

This section provides **Sports & Fitness Industry links and resources** to assist your **startup or small business**. Additionally, you can also receive **free professional business advice** and free or low-cost business training from your [local Small Business Development Center!](#)

## Sports & Fitness Industry Overview

Statista reports that revenue in the [Fitness](#) segment totals \$3,698m in 2019 and is expected to show an annual growth rate (CAGR 2019-2023) of 4.9% resulting in a total of \$4,482m by 2023.

While health clubs make up only a segment of the sports and fitness industry, the [International Health, Racquet & Sportsclub Association](#) (IHRSA) reports that in the U.S. in 2018, more than 71.5 million consumers utilized health clubs with individual membership at 62.5 million, up 2.6% from 2017. The IHRSA study reveals that the U.S. health club industry revenue grew 7.8% to \$32.3 billion.

For motorsports, bowling, mini-golf, e-sports, etc., see Recreation and Leisure.

## Sports & Fitness Industry Data

- [Sports & Fitness Industry Association Research Reports](#) - research available to paid members include annual State of the Industry, participation, and team sports
- [Deloitte's sports industry report](#) - report on trends and issues impacting the sports industry
- [PwC Sports Outlook](#) - report on the outlook for the sports market in North America
- [2019 State of the Managed Recreation Industry](#) - research on recreation, sports, and fitness facilities from Recreation Management
- [Health and Wellness Reports](#) - from SDR Ventures quarterly reports providing information on the health & wellness industry
- [2019 Physical Activity Participation Report](#) - from the Physical Activity Council's annual study tracking sport, fitness, and recreation participation in the U.S.
- [Physical Activity Facts & Statistics](#) - data on physical activity, nutrition, and obesity in the U.S.
- [Physical Inactivity in the United States](#) - data on physical inactivity in the U.S. from the State of Childhood Obesity

## **Sports & Fitness Industry Resources**

### **Health and Fitness Centers**

- [Fitness Studio Industry Fact Sheet](#) - from the Association of Fitness Studios
- [IHRSA Health Club Best Practices](#) - topics on for running a health club
- [Health Club Industry Trends](#) - reports industry trends, as well as news and insights

### **Team Sports**

- [State of Play 2018](#) - trends in youth sports participation
- [Team Marketing Report](#)- provides market research by sport. Requires registration, detailed reports available for paid memberships.

### **Yoga**

- [Yoga for anxiety and depression](#) - research on the benefits of yoga from Harvard Health
- [2016 Yoga in America Study](#) - conducted by Yoga Journal and Yoga Alliance shows number of practitioners and size of the yoga industry (most recent available)
- [Yoga Overview](#) - yoga content for consumers and health professionals from the National Center for Complementary and Integrative Health
- [Yoga News](#) - various articles on yoga from The New York Times

### **Martial Arts**

- [Martial Arts Industry Trends](#) - key martial arts trends to watch in the years ahead
- [Martial Arts Industry Statistics](#) - compilation from Brandon Gaille
- [The Martial Art Teachers' Association](#) - outlines the demographics best for martial arts

### **Outdoor Activities**

- [The Outdoor Industry Association](#) - research and tools for various end-users
- [Outdoor Recreation Roundtable](#) - news impacting the industry
- [Water Sports Participation](#) - participation statistics for paddlesports and, boating, and other outdoor recreation from the American Canoe Association
- [Project for Public Spaces](#)- articles about various park programs and developments

## **Golf**

- [Golf Industry Research](#) - golf industry facts from the National Golf Foundation
- [Millennials Golf Participation](#) - article on millennials becoming largest market share in golf
- [The State of Golf for 2019](#) - five golf leader's participate in an industry roundtable

## **Equestrian Sports**

- [Horse Industry Generates \\$122 Billion Economic Impact](#) - from Quarter Horse News
- [Economic Impact of Horse Industry](#) - from the American Horse Council
- [Equine Industry Survey](#) - 2018 American Horse Publications U.S. survey of horse owners
- [Therapeutic Benefits Of Horseback Riding](#) - findings on the benefit of horseback riding for people with developmental disabilities

## **Sports & Fitness Industry Associations**

- [Sports & Fitness Industry Association \(SFIA\)](#)
- [Association of Fitness Studios](#)
- [Snowsports Industries America \(SIA\)](#)
- [Tennis Industry Association \(TIA\)](#)
- [United States Tennis Association \(USTA\)](#)
- [Water Sports Industry Association](#)
- [US Equestrian Federation](#)
- [The National Golf Foundation](#)
- [National Sporting Goods Association](#)
- [World Wide Martial Arts Association](#)
- [Outdoor Industry Association](#)
- [Yoga Alliance](#)

## **Sports & Fitness Industry Publications**

- [Club Business International](#)
- [Sport Business](#)
- [Equestrian Magazine](#)
- [Runner's World](#)
- [Competitor from PodiumRunner](#)
- [Women's Health](#)

- [Fitness Magazine](#)
- [Men's Health](#)
- [Outside Online](#)
- [Coach and Athletic Director](#)

## Trending Topics

- [IHRSA 2019 Trends and Takeways](#) - industry-wide insights from the 2019 IHRSA convention
- [2020 Fitness Outlook](#) - 10 trends that could define 2020
- [Virtual Fitness](#) - virtual fitness companies impact on the fitness industry
- [Soul Hypercycle and the Wave of New Fitness Boutiques](#) - emergence of disruptive new entrants into the fitness industry
- [Hiring Specialized Trainers](#) - discusses need of trainers knowledgeable in working with special needs clients

## Additional Resources

Already in business or thinking about starting your own small business? Check out our various small business resources:

- View industry-specific research here: [Market Research Links](#)
- View more small business help topics here: [Small Business Information Center](#)
- View business reports here: [Small Business Snapshots](#)
- View business plans samples here: [Sample Business Plans](#)

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