysis integrates historical data from 2019 to 2022 with findings from the base year 2023 to deliver precise forecasts for the coming years. Following the summary of this report:

SQUASH (SPORT) MARKET OVERVIEW

The global squash market is a niche market in the sports industry. It encompasses equipment such as rackets, balls, shoes, and apparel, along with services like court rentals, coaching, and tournaments. Although squash has a loyal following in regions such as Europe, North America, and Asia-Pacific, its growth is relatively slow compared to more mainstream sports . Factors driving the market are an increasing awareness of its health benefits, the trend in urbanization which calls for demand within the indoors, government and private investment in creating more sports infr astructure . However the same factors such as less media promotion, other racquet-based games such as tennis or badminton act to counter it from spreading further .

COVID-19 IMPACT - "Squash (Sport) Industry Had a Negative Effect Due to social distancing and lockdowns during COVID-19 Pandemie "

The global COVID-19 pandemic has been unprecedented and staggering, with the market experiencing higher-than-anticipated demand across all regions compared to pre-pandemic levels. The sudden market growth reflected by the rise in CAGR is attributable to the market's growth and demand returning to pre-pandemic levels.

The impact of the COVID-19 pandemic was severe an the squash market, since lock-downs, social distancing measures, and restrictions in indoor activities resulted in closure of the squash courts and suspension of tournaments worldwide . Opportunities to play were reduced; participation declined, and financial strain caused many clubs to shut their doors or close permanently. Sales of equipment also dwindled due to reduced participation as a result of fewer opportunities by recreational players to play. However, the gradual lifting of restrictions has seen renewed interest, driven by increased awareness of health and fit ness. The pandemic has also encouraged innovation s, such as virtual coaching and online training programs, to keep players engaged during disruptions.

LATEST TREND - "Youth Engagement and Facility Development to Drive Market Growth "

One of the more recent trends in the squash market growth is the idea of youth engagement and facility development. From the Squash Facilities Network 2024 Global Squash Report, youth programs are now considered a necessity for sport growth, as "Bring the Youth to Olympia" focuses on the attraction of new, younger participants and to ensure the sustainability of its player base. This is part of a wider strategy to utilize squash facilities for community development and improved access. There is also growing investment in emerging markets like North America and Asia, which are likely to spur significant growth in the popularity and infrastructure of squash in the next few years.

SQUASH (SPORT) MARKET SEGMENTATION

Based on Type, the global market can be categorized into Squash Rackets and Squash Balls:

Squash Rackets: These are the most significant components of the squash market. They are made with light materials, such as carbon fiber, graphite, and titanium, for players of all skill levels. These help provide durability, accuracy, and performance. The market provides a range of varieties suited for professionals, competitive players, and beginners.

Squash Balls: Another important segment is squash balls that differ in size, material, and bounce characteristics. These balls are categorized into professional-grade balls, which have a low bounce and slow speed, and beginner-friendly balls, with higher bounce and faster speed. Temperature sensitivity of squash balls and performance under different conditions are some factors making them an important consideration for players and tournament organizers.

Based on application, the global market can be categorized into Professional and Amateur

Professional: The professional segment of the squash market deals with competition, elite tournaments, and high-quality performance. The need for advanced equipment such as technological advanced rackets and balls conforms to international standards and is in huge demand. Professional tournaments, such as those by PSA, are a perfect catalyst for this category because they further encourage brand partnerships while showcasing the latest technology. Any professional facility often includes high quality courts and some well-designed training centers where rigorous use is anticipated.

Amateur: The amateur niche incorporates the category of recreational players, casual hobbyists and those in the learning process. This is the biggest market group because it encompasses fun players whose excitement for the sport fuels grassroots growth. Products for this market focus on affordability, durability, and ease of use. Squash clubs and community courts also target amateurs, with balls designed for novices and mid-range rackets that are proficient at developing skills. The initiatives that promote squash in schools and communities will target this segment to ensure that there is long-term growth in participation.

MARKET DYNAMICS

Market dynamics include driving and restraining factors, opportunities and challenges stating the market conditions.

"Health and Fitness Awareness to Boost the Market"

Emphasis on health and fitness worldwide has made squash a sport with an enormous appeal because of its physical benefits. Squash is an excellent work-out for the heart; it also enhances agility, coordination, and fitness. It easily accommodates urban lifestyles as it can be played indoors in very compact facilities and hence attracts time-conscious people. The pandemic added to this trend, wherein many people sought structured, high-intensity sports for post-lockdown health improvement.

"Youth Engagement Programs to Expand the Market"

Grassroots development through schools and community programs has helped in boosting participation in squash among younger demographics. For example, the "Bring the Youth to Olympia" program and regional youth leagues are set up to make the sport more accessible and interesting. It helps not only to increase the base of amateur players but also discovers talent that can be groomed into professional streams. This strategy proved to be more effective in Asian and North American markets in which squash is becoming popular.

Restraining Factor - "Limited Media Exposure To Potentially Impede Market Growth"

Squash lags far behind mainstream sports such as tennis or basketball in gaining visibility. The sport does not get much television time and sponsorship, which severely limits its reach to a new audience. This results in a lack of funding for professional tournaments and player development. Without adequate media promotion, the sport cannot attract significant endorsement and advertising revenue, limiting its growth.

Opportunity - "Emerging Markets To Create Opportunity for the Product in the Market"

The opportunity exists through this growing interest in squash markets from emerging regions like North America, Asia-Pacific, and Eastern Europe. Significant increases in investments in the area of sports infrastructure especially at an urban level mean it's easier to find access for courts. In addition, raised incomes and awareness among masses is attracting amateur talent while scouting for professional potential talent across these markets. This attraction is further boosted in those emerging markets by new-age courts using all glass to be observed, thus allowing larger viewer participations.

Challenge - "Relatively high dependency on indoor infrastructure could be a Potential Challenge for Consumers"

One major obstacle is that squash depends so much on indoor specialization courts. This significantly excludes its use in areas whose development infrastructure is limited. Establishment and maintaining of squash courts need capital-intensive investment, many not being able to sustain sufficient squash courts. These infrastructures make squash rigid because the sport cannot use changes in outdoor recreation patterns like tennis and basketball. This limits further potential for growth in undeveloped infrastructure or areas without sufficient investment end.

SQUASH (SPORT) MARKET REGIONAL INSIGHTS

North America: The United States Squash (Sport) market in North America is gaining interest in squash, primarily due to increased awareness of the health benefits enjoyed by racquet sports. Its regions, U.S. and Canada, are witnesses to increased investments into squash facilities in urban areas because fitness enthusiasts seek squash as a fun and intense workout option. Besides this, established sports culture here is helping fuel interest in professional squash tournaments, though media exposure remains a challenge.

Europe: Europe is considered one of the leading regions for squash in countries, such as the UK, France, and Germany. The sport has a rich history and a well-established infrastructure with many clubs and a highly developed amateur player base. Professionals also have many tournaments they participate in, which can increase interest and attract sponsorships. An increasing trend among Europeans pushes them to develop health fitness, and many youth are joining the programs.

Asia-Pacific: Squash is an emerging market in the Asia-Pacific, driven by increased investment in sports infrastructure, a middle class that has become health conscious, and countries like India, China, and Malaysia that are seeing increasing participation. Youth-focused programs and international events have helped squash spread in these countries. The presence of stars such as Malaysia's Nicol David is also contributing to the popularity of the sport in the region. With more squash courts being constructed, the sport is likely to flourish even more rapidly in this region.

KEY INDUSTRY PLAYERS - Key Industry Players Shaping the Market Through Innovation and Market Expansion

Strategic innovation and Squash (Sport) market share are being led by key players in driving growth and shaping the squash market. Companies within the squash ecosystem are increasingly leveraging advanced technologies to enhance player engagement and streamline the customer experience. For example, digital platforms that enable easy booking of courts, online coaching sessions, and tournament registrations have improved accessibility and participation in the sport. These players have also begun to provide niche products and services for various consumers' needs, including high performance rackets, customized coaching, and training equipment targeting beginner, intermediate, and professional players.

Another major trend is virtual coaching and digital training tools. The advancement of technology allows players to reach remote sessions and performance analytics, improving their skills without boundaries. The large players in the industry are also investing in sustainable, lightweight equipment material that provides better performance in order to cater to the emerging needs of consumers who now look for products that are "eco friendly." In addition, there are attempts to reach the developing markets of Asia-Pacific and North America, which are changing the landscape in those regions. It is seeing more participation and more investments in squash infrastructure, youth programs, and coverage through international tournaments and media attention.

List of Top Squash Companies

- Prince Tennis - United States
- Black Knight - Canada

- Ektelon - United States
- Wilson Sporting Goods - United States
- Harrow Sports - United States
- Tecnifibre - France
- Head Sport - Austria

KEY INDUSTRY DEVELOPMENTS

October 2023: A major breakthrough in the squash industry was announced in October 2023, when it was confirmed that squash would be included in the Olympic Games from 2028. This will increase the sport's global profile and attract more funding. The Professional Squash Association (PSA) also received new investment in 2023 from Mark Walter, owner of the LA Dodgers and Chelsea FC, which further supports the growth and infrastructure of the spart.

REPORT COVERAGE

The study encompasses a comprehensive SWOT analysis and provides insights into future developments within the market. It examines various factors that contribute to the growth of the market, exploring a wide range of market categories and potential applications that may impact its trajectory in the coming years. The analysis takes into account both current trends and historical turning points, providing a holistic understanding of the market's components and identifying potential areas for growth.

The squash market is likely to grow further based on rising participant numbers, technological development and the sport's appeal for anyone looking to get fit and healthy. As awareness over its health benefits grows, people are now demanding quality products, coaching, and specialized services ranging from virtual training and performance tracking in squash. Innovative mobile applications providing booking services for courts and access to other players are further enhanced user experience. Despite the challenges posed by other sports, squash 's specialty for experienced as weil as amateur players warrants a strong and highly developing market.

This summary has been published from Business Reasearch Insights Squash (Sport) Market Global Forecast To 2032

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