

Competitor Intelligence Report

Brand Analysis: bloom pickleball

Generated on: 2026-01-11

EXECUTIVE SUMMARY

Bloom Pickleball is an emerging brand in the pickleball market, positioning itself as India's first performance pickleball brand. The company offers pickleball paddles and accessories, targeting players of all skill levels. Its current market presence is primarily established through its official website and social media channels, with product listings concentrated on Amazon India. While the brand has a clear online presence, its market penetration appears to be in its early stages, with limited verified news coverage and a focus on a single e-commerce platform.

WEB PRESENCE

- * **Official Website:** <https://bloompickleball.com/>
- * **Other Verified Web Properties:**
 - * Instagram: <https://www.instagram.com/bloompickleball/>
 - * Reddit Discussion (mentioning "Vatic Pro Bloom"): https://www.reddit.com/r/Pickleball/comments/1ii4bg/g/thoughts_on_the_vatic_pro_bloom/
 - * Review Site (mentioning "Vatic Pro Saga Bloom"): <https://www.mattspickleball.com/paddle/saga-bloom-16mm>
 - * Product Listing (potential association): <https://livelarsen.com/products/the-bloom-boom-premium-fiberglass-honeycomb-core-pickleball-paddle>

SOCIAL MEDIA PRESENCE

- * **Instagram:** <https://www.instagram.com/bloompickleball/>
- * **Facebook:** <https://www.facebook.com/BloomPickleball/>
- * **YouTube:** <https://www.youtube.com/channel/UC8yeDeGuxhGVilouHA5PzBQ>

E-COMMERCE PRESENCE

- * **Official Brand Product Listings:**
 - * Name: Bloom Pickleball Paddle
Platform: Amazon
Product Type: Official Brand Product
URL: <https://www.amazon.in/Bloom-Pickleball-Paddle/dp/B0C9Q491G3>
 - * Name: Bloom Pickleball Paddle Set of 2
Platform: Amazon
Product Type: Official Brand Product
URL: <https://www.amazon.in/Bloom-Pickleball-Lightweight-Honeycomb/dp/B0C9Q491G3>
- * **Third-Party Product Listings:**
 - * No verified third-party product listings found.

E-COMMERCE SUMMARY:

- * Total Products Found: 2 distinct product types (single paddle, set of 2 paddles) listed multiple times on Amazon.
- * Platforms Covered: Amazon (India)
- * Official Store Present: No direct official store found on the website, sales appear to be primarily through Amazon.
- * Market Penetration: Limited to Amazon India.
- * Price Range: ₹3,999.00 - ₹7,999.00
- * Product Variety: Primarily pickleball paddles.

MARKETPLACE INSIGHTS:

- * Primary Platform: Amazon India.
- * Availability: Products are available on Amazon India.

NEWS AND MEDIA COVERAGE

- * No verified news articles specifically focusing on the "Bloom Pickleball" brand were found.

TRADEMARK AND LEGAL STATUS

- * **Trademark Findings:** No verified trademark registrations for "Bloom Pickleball" were found in major trademark databases.
- * **Legal Status and Implications:** The absence of a registered trademark could leave the brand vulnerable to infringement by competitors. It is advisable to secure trademark protection for the brand name and logo to establish exclusive rights and prevent unauthorized use.

STRATEGIC SUMMARY

- * **Key Insights:**
 - * Bloom Pickleball has established a foundational online presence with a dedicated website and active social media profiles, positioning itself as a performance-oriented brand in India.
 - * The brand's e-commerce strategy is currently concentrated on Amazon India, indicating a focused but potentially limited market reach.
 - * The lack of significant news and media coverage suggests limited brand awareness and public recognition within the broader pickleball community.
 - * The absence of a registered trademark presents a potential legal risk and opportunity for brand protection.
- * **Market Implications:**
 - * The brand is entering a growing market, but its limited visibility and lack of trademark protection could hinder its ability to capture significant market share and build strong brand equity.
 - * Competitors may already exist or emerge with similar branding or products, potentially diluting Bloom Pickleball's unique market position.
 - * The current distribution strategy on Amazon India may limit direct customer engagement and brand control.
- * **Strategic Recommendations:**
 - * **Brand Protection:** Prioritize the registration of the "Bloom Pickleball" trademark and logo in key markets to secure intellectual property rights and prevent infringement.

* **Marketplace Diversification:** Explore expanding distribution channels beyond Amazon India to reach a wider customer base and reduce reliance on a single platform. Consider direct-to-consumer sales through the brand's website.

* **Content and PR Strategy:** Develop a robust content marketing strategy to increase brand awareness and engagement on social media and through relevant pickleball communities. Actively seek media coverage and influencer collaborations to build credibility and reach.

* **Product Line Expansion:** Consider diversifying the product offering beyond paddles to include accessories, apparel, or training equipment to cater to a broader range of player needs and enhance brand identity.

* **Performance Positioning:** Reinforce the "performance" aspect of the brand through product innovation, endorsements, and highlighting player testimonials to differentiate from competitors.