

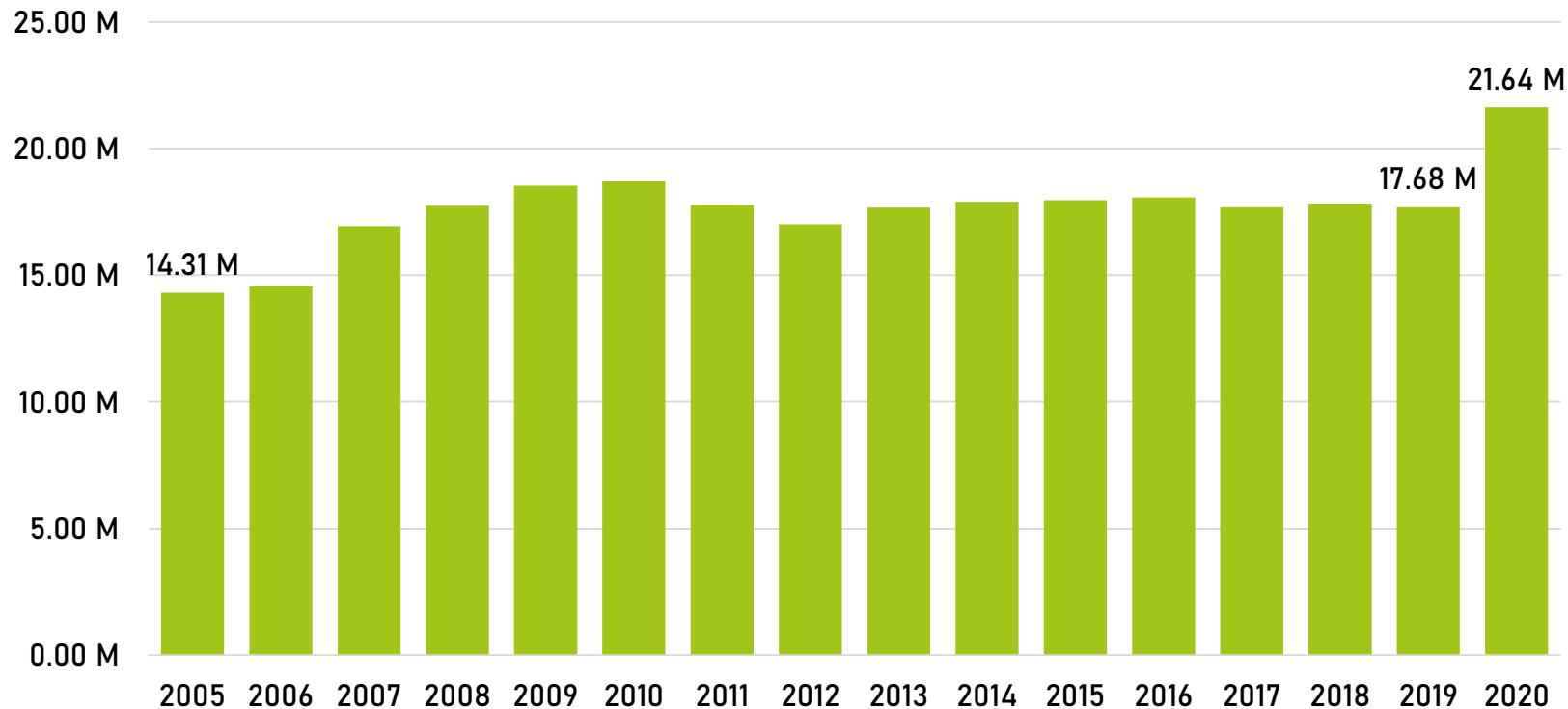


Tennis Industry Association Research Overview:

May 2021

Nearly 4 million more Americans played tennis at least once in 2020

Total U.S. Tennis Players - Age 6+
Playing 1+ times per year



- After several years of flat participation, total tennis players increased 22% to 21.64 million players

Source: Physical Activity Council

To put into context, gym/health club-based activities and organized team sports suffered, but outdoor and individual activities showed big increases in 2020.

Total Participants (millions)

Largest increases

Sport	2017	2018	2019	2020	1 year change	Change in participants
Skateboarding	6.38M	6.50M	6.61M	8.87M	34.2%	2.26M
Pop Tennis/Paddle Tennis/Platform Tennis	1.07M	1.06M	1.38M	1.82M	31.2%	0.43M
Surfing	2.68M	2.87M	2.96M	3.80M	28.2%	0.84M
Camping	26.26M	27.42M	28.18M	36.08M	28.0%	7.90M
<i>Tennis</i>	<i>17.68M</i>	<i>17.84M</i>	<i>17.68M</i>	<i>21.64M</i>	<i>22.4%</i>	<i>3.96M</i>
Pickleball	3.13M	3.30M	3.46M	4.20M	21.3%	0.74M
Hiking (Day)	44.90M	47.86M	49.70M	57.81M	16.3%	8.11M
Camping (RV)	16.16M	15.98M	15.43M	17.82M	15.5%	2.40M
Kayaking (Recreational)	10.53M	11.02M	11.38M	13.00M	14.2%	1.62M
Table Tennis	16.04M	15.59M	14.91M	16.85M	13.1%	1.95M
Bicycling (Road/Paved Surface)	38.87M	39.04M	39.39M	44.47M	12.9%	5.08M

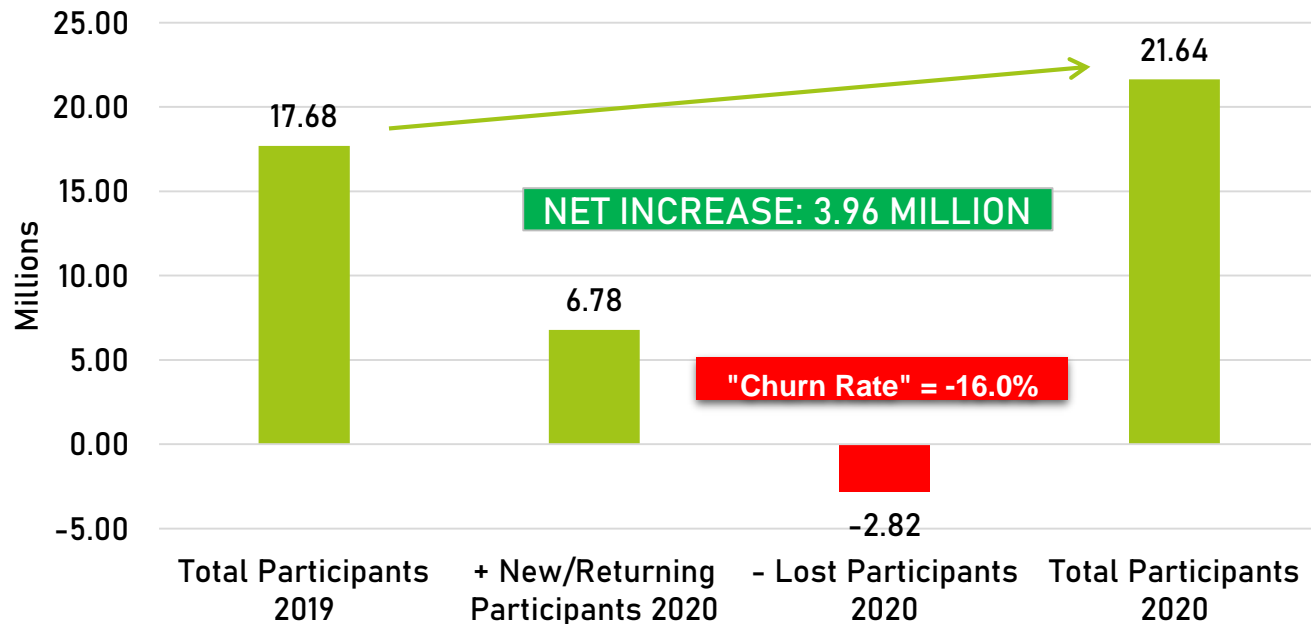
Largest decreases

Sport	2017	2018	2019	2020	1 year change	Change in participants
Weight/Resistance Machines	36.29M	36.37M	36.18M	30.65M	-15.3%	-5.53M
Elliptical Motion/Cross-Trainer	32.28M	33.24M	33.06M	27.92M	-15.5%	-5.14M
Stationary Cycling (Recumbent/Upright)	36.04M	36.67M	37.08M	31.29M	-15.6%	-5.80M
Volleyball (Court)	6.32M	6.32M	6.49M	5.41M	-16.6%	-1.08M
Gymnastics	4.81M	4.77M	4.70M	3.85M	-18.1%	-0.85M
Softball (Fast-Pitch)	2.31M	2.30M	2.24M	1.81M	-19.2%	-0.43M
Cardio Kickboxing	6.69M	6.84M	7.03M	5.29M	-24.6%	-1.73M
Stair-Climbing Machine	14.95M	15.03M	15.36M	11.26M	-26.7%	-4.10M
Boot Camp Style Training	6.65M	6.69M	6.83M	4.97M	-27.3%	-1.86M
Cross-Training Style Workouts	13.62M	13.34M	13.54M	9.18M	-32.2%	-4.36M
Stationary Cycling (Group)	9.41M	9.43M	9.93M	6.05M	-39.0%	-3.88M

Source: Physical Activity Council

Tennis “Churn Rate” dropped dramatically

Tennis Leaky Bucket 2019 to 2020



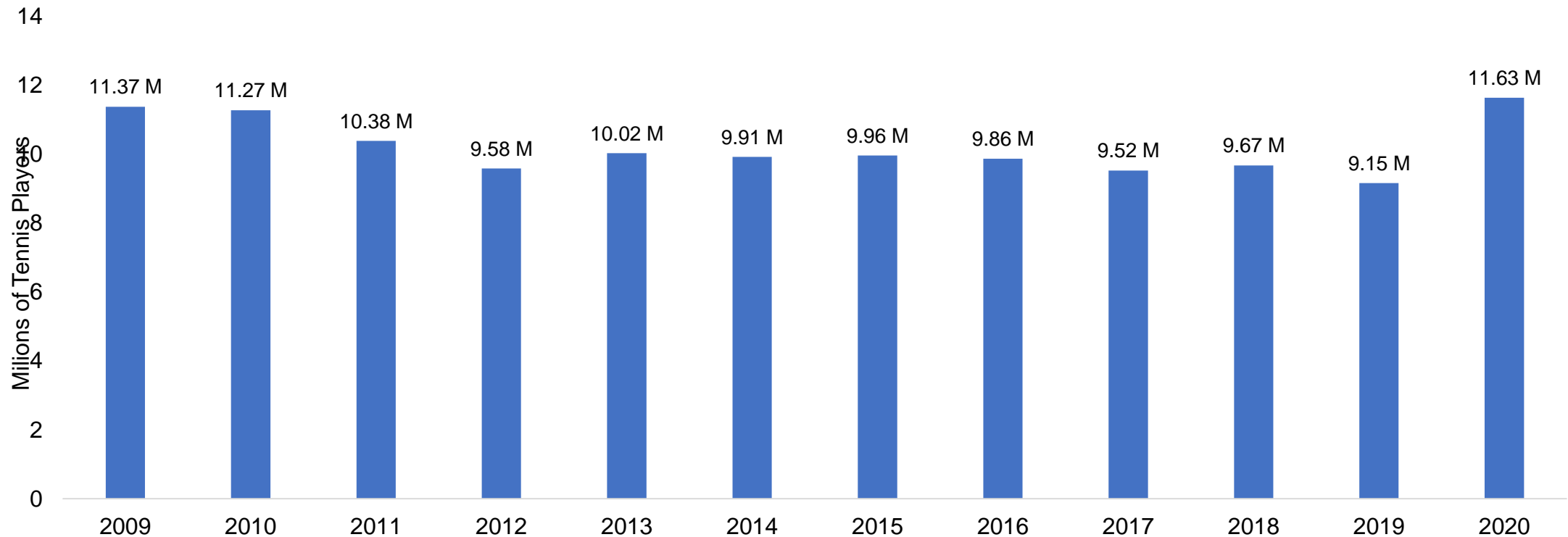
- For several years, tennis has gained 4-5 million new players and lost 4-5 million each year, so the total number of tennis players has been flat around ~17.7 million players.
- In 2020, there was an increase in new and returning players and a decrease in the total number of lost players:
 - New players increased 44% to 2.96 million
 - Lost players fell by 43% to 2.82 million

	2016	2017	2018	2019	2020	1 year change
New Players	2.04 M	2.01 M	2.05 M	2.06 M	2.96 M	44%
Returning Players	1.99 M	2.15 M	2.54 M	2.73 M	3.82 M	40%
New/Returning Players	4.03 M	4.16 M	4.58 M	4.79 M	6.78 M	41%
Lost Players	-3.91 M	-4.56 M	-4.42 M	-4.95 M	-2.82 M	-43%

Source: Physical Activity Council

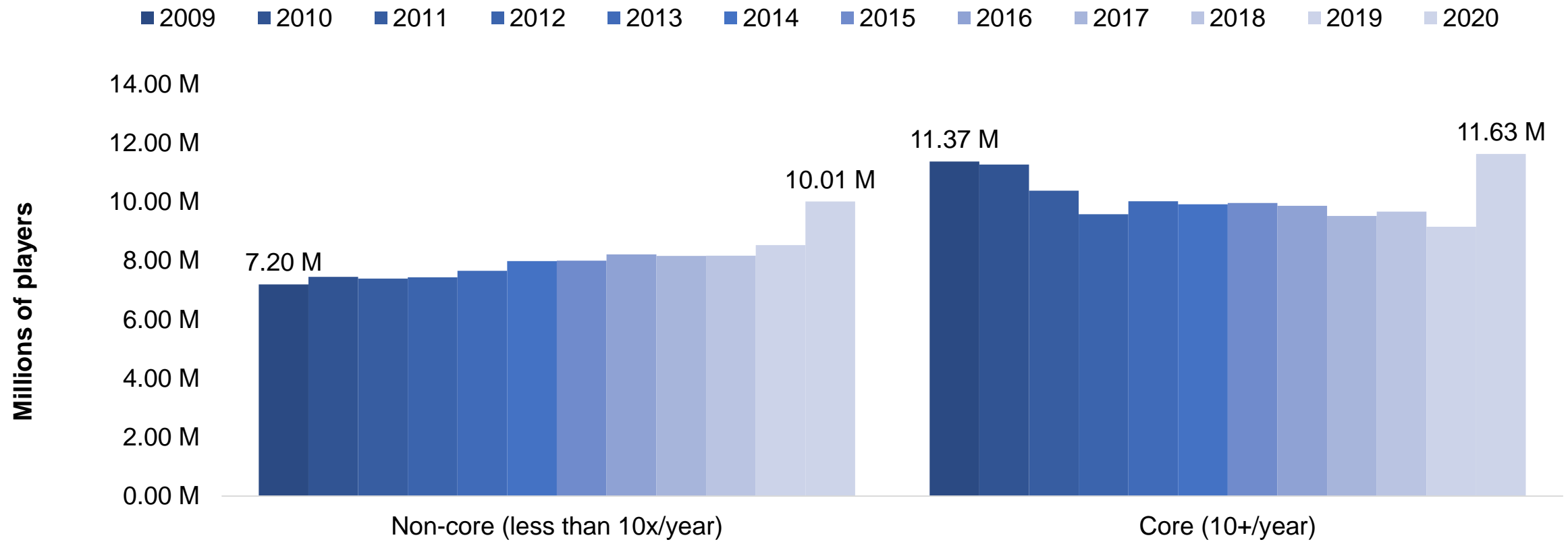
Core players (10+ times) who account for 93% of all play occasions, grew 27% from 2019 to 2020.

Total U.S. CORE (10+ times/year) Tennis Participation - Physical Activity Council (PAC) Study (2009-2020)



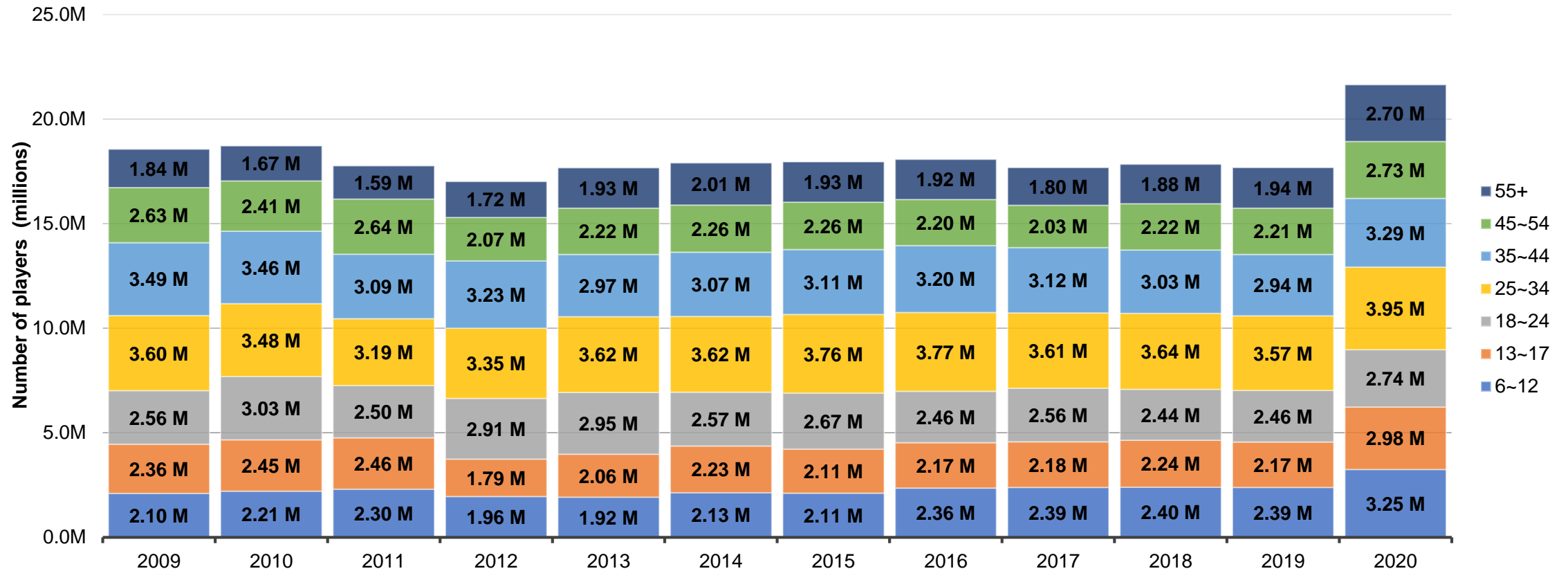
Source: Physical Activity Council

Core vs Non-Core Tennis Participation 2009-2020



Source: Physical Activity Council

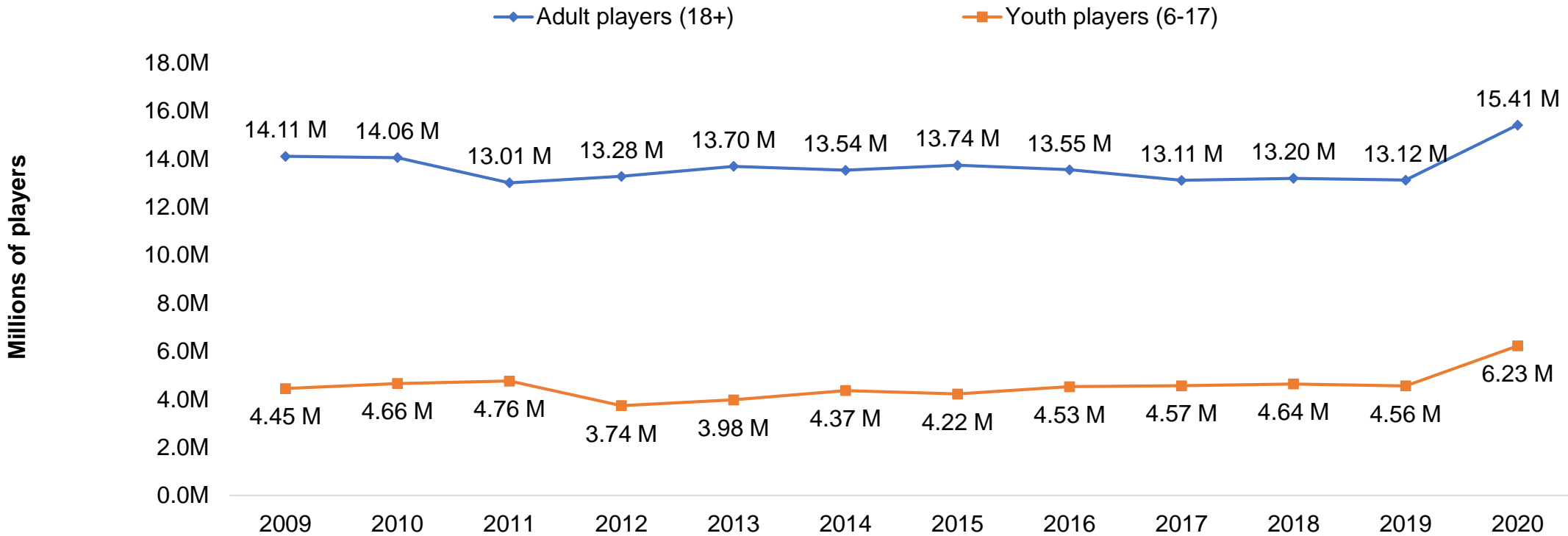
Total U.S. Tennis Players by Age



Source: Physical Activity Council

Total youth participation increased 36.6% from 4.54 million in 2019 to 6.23 million in 2020. Adult participation increased by 17.5%.

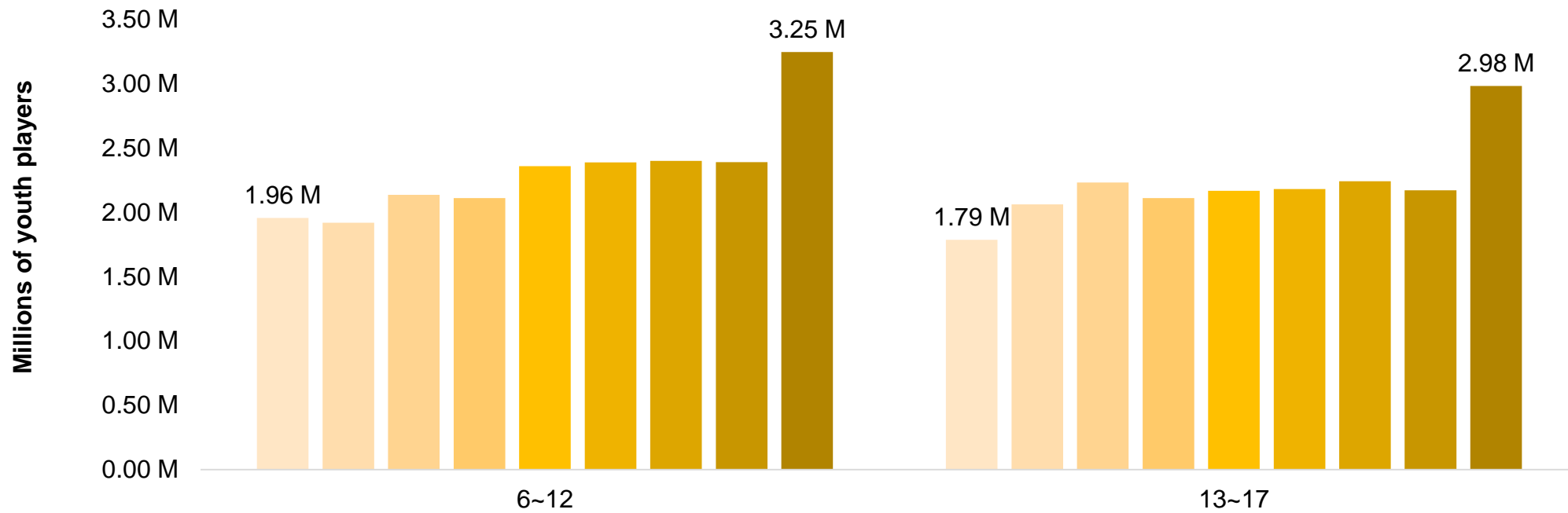
Total U.S. Tennis Players: Adult vs Youth



Source: Physical Activity Council

U.S. Youth Tennis Participation (6-12, 13-17 years old – 2012 to 2020)

2012 2013 2014 2015 2016 2017 2018 2019 2020



Source: Physical Activity Council

US WHOLESALE TENNIS EQUIPMENT MARKET % CHANGE		
Q1 2021	FY '19-'20	Q1 '20- '21
Racquet Units	21.2%	32.3%
Racquet Dollars	0.5%	63.7%
Racquet Avg Price	(17.1%)	23.7%
<\$50 Racquet Shipment Units	31.5%	18.8%
\$50+ Racquet Shipment Units	(5.7%)	77.9%
Youth Racquet Units	36.5%	10.5%
Youth Racquet Dollars	27.0%	15.9%
String Units	(13.1%)	18.2%
String Dollars	(5.5%)	35.0%
Ball Units	1.90%	21.5%
Ball Dollars	1.9%	21.0%
Championship Ball Units	3.5%	25.2%
ROG ball Units	6.3%	(1.1%)

Source: TIA U.S Wholesale Equipment Census