

INDUSTRY REPORT

Sports Coaching in the US

Jun 2024





About IBISWorld

IBISWorld specializes in industry research with coverage on thousands of global industries. Our comprehensive data and in-depth analysis help businesses of all types gain quick and actionable insights on industries around the world. Busy professionals can spend less time researching and preparing for meetings, and more time focused on making strategic business decisions.

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About

A quick definition of the industry, its products and services, major companies and other key identifiers help you confirm you're in the right place.

1. About

https://my.ibisworld.com/us/en/industry/61162/about

Codes

NAICS 2017 - USA	61162
NAICS 2017 - USA	611620
NAICS 2022 - USA	61162
NAICS 2022 - USA	611620

Definition

This industry includes one-on-one sports training at athletic facilities, camps and schools that offer instruction in athletic activities to groups or individuals. Overnight and day sports instruction camps are also included in this industry.

Related Terms

AMERICAN CAMP ASSOCIATION (ACA)

A 501(c)(3) nonprofit that is an association for camp owners, camp professionals and others interested in summer camps and similar camp programs.

COACH

A person involved in the direction, instruction and training of the operations of a sports team or of individual sportspeople.

ATHLETIC TRAINER

A certified individual who is trained in the prevention and immediate treatment of athletic injuries.

PROFESSIONAL SPORTS

Sports in which athletes receive payment for their performance.

RECREATIONAL SPORTS

Sports in which athletes receive little or no payment for their performance.

What's Included

- Team sports instruction, camps or schools (e.g. hockey, basketball, volleyball, soccer)
- Gymnastics and cheerleading instruction, camps or schools
- Martial arts instruction, camps or schools
- Professional sports instructors

- Golf instruction, camps or schools
- · Swimming instruction, camps or schools
- In-line skate instruction, camps or schools
- Skiing and snowboarding instruction, camps or schools
- Extreme sports instruction, camps or schools
- · Tennis instruction, camps or schools

Related Industries

Industries in the Same Sector

- Competitors:
 - o Gym, Health & Fitness Clubs in the US
 - o Campgrounds & RV Parks in the US
- Complementors:
 - o Sports Franchises in the US
 - Racing & Individual Sports in the US

International Industries

- · Spectator Sports in Canada
- Sports Instructors in Australia
- Sports and Recreation Facilities Operation in New Zealand
- Sports Facilities in the UK
- Sports Clubs in the UK
- · Gyms & Fitness Centres in Ireland

Additional Resources

- American Camp Association
- US Census Bureau
- National Sporting Goods Association



Evaluate key industry data and trends and get an overview of important report sections to use in meetings and presentations.

2. At a Glance

https://my.ibisworld.com/us/en/industry/61162/at-a-glance

Revenue \$13.9bn	Employees 313k	Businesses 181k
'19-'24	'19-'24 ↑ 1.3 % '24-'29 ↑ 1.7 %	'19-'24 ↑ 1.8 % '24-'29 ↑ 2.7 %
Profit \$1.4bn '19-'24 ↓ 0.1 %	Profit Margin 10.3% '19-'24	Wages \$4.9bn '19-'24 ↑ 4.8 % '24-'29 ↑ 1.5 %

Key Takeaways

Performance

- Revenue is set to return to stable growth. As inflation wanes and employment recovers, parents will be more willing and able to send their kids to high-quality sports camps.
- Parents invest serious money into private athletic instruction, expensive travel teams, intensive sports camps and college showcase events. Many hope to earn their children college scholarships in the wake of rising tuition costs.
- Athletes have moved away from team sports, reducing demand for sports coaches' most lucrative services. A shift from frequent to more casual sports participation has forced sports coaches to try and earn more money from fewer athletes.

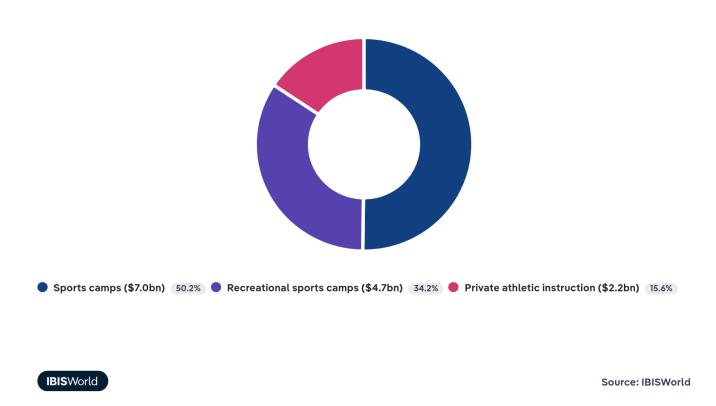
External Environment

- Most sports coaches attain a license through a sport-specific organization. Earning a license may require a class and examination for a fee.
- Public health initiatives have championed youth physical activity in response to climbing childhood obesity rates. Governments and nonprofits contract sports coaches to run programs at schools or local rec centers.

Products and Services

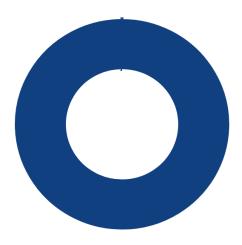
Products & Services Segmentation

Industry revenue in 2024 broken down by key product and service lines.



Major Players

Major Players



There are no major players in this industry (\$0) 100.0%

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Key External Drivers

Key External Drivers	Impact
Per capita disposable income	Positive
Number of adolescents aged 10 to 19	Positive
Participation in sports	Positive
Demand from video games	Negative

Industry Structure

Life Cycle Revenue Volatility Assistance Mature High Low Steady	Characteristic	Level	Trend
Regulation and Policy Life Cycle Revenue Volatility Assistance Competition Steady High Steady	Concentration	Low	
Life Cycle Revenue Volatility Assistance Competition Mature High Low Steady	Barriers To Entry	Low	Steady
Revenue Volatility Assistance Low Steady Competition High Steady	Regulation and Policy	Low	Steady
Assistance Low Steady Competition High Steady	Life Cycle	Mature	
Competition High Steady	Revenue Volatility	High	
	Assistance	Low	Steady
Innovation	Competition	High	Steady
	Innovation	Low	

SWOT



Strengths
Low Imports
High Profit vs.
Sector Average
Low Capital
Requirements



Weaknesses
Low & Steady
Barriers to Entry
Low & Steady Level
of Assistance
High Competition
High Volatility
High Customer Class
Concentration
High Product/Service
Concentration
Low Revenue per
Employee



Opportunities
High Revenue
Growth
(2005-2024)
High Revenue
Growth
(2019-2024)
High Revenue
Growth
(2024-2029)
Participation in
sports



Threats
Low Outlier
Growth
Low Performance
Drivers
Demand from
video games

Executive Summary

Winning goal: Rising incomes and employment will boost spending from the industry's top clients

Sports coaches have displayed resilience over the past five years in the face of multiple challenges. Coaches succumbed to revenue losses in 2020 amid the COVID-19 pandemic, but record participation in 2021 brought a surge in revenue that more than made up for the previous year's losses. Participation in sports has steadily climbed, helping offset falling birth rates' erosion of the industry's key market. Still, inflationary pressures and a shaky job market have boosted the industry's wage expenditures and dragged down profit despite revenue growth. Overall, revenue has climbed at a CAGR of 1.4% to an estimated \$13.9 billion through the end of 2024, including an expected rise in revenue of 0.7% in 2024 alone. Summer camps have emerged as a popular, competitive alternative, driving revenue for sports coaching facilities. Parents' willingness to invest in personalized training, high-cost travel teams and college showcases have risen in line with disposable income and the lure of college scholarships. The industry's composition has diversified accordingly as prominent coaching services become more specialized and an influx of sole proprietor coaching services change the competitive scene in their immediate locales. Sports coaching companies and sole proprietors capturing local demand and conducive competitive conditions faced diverse challenges. Established franchises could leverage their reputation and resources, while smaller operations had to rely on minimal investment and localized demand.

Economic factors will sustain growth through the next period, but pressure from new coaches will temper revenue growth. The anticipated lowering of interest rates by the Federal Reserve will lead to declining unemployment, boosting demand for sports camps as an option for daycare. Growing disposable income will make sports coaching more affordable for many households and give the industry room for price-based competition. The focus on reducing childhood obesity and the emphasis on specialized services and branding will also provide ample growth opportunities. Overall, revenue is set to climb at an estimated 1.0% to \$14.6 billion through the end of 2029.

Performance

Track historical, current and forward-looking trends in revenue, profit and other performance indicators that make or break an industry.

3. Performance

https://my.ibisworld.com/us/en/industry/61162/performance

Highlights

Revenue \$13.9bn 2019-24 CAGR ↑ 1.4 % 2024-29 CAGR ↑ 1.0 %	Employees 313k 2019-24 CAGR ↑ 1.3 % 2024-29 CAGR ↑ 1.7 %	Businesses 181k 2019-24 CAGR
Profit \$1.4bn 2019-24 CAGR ↓ 0.1 %	Profit Margin 10.3% 2019-24 CAGR ↓ 0.8 pp	

Key Takeaways

- Revenue is set to return to stable growth. As inflation wanes and employment recovers, parents will be more willing and able to send their kids to high-quality sports camps.
- Parents invest serious money into private athletic instruction, expensive travel teams, intensive sports camps and college showcase events. Many hope to earn their children college scholarships in the wake of rising tuition costs.
- Athletes have moved away from team sports, reducing demand for sports coaches' most lucrative services. A shift from frequent to more casual sports participation has forced sports coaches to try and earn more money from fewer athletes.

Performance Snapshot

Revenue:

↑ 2019-24 Revenue CAGR +1.4%

\$13.9bn

'19-'24 ↑ 1.4 % '24-'29 ↑ 1.0 % 2024 Revenue CAGR

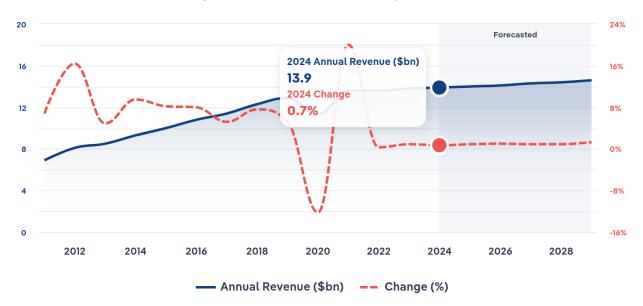
↑ 0.7 %

Revenue Volatility

High

Revenue

Total value (\$) and annual change from 2011 – 2029. Includes 5-year outlook.



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Employees:

↑ 2019-24 Employees CAGR +1.3%

Employees

313k

'19-'24 ↑ 1.3 %
'24-'29 ↑ 1.7 %

Employees

Total number of employees and annual change from 2011 – 2029. Includes 5-year outlook.



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Businesses:

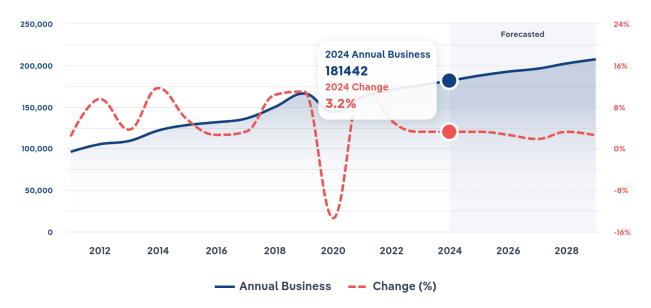
↑ 2019-24 Business CAGR +1.8%

Revenue per Business **\$76,380.0**'19-'24
'24-'29

↓ 0.4 %
↓ 1.6 %

Business

Total number of businesses and annual change from 2011 – 2029. Includes 5-year outlook.



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Profit:

↓ 2019-24 Profit CAGR -0.1%

Total Profit **\$1.4bn** '19-'24 ↓ 0.1 %

 Profit per Business **\$7,868**

Profit Margin

Total profit margin (%) and annual change from 2011 - 2024



IBISWorld Source: IBISWorld

Current Performance

What's driving current industry performance?

Sports coaches successfully rebounded from the pandemic

- COVID-19 forced many sports coaches to halt instruction until quarantines were lifted. Coaches
 weren't able to operate at full capacity for their crucial summer season, and revenue took a
 downturn for the first year since 2009.
- Suspended demand was released in 2021 as children who went months without organized physical
 activity could return to conditioning camps and recreational sports facilities. Revenue rebounded,
 more than making up for the previous year's losses.

Revenue has climbed with burgeoning participation

- Children and teenagers under 18 account for nearly all the industry's revenue, so trends in youth sports participation indicate demand trends. Birth rates have slumped as parents have elected to have fewer or no children, leading this demographic to shrink. The erosion of this market has pushed sports coaches to earn more from fewer participants.
- Sports participation has climbed in recent years, making up for a shrinking youth population. Casual sports participation, which depends less on coaches and more on parents' and children's willingness to register for athletics, has jumped while frequent participation trends downward. Coaching facilities with low-commitment programs have seen greater success.
- The amount parents and individuals spend on sports camps, personalized training and recreation camps has jumped with rising disposable income and college tuition. Parents invest in personal trainers, high-cost travel teams, intensive camps and college showcases to earn scholarships.

Rising wages are dragging down profit

- The onset of the COVID-19 pandemic ended profit's gradual climb, as profit fell considerably
 following a steep drop in revenue. Recovery in 2021 for sports coaches pushed wages higher for
 employing organizations, but demand remained strong. High enrollment brought a jump in revenue
 that made the industry's fixed costs more manageable and allowed profit to rebound.
- Profit thrived in 2021, but the onset of inflation stalled profit growth. The industry's employees faced high costs of living and expensive grocery bills, pushing them to look for better wages. As the labor market has fluctuated, sports coaching services have been forced to lift wage expenditures and absorb some losses to profit.

Sports camps and coaching operations vary significantly in size and scope

- Sports camps have become popular alternatives to summer camps. Participating in intensive camps
 may be essential for young athletes who wish to remain competitive in their chosen sport. Intensive
 camps with overnight components drive sports coaching revenue.
- Sports camps have benefited from the competitive nature of school athletics. By standing out, student-athletes can boost their chances of getting accepted into the school of their choice. Certain college sports, like basketball and football, generate significant revenue for reputable sports coaching facilities.

- Franchised establishments with numerous employees, like Velocity Sports Performance Franchise
 Systems and IMG Academies, are the most prominent sports coaching organizations. Like intensive
 overnight camps, these companies generate revenue from the expanding benefits of playing sports
 in college.
- Most sports coaching services don't have employees and operate as sole proprietors. The industry's
 low barriers to entry make way for entrepreneurs and solo coaches to compete for localized
 demand. Coaches require little equipment and may rent facilities to conduct coaching sessions,
 keeping capital investment at a minimum.

What influences industry volatility?

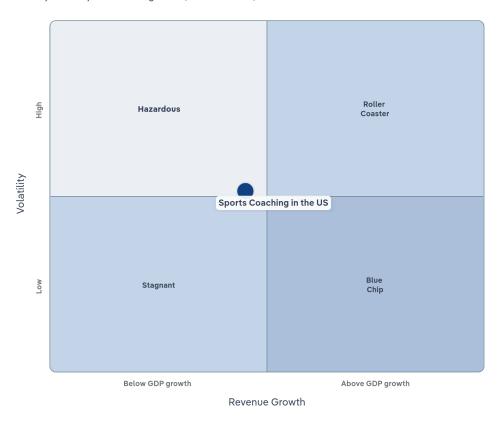
Unemployment shocks create unpredictable volatility for coaches

- Discretionary spending drives sports coaches and camp registrations. This leaves organizations
 and self-employed coaches vulnerable to unemployment shocks. Consumer confidence and
 consumption levels also impact sports participation when parents pull back on discretionary
 spending.
- Macroeconomic shocks cause considerable drops in sports coaching revenue, including in 2020. It's
 essential to account for local business cycle effects on household discretionary spending for
 children's sports activities. Mass layoffs in certain parts of the country or high volumes of people
 leaving an area will create volatility for local sports coaches.

Registration for sports coaching creates year-to-year volatility

- Registration impacts year-to-year volatility for local sports coaches. The steady slump in birth rates
 has brought youth populations down from one year to the next, often taking sports participation with
 it. Coaches will often charge more money from each fewer student to maintain growth, leaving
 coaches vulnerable to changes in consumer demand.
- Well-established sports coaches face volatility but have an easier time anticipating changes. Coaches with connections to sports organizations tend to have a sense of participation from the younger age groups, helping coaches plan for the following year.

On thin ice Industry volatility vs. revenue growth (2018-24 CAGR)



IBISWorld Source: IBISWorld

☆ Key Success Factor

How do successful businesses overcome volatility?

Alter goods and services produced in favor of market conditions

Sports coaches that offer sports camps generally operate between June and September each year, when students have time off school and can commit to prolonged training periods.

Appeal to business from a desired demographic

Sports coaches who host camps geared toward committed student-athletes will remain more popular in years when money is tight and parents cut spending on discretionary services.

Outlook

↑ 2024-29 Revenue CAGR +1.0%

What's driving the industry outlook?

Rising employment will spur demand for sports coaches

- As inflation subsides, the Federal Reserve is expected to lower rates some time in the early to
 middle part of the next period. This will prompt renewed investment from employers, leading to
 expanding workforces and new job opportunities for unemployed parents.
- Employed parents have less time to spend with their children and often rely on sports camps to care for them during the summer when school isn't in session. As unemployment declines through the next period, demand for sports coaches will rise.

Income growth will make sports coaching more affordable

- As incomes and employment climb through the next five years, so will the number of households earning upwards of \$100,000 annually. These families are nearly twice as likely to enroll their children in a sports camp than low-income households, so growth in this demographic represents an opportunity for the industry.
- Rising per capita disposable income will also give sports coaches more flexibility over pricing.
 Coaches with proven track records or previous athletic accomplishments will charge premium prices, while smaller and newer coaching services will keep prices in line with consumers' spending ability.
- Solid downstream demand will encourage new sports coaches to leverage the industry's low barriers to entry and begin competing with incumbents. This influx of new coaching services will create price competition that drags down prices for many coaches and compresses revenue.
 Lessened prices will also translate to tempered revenue growth for the industry.

Sports coaches play a part in fighting child obesity

- Activists and policymakers have sounded the alarm on child obesity rates. Governments may hire
 coaches to manage mandatory organized sports through public schools or neighborhood recreation
 centers.
- Lowering obesity rates also fall on nongovernment organizations like the YMCA. Nonsports camps
 may find it prudent to include more sports options at general recreation camps to compensate for
 the lack of mandatory gym classes in the summer.

Branding and specializing provide growth opportunities

- Sports coaches who establish a recognizable brand and demonstrate that they can add value to their clients will command stronger profit moving forward. Touting successful alumni helps sports coaches gain brand awareness.
- Camps will become more specialized, with some offering boarding services and academic programs to distinguish themselves from competitors. IMG Academies offers a personalized three-week basketball camp for seventh through 12th graders, costing more than \$4,000.



Why is the industry mature?

Contribution to GDP

Sports coaches contribute consistently to overall economic growth. The discretionary nature of athletics makes sports coaching an indicator of financial health and not a driver of economic growth.

Market Saturation

The plethora of sports coaches and camps has led to high market saturation, with multiple sports camps sometimes organized at the same park.

Innovation

Updated fitness and skill training methods trickle down from the professional level to intensive youth sports programs. Overall, innovation doesn't play a significant role in sports coaching.

Consolidation

Consolidation occurs between self-employing coaches looking to scale coaching businesses and camps hoping to boost registration and take advantage of cost synergies.

Technology & Systems

Intensive coaches and camps may use Bluetooth technology and film to analyze player performance. Filming helps athletes learn and offers scouts insight into the player's talent.

Products and Markets

Find out what the industry offers, where trade is most concentrated and which markets are buying and why.

4. Products and Markets

https://my.ibisworld.com/us/en/industry/61162/products-and-markets

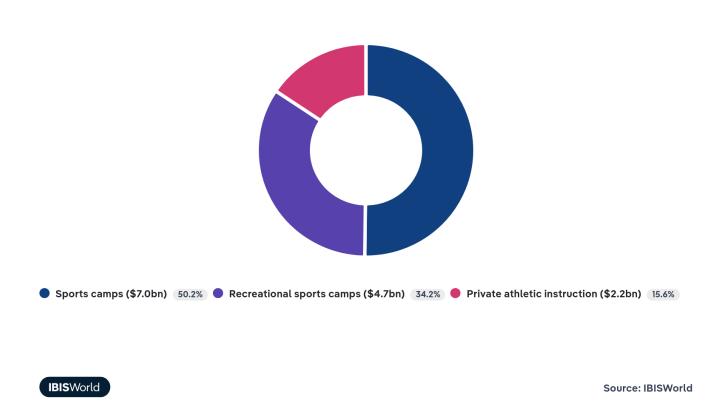
Key Takeaways

- Sports camps earn coaches significant revenue. Camps can be split into recreational day camps for a broad base of younger, casual and more intensive, sometimes overnight camps for older athletes. Sports camps earn more revenue than day camps.
- Teenage athletes tend to focus on preparing for college athletics. Parents invest heavily in college showcases and intensive training to earn potential scholarships.

Products and Services

Products & Services Segmentation

Industry revenue in 2024 broken down by key product and service lines.



How are the industry's products and services performing?

Overnight and showcase sports camps employ many coaches and require high registration fees

 Sports camps may provide residential accommodation to students while offering intensive sports training programs, typically for one to six weeks. Sports camps include instruction and actual games, at times viewed in front of college recruiters.

- Parents enroll their children in specialty camps over the summer to boost their child's chances of being selected for school teams. Expensive elite camps require athletes to spend significant time away from home. IMG Academies' full-time program includes living accommodations, sports instruction and college preparatory courses.
- Sports camps require a large coaching staff with varying levels of expertise. Coaches working at elite camps earn above-average wages since these programs charge higher fees.

Recreational sports camps offer affordable athletic activities for younger children

- Recreational day sports camps focus on baseball, basketball, cheerleading, football, hockey, swimming, rock climbing, skateboarding and other similar sports. These camps cater to younger, casual athletes.
- Day camps offer affordable prices and less personalized services. Participation rates among younger athletes have shifted toward less frequent team sports participation. Parents enroll children in summer sports camps to ensure some physical activity.
- Recreational sports camps may be run either by towns or sports leagues. Parents may also use these camps as a social activity or daycare for their younger children.

Parents invest in private athletic instruction to give their children an edge

- Personalized instruction includes one-on-one and small group sessions. High school students may
 meet with a local coach who conducts hourly sessions for athletes trying to improve for the
 upcoming seasons. Athletes preparing for college sports meet with a trainer who breaks down the
 players' skill sets and provides a personalized program to get the players to the next level.
- Programs may include on-the-field training with nutritional and conditioning portions. A coach's
 qualifications and program depth can impact the price. Coaches may charge on an hourly basis or
 on a program basis, which may include a specified number of training programs.
- Parents focusing on scholarships invest heavily in private athletic instruction. Despite lower rates of intensive sports participation, athletes will pay more for sports coaching.

What are innovations in industry products and services?

Branding takes center stage in a competitive, saturated market

- Self-employed sports coaches have recognized that their success, not necessarily the program, differentiates them from others. Touting alums' success gives coaches a proven track record, driving awareness for the brand.
- Coaches can leverage their successes and backgrounds as athletes to penetrate the market.

 College athletes can run successful camps in the off-season since their success as college athletes validates them as potential coaches.

☆ Key Success Factor

What products or services do successful businesses offer?

Having a good reputation

Coaches need to have an excellent reputation to attract students. Distinguished coaches can generate word-of-mouth recommendations that help them stand out from their competitors.

Alter goods and services produced in favor of market conditions

Sports coaches that offer sports camps operate between June and September each year, when students have time off school and can commit to prolonged training periods.

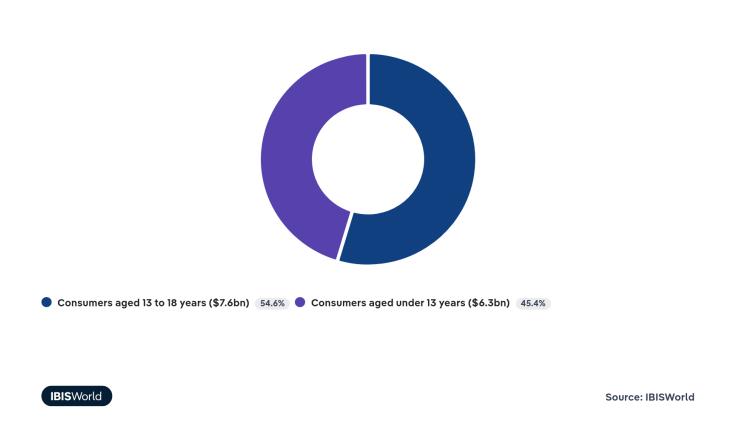
Provide appropriate facilities

Sports coaches need sport-specific equipment and access to fields, gyms, courts and pools. Less-resourced coaching facilities will be less attractive to consumers.

Major Markets

Major Market Segmentation

Industry revenue in 2024 broken down by key markets



What's influencing demand from the industry's markets?

An expanding number of young athletes want to stay active and have fun

- Many sports camps and coaching programs target casual younger athletes. These camps include recreational day camps throughout the summer and youth sports leagues. Coaches focus more on keeping kids active and having fun than intensive coaching.
- Participation in contact teams sports programs like football, ice hockey and lacrosse has shrunk recently. Parents typically prefer noncontact sports for younger children out of concern for their children's safety.
- Participation in sports has climbed among younger athletes, but declining birth rates are limiting the rate at which sports coaches can replace athletes graduating into older demographics.

Teenage athletes seek intensive training to earn college scholarships

 Teenage athletes make up a huge market for sports coaches. Teens participate in school and travel sports while focusing on college athletic opportunities. Coaches earn considerable revenue from hosting sports camps and college showcase events.

- Analyzing teenage athlete participation for different household incomes reveals that wealthier
 parents invest more money in children's athletic training than low-income households. The potential
 scholarships for college athletes encourage parents to focus on intensive training for children.
 Nearly half the industry's revenue comes from athletes with families earning over \$100,000
 annually.
- Consumers older than 18 also take advantage of sports coaches for skiing, scuba diving and golf lessons, but the adult sports coaching market remains much smaller than its younger counterpart.

International Trade

Some industries don't directly import or export goods. See reports at the manufacturing level for international trade data on relevant products.

Geographic Breakdown

Discover where business activity is most concentrated in this industry and what's driving these trends.

5. Geographic Breakdown

https://my.ibisworld.com/us/en/industry/61162/geographic-breakdown

Key Takeaways

- Sports coaches want to stay close to significant college recruiters. Colleges in warmer climates, specifically Texas and California, boast massive college athletics programs that make sports coaches more attractive to younger people.
- Sports coaches running camps prefer warmer regions where operations can run all year.
 Camps in the Southeast and the West draw in elite athletes from colder US regions in the fall and winter.

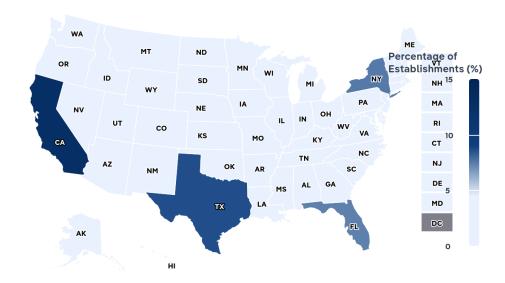
Business Locations

Sports Coaching in the US

Business Concentration

Percentage of total industry Establishments in each region

Establishments 🗸



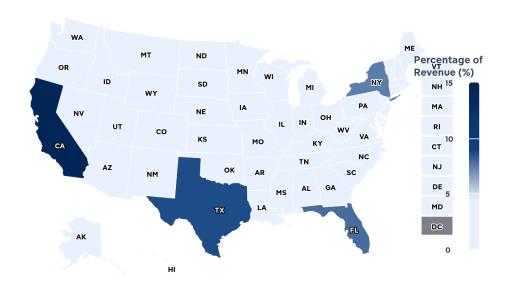
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Sports Coaching in the US

Business Concentration

Percentage of total industry Revenue in each region





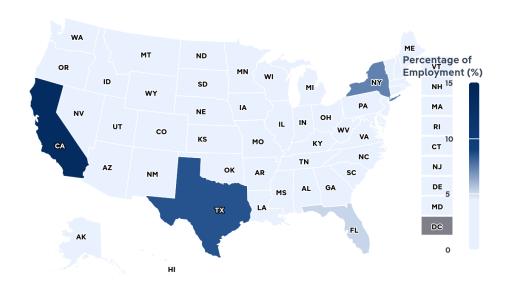
IBISWorld Source: IBISWorld

Sports Coaching in the US

Business Concentration

Percentage of total industry Employment in each region





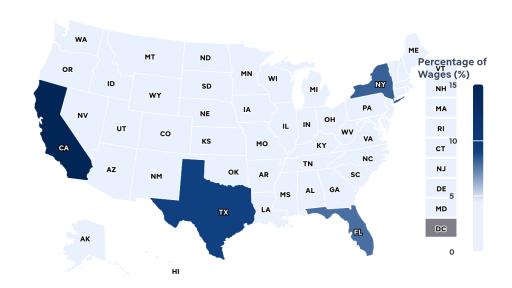
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Sports Coaching in the US

Business Concentration

Percentage of total industry Wages in each region







Source: IBISWorld

Percentage of total industry Establishments, Revenue, Wages, Employment in each region

State	Establishments Units	Establishments %	Revenue \$m	Revenue %	Wages \$m	Wages %	Employment Units	Employment %
California	23,314	12.8	2,063.1	14.9	753.3	15.3	42,309	13.5
Texas	15,743	8.7	1,205.5	8.7	445.8	9.0	26,707	8.5
Florida	13,435	7.4	1,088.4	7.9	385.9	7.8	16,287	5.2
New York	13,764	7.6	1,027.6	7.4	404.3	8.2	22,871	7.3
Illinois	6,807	3.7	497.2	3.6	183.2	3.7	11,960	3.8

New Jersey	6,791	3.7	474.2	3.4	193.7	3.9	11,811	3.8
Massachusetts	5,737	3.2	467.7	3.4	159.5	3.2	8,556	2.7
Georgia	6,231	3.4	391.0	2.8	130.9	2.7	8,249	2.6
Washington	5,377	3.0	371.7	2.7	144.2	2.9	11,179	3.6
Colorado	5,286	2.9	435.5	3.1	162.3	3.3	8,882	2.8
Tennessee	2,722	1.5	447.8	3.2	137.2	2.8	7,605	2.4
North Carolina	6,028	3.3	344.8	2.5	130.8	2.7	9,103	2.9
Virginia	5,585	3.1	423.1	3.1	159.0	3.2	9,529	3.0
Pennsylvania	5,547	3.0	413.7	3.0	140.4	2.8	9,488	3.0
Ohio	4,252	2.3	294.9	2.1	108.1	2.2	8,436	2.7
Maryland	3,694	2.0	352.1	2.5	80.4	1.6	7,629	2.4
Arizona	3,894	2.1	289.1	2.1	114.0	2.3	8,159	2.6
Michigan	3,381	1.9	223.7	1.6	88.0	1.8	6,672	2.1
Minnesota	3,112	1.7	273.1	2.0	95.5	1.9	6,994	2.2
Connecticut	2,869	1.6	209.4	1.5	59.5	1.2	3,468	1.1
Indiana	2,568	1.4	146.8	1.1	57.9	1.2	5,604	1.8
Utah	2,604	1.4	186.6	1.3	61.5	1.2	4,732	1.5
Wisconsin	2,665	1.5	177.0	1.3	60.2	1.2	5,397	1.7
Missouri	2,493	1.4	184.0	1.3	58.8	1.2	5,200	1.7
Oregon	2,560	1.4	161.9	1.2	54.2	1.1	3,594	1.2
South Carolina	2,102	1.2	152.8	1.1	48.2	1.0	2,982	1.0
Nevada	1,727	0.9	141.7	1.0	51.0	1.0	2,756	0.9
Louisiana	1,857	1.0	117.4	0.8	30.6	0.6	2,940	0.9
Alabama	1,784	1.0	135.7	1.0	32.8	0.7	2,362	0.8
Oklahoma	1,481	8.0	111.5	0.8	32.7	0.7	2,793	0.9
lowa	1,057	0.6	91.9	0.7	41.3	0.8	2,726	0.9
Kentucky	1,236	0.7	109.5	0.8	24.6	0.5	2,338	0.7
Arkansas	1,288	0.7	69.0	0.5	24.5	0.5	2,278	0.7
Kansas	1,266	0.7	95.4	0.7	29.6	0.6	2,466	0.8
Hawaii	1,112	0.6	105.7	0.8	25.2	0.5	1,137	0.4
Nebraska	1,215	0.7	52.5	0.4	23.3	0.5	2,385	0.8
Idaho	1,117	0.6	60.5	0.4	20.0	0.4	1,944	0.6
New Hampshire	1,039	0.6	60.5	0.4	23.7	0.5	1,492	0.5

Montana	859	0.5	38.4	0.3	13.0	0.3	1,764	0.6
Rhode Island	803	0.4	59.3	0.4	20.8	0.4	933	0.3
Wyoming	467	0.3	30.4	0.2	22.4	0.5	1,031	0.3
New Mexico	767	0.4	31.9	0.2	15.0	0.3	1,187	0.4
Maine	661	0.4	44.9	0.3	16.2	0.3	853	0.3
Delaware	542	0.3	36.5	0.3	9.3	0.2	797	0.3
South Dakota	424	0.2	18.6	0.1	7.6	0.2	1,011	0.3
Alaska	566	0.3	33.9	0.2	14.2	0.3	925	0.3
Vermont	541	0.3	22.3	0.2	10.1	0.2	741	0.2
Mississippi	498	0.3	24.6	0.2	6.7	0.1	735	0.2
North Dakota	485	0.3	19.8	0.1	8.6	0.2	793	0.3
West Virginia	332	0.2	13.8	0.1	4.3	0.1	321	0.1

Where are industry businesses located?

Florida, Virginia and other Southern states boast world-renowned college athletics programs

- Housing the largest share of the US population contributes to the Southeast's sports coaching
 concentration. States such as Florida and Virginia have significant sports programs, particularly for
 football, baseball and soccer. Southeastern states also house massive college athletics programs
 that attract prospects nationwide.
- The Southeast enjoys hotter weather throughout the year than the nearby Northeast. Athletes may head south to train in intensive programs in the fall and winter.

Warm weather in California and Texas ensures sports camps remain open year-round

- California's huge population makes it a hub for sports camps. Warm weather ensures consistently
 good outdoor conditions for sports camps, drawing in registrants from colder regions.
- Texas remains a US sports hub, with football, baseball and soccer being significant sports in the state. High school football generates considerable revenue for coaches and trainers.

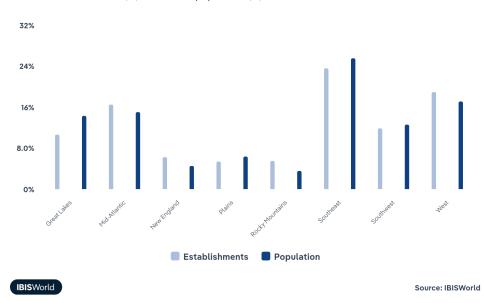
High incomes in the Mid-Atlantic translate to significant investment in youth athletics

- The Mid-Atlantic has produced top football, baseball, basketball and soccer athletes. Its large population and high income ensure consistent investment in sports camps and athletic programs.
- Maryland provides unique sports camps and college showcase events for soccer, baseball and lacrosse players. Sports coaches in Maryland target a niche market of young athletes hailing from the Northeast.

Sports Coaching in the US

Rocky Mountains has the largest spread of businesses compared to its population

Share of Establishments (%) vs. share of population (%):



☆ Key Success Factor

How do businesses use location to their advantage?

Alter goods and services produced in favor of market conditions

Sports coaches that offer sports camps generally operate between June and September each year, when students have time off school and can commit to prolonged training periods.

Attract local support

Sports coaches, particularly those providing general sports training for children, benefit from establishing strong support from local communities.

Provide appropriate facilities

Sports coaches need sport-specific equipment and access to fields, gyms, courts and pools. Well-resourced facilities help generate word-of-mouth recommendations.

Competitive Forces

Uncover challenges and benefits in the operating environment, digging into market share, buyer and supplier power and key success factors for operators.

6. Competitive Forces

https://my.ibisworld.com/us/en/industry/61162/competitive-forces

Key Takeaways

- Sports coaches compete locally at the town or school district level. Having more coaches in small areas can encourage self-employed coaches to merge. Camps draw in registrants from a broader geographical base.
- **Sports camps compete for top coaches and athletes.** Better coaches improve program quality for elite sports programs, and alum success helps with branding.

Concentration

Low

Market Share Concentration

Combined market share of the four largest companies in this industry



No data

There's no data available for this industry.



Source: IBISWorld

What impacts the industry's market share concentration?

Self-employed coaches compete locally and may team up to reach more athletes

 Most sports coaches are self-employed. Self-employed coaches enjoy low barriers to entry and only need to invest in field space and equipment. Solo coaches can earn significant revenue by managing larger teams or running camps with many registrants. Market saturation encourages solo coaches to merge and gain local market share. Coaches may
come together to coach one group or unite groups to become an organization or sports club. Market
share concentration remains low locally, even with minor mergers.

Prominent academies earn huge revenue but can't claim huge market share

- Massive sports camps and academies provide residences for young athletes undergoing intensive sports coaching. IMG Academies and other sports schools hire many coaches to manage future college and professional athletes.
- Large sports camps don't own a significant market share despite considerable revenue. The vast number of sports coaching alternatives keeps market concentration low and competition high.
 Concentration may emerge among elite sports coaches who control tiers of specific geographies.



How do successful businesses handle concentration?

Having a good reputation

Coaches need to have a good reputation to attract students. Distinguished coaches can generate word-of-mouth recommendations that help them stand out from their competitors.

Provide easy access to clients

Sports coaches that target recreational and casual athletes benefit from being easily accessible to those needing training and coaching.

Barriers to Entry



What challenges do potential industry entrants face?

Legal

 Some sports coaching positions require accreditation and licensing, though no significant legal fees bar potential entrants. Most potential entrants can easily pass license exams after taking a coaching class.

Start-Up Costs

Large sports camps require significant initial investments, while self-employed coaches may only
need inexpensive equipment and a website. Start-up costs mainly vary by the number of customers
in a program and the type of facility required to run the program.

Differentiation

• The high level of competition makes differentiation difficult for new entrants. New sports coaches can leverage personal athletic successes, perhaps as former players, to differentiate themselves.

Capital Expenses

Labor remains the key input driving sports coaching programs. Having many athletes and coaches
ensures relatively easy hiring. For sports coaching organizations that own facilities, purchase and
upkeep require a significant investment.



How can potential entrants overcome barriers to entry?

Ensure skilled labor is available

Coaches need to have an excellent reputation to attract students. Individuals with an established athletic career gain credibility, making entry into the industry more accessible.

Ensure accessibility to consumers and end-users

Sports coaches that target recreational and casual athletes benefit from being easily accessible to those needing training and coaching.

Attract local support

Sports coaches, particularly those providing general sports training for children, benefit from establishing strong support from local communities.

Substitutes



What are substitutes for industry services?

Do-it-yourself

- Athletes can purchase books and films detailing workouts and training programs. People can also
 find these resources online for free. Books and movies can also serve as a complement to sports
 coaching by introducing athletes to sports.
- Sports coaches may develop training programs online to go along with in-person programs. Though a substitute in the eyes of some consumers, it complements the program for participating athletes.

In House

- Primary and secondary schools that host their own sports camps aren't included in this industry.
 Many students can access free coaching services during the school year, reducing demand for sports coaching facilities.
- Lower-income households are much more likely to rely on school-funded sports programs.

 Wealthier families can afford to send their kids to the industry's premium coaching facilities, which often have a better reputation than school sports programs.



How do successful businesses compete with substitutes?

Having a good reputation

Coaches need to have a good reputation to attract students. Distinguished coaches can generate word-of-mouth recommendations that help them stand out from their competitors.

Provide easy access to clients

Sports coaches that target recreational, casual athletes benefit from being easily accessible to those needing training and coaching.

Buyer & Supplier Power

Supply Chain

Direct and indirect supplier and buyer industries related to this industry



What power do buyers and suppliers have over the industry?

Buyers: Easy access to alternatives



- High levels of competition let parents take their kids out of sports coach programs and easily find new coaches. Coaches offering private instruction have an exceptionally high risk of athletes leaving because of the typical pay-per-session business model.
- Athletes enrolling in seasonal teams or sports camps have less leeway. Athletes pay for months of coaching with one fee and typically can't get their money back if the season or camp has already begun.

Suppliers: Near-complete dependence on specific facilities



 Some sports depend entirely on hard-to-come-by facilities. Hockey, tennis, baseball, basketball and swimming have fewer alternatives for coaching sessions. Sports coaches and camps must accept rental costs or pay higher transportation costs to access different facilities. • Facility owners enjoy almost guaranteed revenue after large sports camps or showcase events book locations. Since all athletes have confirmed availability for dates at a specific location, sports coaches find it difficult to back out of rental agreements at the last minute.



How do successful businesses manage buyer & supplier power?

Alter goods and services produced in favor of market conditions

Sports coaches that offer sports camps generally operate between June and September each year, when students have time off school and can commit to prolonged training periods.

Develop a loyal customer base

Success in sports coaching depends on creating a solid relationship with learners/clientele. A loyal customer base translates into frequent engagements, repeat business, referrals and a strong reputation within the industry.

Companies

Find out which companies hold the most market share and how revenue, profit and market share have shifted over time for these leaders.

7. Companies

https://my.ibisworld.com/us/en/industry/61162/companies

No single company accounts for more than 5% of total industry market share.

External Environment

Understand the demographic, economic and regulatory factors positively and negatively affecting the industry.

8. External Environment

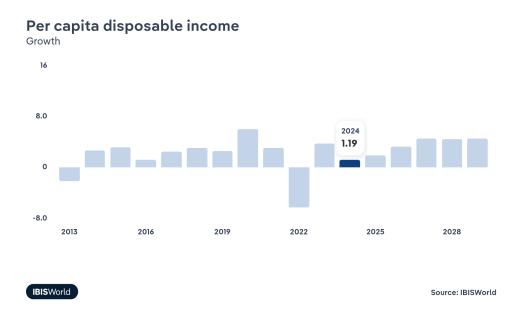
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Key Takeaways

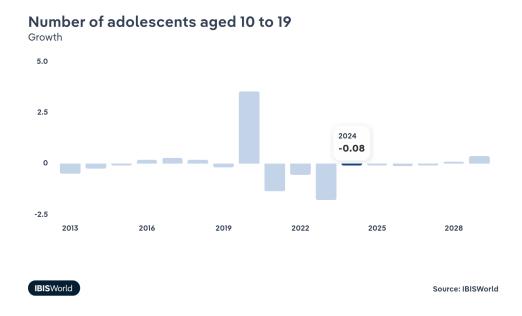
- Most sports coaches attain a license through a sport-specific organization. Earning a license
 may require a class and examination for a fee.
- Public health initiatives have championed youth physical activity in response to climbing childhood obesity rates. Governments and nonprofits contract sports coaches to run programs at schools or local rec centers.

External Drivers

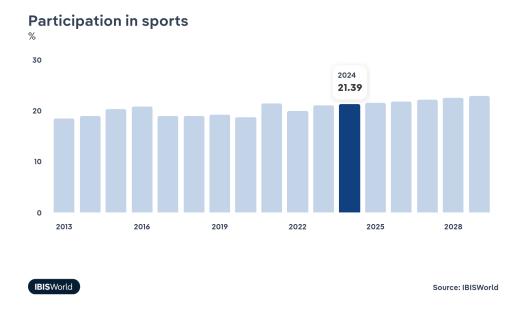
What demographic and macroeconomic factors impact the industry?



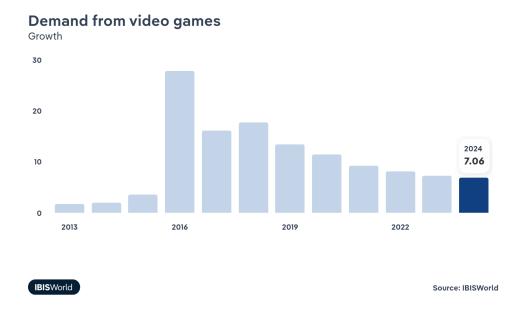
As per capita disposable income rises, more consumers have the financial means to invest in sports coaching. This boosts demand for coaching services as parents enroll their children in sports programs. Higher disposable incomes can also result in more funding for sports programs and facilities, further boosting revenue for sports coaches.



Adolescents aged 10 to 19 make up over half the market for sports coaches, so a higher number of adolescents aged 10 to 19 translates to more potential athletes and a larger market for sports coaches. A long-term trend of declining birth rates has led to a slump in this driver.



The percentage of people participating in sports, exercise or recreational activities each day is a measure of participation in sports. A rising sports participation rate translates into more customers for sports coaches. Growth in sports participation represents a potential opportunity for sports coaches.



As children and teenagers choose other pastimes, sports become a more minor part of their lives. Video games have become an especially popular substitute for football, baseball and other sports. Accordingly, a jump in demand for video games poses a potential threat to sports coaches.

Regulation & Policy



What regulations impact the industry?

Accreditation

Most gymnastics trainers hold USA Gymnastics Safety Certification. US Soccer's Coaching Department provides seven levels of certification for soccer coaches. Coaches in different sports can get accreditation through organizations certified by the National Council for the Accreditation of Coaching Education.

Protect Act of 2003

The Protect Act of 2003 includes a range of law enforcement measures to protect children, such as pilot programs to help youth organizations run background checks. The Adam Walsh Child Protection and Safety Act of 2006 also aims to protect children from sexual exploitation and violent crime.

Assistance



What assistance is available to this industry?

Improved Nutrition and Physical Activity Act

The Improved Nutrition and Physical Activity Act of 2007 established grants to combat the growing public health crisis of eating disorders and obesity. Public health initiatives, such as Lets Move!, create awareness for sports coaches. These programs combine government and non-profit efforts to organize youth sports and camps.

National Council of Youth Sports

The National Council of Youth Sports (NCYS) has more than 200 member organizations representing 60.0 million registered children participating in sports. It provides support and information to promote sports education and leadership and encourage sports participation. Sports coaches can join the NCYS or find accrediting organizations through the Council.

National Alliance for Youth Sports

The National Alliance for Youth Sports (NAYS) partners with more than 3,000 community-based organizations and that help youth sports coaches, volunteers and parents. The NAYS has trained and supported more than 4.0 million administrators, officials, coaches and parents. It provides training courses, educational programs and other materials necessary to establish quality sports programs.

Financial Benchmarks

Understand average costs for industry operators and compare financial data against key ratios and financial benchmarks broken down by business size.

9. Financial Benchmarks

https://my.ibisworld.com/us/en/industry/61162/financial-benchmarks

Profit Margin
10.3 %

↑ Higher than sector

Average Wage \$15,787

Lower than sector

Wages
35.6% of Revenue

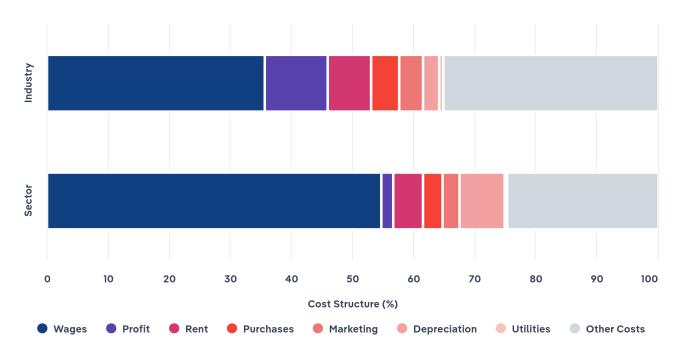
Key Takeaways

- Inflation has lifted sports coaches' wage expenditures. A shaky labor market and expensive
 cost of living have made employees more expensive to hire and retain, pushing down profit.
- Renowned sports coaches can charge premium prices. Coaches with their own athletic
 achievements gain more revenue per student at no extra cost, boosting profit.

Cost Structure

Cost Structure Benchmarks

Average operating costs by industry and sector as a share (%) of revenue 2024



IBISWorld Source: IBISWorld

Chart displays current year only in the PDF version of this report. You can view and download chart for all other years associated with this industry on my.ibisworld.com.

What trends impact industry costs?

Rising wages have held profit below pre-2020 levels

- Profit for sports coaches tends to show limited volatility as sports coaches can adjust expenses with demand. Relatively low costs help sports coaches maintain relatively high profit.
- COVID-19 ended profit's gradual climb, as profit fell considerably following a steep drop in revenue.
 Recovery in 2021 for sports coaches pushed wages higher for employing organizations, but demand remained strong. High enrollment brought a jump in revenue that made the industry's fixed costs more manageable and allowed profit to rebound.
- Large sports coaching organizations will purchase equipment en masse and price out nonemployer sports coaches, subduing profit.
- Despite solid enrollment in the years since quarantines, profit has compressed. Inflation has
 pressured coaching facilities to lift their employees' wages, outpacing revenue growth and dragging
 profit back down.

Dependence on coaches makes wage costs the industry's top expense

- Wages, including compensation for coaches, assistants, administrative staff and management, account for over a third of the industry's revenue. The popularity of owner-operator private athletic instruction pushes total wage expenditures up.
- The wage figure also includes an allowance for the wages of self-employed sports coaches, who
 comprise most sports coaching organizations. Some companies, especially nonprofit organizations,
 also benefit from volunteer labor, which isn't reflected in labor costs.
- Inflation and a shaky labor market have made employees more valuable in the latter half of the current period and brought on a steady rise in wages.

Sports coaches rely on facilities to run camps and training sessions

- Sports coaches devote funds to securing fields, rinks, gyms, courts and pools. Sports typically
 require facilities for training that come with high rental fees.
- Large sports camps need to rent gyms, fields and sometimes schools to run camps. Elite sports academies and camps may own or rent dormitory space for attending athletes.

Education and licensing costs make up a considerable share of revenue

- Insurance and administrative costs weigh on sports coaches' profit. Coaches may need specific licenses from accredited organizations to participate in events or gain customers' trust.
- Liabilities related to coaching also contribute to insurance costs. Sports coaches almost exclusively
 provide their services to minors, so they're subject to heightened liability and oversight.

Share of economy vs. Investment



IBISWorld Source: IBISWorld

Financial Ratios

Industry Multiples

Ratio	2018	2019	2020	2021	2022	3-Year	5-Year	10-Year
EBIT/Revenue	22.0	22.6	29.1	31.7	30.3	30.3	27.1	23.9
EBITDA/Revenue	29.5	27.8	35.2	43.0	39.7	39.3	35.0	31.7
Leverage Ratio	2.9	3.6	2.8	2.3	2.5	2.6	2.8	2.9

Industry Tax Structure

Ratio	2018	2019	2020	2021	2022	3-Year	5-Year	10-Year
Taxes Paid/Revenue	6.0	5.8	7.6	6.7	6.9	7.1	6.6	5.7

Income Statement

Ratio	2018	2019	2020	2021	2022	3-Year	5-Year	10-Year
Total Revenue	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Business receipts	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Cost of goods	27.2	18.4	10.0	21.2	19.6	16.9	19.3	18.0
Gross Profit	72.8	81.6	90.0	78.8	80.4	83.1	80.7	82.0
Expenses								
Salaries and wages	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Advertising	6.4	5.7	7.1	4.8	6.7	6.2	6.1	6.0
Depreciation	3.0	1.0	0.9	2.6	1.7	1.7	1.8	2.5
Depletion	0.0	0.0	0.0	1.9	1.0	1.0	0.6	0.3
Amortization	4.5	4.2	5.2	6.8	6.7	6.2	5.5	5.0
Rent paid	4.8	4.0	4.0	3.4	3.7	3.7	4.0	4.2
Repairs	1.4	0.4	0.5	0.3	0.2	0.4	0.6	0.7
Bad debts	5.8	5.6	7.2	3.6	6.5	5.8	5.7	6.1
Employee benefit programs	1.8	1.1	0.6	1.0	2.2	1.3	1.4	1.2
Compensation of officers	5.5	0.8	11.1	24.6	31.4	22.4	14.7	8.6
Taxes paid	6.0	5.8	7.6	6.7	6.9	7.1	6.6	5.7
Interest Income	2.0	1.9	2.4	24.4	12.3	13.0	8.6	5.3
Other Income								
Royalties	0.2	0.0	0.0	0.5	0.5	0.4	0.3	0.2
Rent Income	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Income	10.3	11.5	14.6	7.6	17.1	13.1	12.2	11.5

Balance Sheet

Ratio	2018	2019	2020	2021	2022	3-Year	5-Year	10-Year
Assets								
Cash and Equivalents	17.4	10.9	21.7	13.5	9.8	15.0	14.7	13.5
Notes and accounts receivable	10.5	8.6	9.2	8.7	6.8	8.2	8.8	10.6
Allowance for bad debts	1.0	0.9	0.7	0.8	0.7	0.7	8.0	1.1
Inventories	0.9	0.5	0.9	0.9	2.2	1.3	1.1	1.1
Other current assets	6.9	6.7	6.5	5.7	4.9	5.7	6.1	6.6
Other investments	N/A	72.6	66.3	68.8	53.0	62.7	65.2	65.2
Property, Plant and Equipment	32.1	30.4	26.3	14.0	16.7	19.0	23.9	33.2
Accumulated depreciation	19.1	17.6	16.0	5.0	6.5	9.2	12.9	18.7
Intangible assets (Amortizable)	34.5	29.8	34.5	25.3	25.3	28.4	29.9	26.9
Accumulated amortization	6.7	7.2	0.9	0.9	8.0	0.8	3.3	4.7
Other assets	10.2	7.7	5.3	10.7	9.8	8.6	8.7	7.9
Total assets	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Accounts payable	4.6	3.6	3.8	2.4	2.3	2.8	3.3	4.0
Liabilities and Net Worth								
Mort, notes, and bonds under 1 yr	5.0	5.2	5.5	3.7	6.8	5.3	5.2	5.1
Other current liabilities	16.3	14.4	15.5	13.2	9.8	12.8	13.8	16.7
Loans from shareholders	3.6	2.8	2.8	6.4	5.9	5.0	4.3	4.0
Mort, notes, bonds, 1 yr or more	25.0	26.3	23.1	27.2	34.1	28.2	27.2	25.7
Other liabilities	5.5	4.8	7.2	10.0	10.7	9.3	7.6	8.2
Total liabilities	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Capital stock	53.4	28.7	49.1	27.0	15.6	30.6	34.8	35.6
Additional paid-in capital	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Retained earnings, appropriated	0.7	0.6	1.8	2.1	1.5	1.8	1.3	1.2
Retained earnings-unappropriated	6.0	6.3	6.6	6.6	6.6	6.6	6.4	8.5
Cost of treasury stock	34.6	36.6	14.2	9.9	10.8	11.6	21.2	22.8
Net worth	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

Liquidity Ratios

Ratio	2018	2019	2020	2021	2022	3-Year	5-Year	10-Year
Current Ratio	1.9	1.4	2.2	1.9	1.5	1.9	1.8	1.7
Quick Ratio	1.9	1.4	2.2	1.9	1.4	1.8	1.8	1.6
Sales/Receivables	11.1	11.7	10.8	11.5	14.7	12.4	12.0	11.0
Days' Receivables	33.0	31.3	33.8	31.7	24.8	30.1	30.9	33.8
Days' Inventory	10.6	9.0	33.1	15.7	41.5	30.1	22.0	20.7
Inventory Turnover	34.5	40.5	11.0	23.3	8.8	14.4	23.6	21.4
Payables Turnover	6.9	5.1	2.7	9.0	8.4	6.7	6.4	5.5
Days' Payables	52.7	71.4	136.9	40.7	43.5	73.7	69.0	75.8
Sales/Working Capital	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Coverage Ratios

Ratio	2018	2019	2020	2021	2022	3-Year	5-Year	10-Year
Interest Coverage	3.9	4.2	4.2	2.5	5.1	3.9	4.0	4.0
Debt Service Coverage Ratio	0.1	0.1	0.1	12.9	11.0	8.0	4.8	2.5

Leverage Ratios

Ratio	2018	2019	2020	2021	2022	3-Year	5-Year	10-Year
Fixed Assets/Net Worth	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Debt/Net Worth	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Tangible Net Worth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Operating Ratios

Ratio	2018	2019	2020	2021	2022	3-Year	5-Year	10-Year
Return on Net Worth, %	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Return on Assets, %	25.7	22.6	29.1	31.7	30.3	30.3	27.9	26.7
Sales/Total Assets	1.2	1.0	1.0	1.0	1.0	1.0	1.0	1.1
EBITDA/Revenue	29.5	27.8	35.2	43.0	39.7	39.3	35.0	31.7
EBIT/Revenue	22.0	22.6	29.1	31.7	30.3	30.3	27.1	23.9

Cash Flow & Debt Service Ratios (% of sales)

Ratio	2018	2019	2020	2021	2022	3-Year	5-Year	10-Year
Cash from Trading	72.2	81.6	90.0	79.6	77.2	82.3	80.1	81.4
Cash after Operations	54.2	69.8	68.5	45.0	32.6	48.7	54.0	61.5
Net Cash after Operations	51.5	68.0	64.4	33.6	23.0	40.3	48.1	57.8
Debt Service P&I Coverage	3.5	4.7	3.9	1.4	1.4	2.2	3.0	4.0

Interest Coverage (Operating Cash) 9.1 12.7 9.3 1.9 3.7 5.0 7.3 10.3

Key Ratios

Year	Revenue per Employee (\$)	Revenue per Enterprise (\$ Million)	Employees per Estab. (Units)	Employees per Ent. (Units)	Average Wage (\$)	Wages/ Revenue (%)	Estab. per Enterprise (Units)	IVA/ Revenue (%)
2005	45,500	0.1	1.8	1.8	14,492	31.8	1.0	46.3
2006	44,735	0.1	1.8	1.8	14,529	32.5	1.0	50.8
2007	40,980	0.1	1.7	1.7	13,574	33.1	1.0	46.4
2008	41,108	0.1	1.7	1.7	13,536	32.9	1.0	42.6
2009	39,373	0.1	1.7	1.7	12,888	32.7	1.0	46.0
2010	40,144	0.1	1.7	1.7	13,063	32.5	1.0	50.2
2011	41,240	0.1	1.7	1.8	13,340	32.3	1.0	47.7
2012	42,668	0.1	1.8	1.8	13,720	32.2	1.0	48.9
2013	42,403	0.1	1.8	1.8	13,491	31.8	1.0	43.4
2014	42,388	0.1	1.8	1.8	13,343	31.5	1.0	43.8
2015	43,692	0.1	1.8	1.8	13,608	31.1	1.0	44.9
2016	45,103	0.1	1.8	1.8	13,898	30.8	1.0	44.9
2017	45,574	0.1	1.8	1.8	13,895	30.5	1.0	44.4
2018	45,263	0.1	1.8	1.8	13,671	30.2	1.0	44.2
2019	44,050	0.1	1.8	1.8	13,297	30.2	1.0	43.9
2020	41,743	0.1	1.9	1.9	11,791	28.2	1.0	37.0
2021	50,276	0.1	1.7	1.7	15,437	30.7	1.0	45.5
2022	45,287	0.1	1.8	1.8	15,855	35.0	1.0	48.1
2023	44,810	0.1	1.7	1.7	15,821	35.3	1.0	48.3
2024	44,340	0.1	1.7	1.7	15,787	35.6	1.0	48.6
2025	43,938	0.1	1.7	1.7	15,759	35.9	1.0	48.7
2026	43,679	0.1	1.7	1.7	15,740	36.0	1.0	48.8
2027	43,554	0.1	1.7	1.7	15,731	36.1	1.0	48.9
2028	43,212	0.1	1.7	1.6	15,706	36.3	1.0	49.1
2029	42,968	0.1	1.6	1.6	15,688	36.5	1.0	49.2
2030	42,835	0.1	1.6	1.6	15,679	36.6	1.0	49.2

^{*}Figures are inflation adjusted to 2024

Key Statistics

Discover 14 years of historical, current and forward-looking industry performance data in table format.

10. Key Statistics

https://my.ibisworld.com/us/en/industry/61162/key-statistics

Industry Data

Values

Year	Revenue (\$ Million)	IVA (\$ Million)	Establishments (Units)	Enterprises (Units)	Employment (Units)	Wages (\$ Million)
2005	5,955.0	2,757.8	73,322	73,110	130,879	1,896.6
2006	6,254.3	3,176.0	77,594	77,401	139,808	2,031.3
2007	6,191.6	2,874.3	86,778	86,468	151,090	2,050.9
2008	6,510.3	2,775.1	90,957	90,638	158,370	2,143.7
2009	6,284.0	2,892.7	93,131	92,808	159,601	2,057.0
2010	6,495.5	3,263.4	94,122	93,743	161,806	2,113.7
2011	6,938.4	3,312.9	96,297	95,921	168,245	2,244.3
2012	8,078.9	3,947.1	105,498	105,051	189,346	2,597.9
2013	8,478.1	3,680.9	109,302	108,846	199,939	2,697.3
2014	9,284.1	4,064.5	121,935	121,477	219,027	2,922.6
2015	10,044.0	4,514.3	128,576	128,100	229,882	3,128.2
2016	10,843.8	4,870.5	132,055	131,483	240,420	3,341.4
2017	11,409.2	5,064.3	136,447	135,730	250,346	3,478.5
2018	12,274.9	5,425.9	150,404	149,673	271,191	3,707.4
2019	12,907.3	5,660.0	166,733	166,034	293,018	3,896.3
2020	11,335.9	4,194.4	144,490	143,731	271,561	3,201.9
2021	13,598.0	6,184.3	162,654	161,824	270,470	4,175.3
2022	13,635.4	6,557.7	171,340	170,334	301,091	4,773.8
2023	13,760.7	6,647.3	176,628	175,832	307,090	4,858.3
2024	13,859.3	6,733.1	181,991	181,442	312,567	4,934.5
2025	13,988.6	6,816.1	187,627	187,330	318,374	5,017.1
2026	14,127.2	6,896.1	192,334	192,228	323,435	5,090.8
2027	14,260.1	6,971.1	195,745	195,755	327,409	5,150.4
2028	14,390.3	7,059.1	201,731	202,036	333,017	5,230.4
2029	14,576.6	7,168.4	206,562	207,042	339,243	5,322.2
2030	14,738.4	7,258.0	210,835	211,483	344,071	5,394.6

*Figures are inflation adjusted to 2024

Annual Change

Year	Revenue %	IVA %	Establishments %	Enterprises %	Employment %	Wages %
2005	N/A	N/A	N/A	N/A	N/A	N/A
2006	5.0	15.2	5.8	5.9	6.8	7.1
2007	-1.0	-9.5	11.8	11.7	8.1	1.0
2008	5.1	-3.5	4.8	4.8	4.8	4.5
2009	-3.5	4.2	2.4	2.4	0.8	-4.0
2010	3.4	12.8	1.1	1.0	1.4	2.8
2011	6.8	1.5	2.3	2.3	4.0	6.2
2012	16.4	19.1	9.6	9.5	12.5	15.8
2013	4.9	-6.7	3.6	3.6	5.6	3.8
2014	9.5	10.4	11.6	11.6	9.5	8.4
2015	8.2	11.1	5.4	5.5	5.0	7.0
2016	8.0	7.9	2.7	2.6	4.6	6.8
2017	5.2	4.0	3.3	3.2	4.1	4.1
2018	7.6	7.1	10.2	10.3	8.3	6.6
2019	5.2	4.3	10.9	10.9	8.0	5.1
2020	-12.2	-25.9	-13.3	-13.4	-7.3	-17.8
2021	20.0	47.4	12.6	12.6	-0.4	30.4
2022	0.3	6.0	5.3	5.3	11.3	14.3
2023	0.9	1.4	3.1	3.2	2.0	1.8
2024	0.7	1.3	3.0	3.2	1.8	1.6
2025	0.9	1.2	3.1	3.2	1.9	1.7
2026	1.0	1.2	2.5	2.6	1.6	1.5
2027	0.9	1.1	1.8	1.8	1.2	1.2
2028	0.9	1.3	3.1	3.2	1.7	1.6
2029	1.3	1.5	2.4	2.5	1.9	1.8
2030	1.1	1.2	2.1	2.1	1.4	1.4

^{*}Figures are inflation adjusted to 2024



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