



Sporting Trends for Kids and Teens: Incl Impact of COVID-19 - US - May 2020

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

Moving forward, Mintel expects to see more initiatives and creative offerings from youth sports organizations encouraging participation, with increased support from professional sports teams, national and local brands, schools, and more.

- The impact of COVID-19 on consumer behavior and the US youth sports market
- How the pandemic will affect the future of the youth sports landscape
- Exploration of US youth sport families
- Parental attitudes toward youth sports



"Participation in youth sports is a critical component to the overall development of children. Unfortunately, the industry has seen participation rates decreasing in recent years – a trend that is surely to increase as a result of COVID-19."

– Colin O'Brien, Sports Analyst

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

OVERVIEW

- **What you need to know**
- **Key issues covered in this Report**
- **Definition**

EXECUTIVE SUMMARY

- **The US youth sports market**
- **Waning participation rates**
Figure 1: Top 10 boys' and girls' sports and participants, with year-over-year change
- **Importance and value of youth sports**
- **Safety is the number one concern**
- **Impact of COVID-19 on Youth Sports**

Figure 2: Short-, medium- and longer-term impact of COVID-19 on nonprofessional sports and youth sports, May 2020

- **Key takeaways**
- **Youth sports participation is widespread and diverse**
Figure 3: Youth sports household participation, January 2020
- **Children grow into the sports decision maker**

Figure 4: Youth sports decision maker, by children in household, January 2020

- **Parents are most wary of the safety of football and hockey**
Figure 5: Perceived health risks, by sport, January 2020
- **Youth sports activities are incredibly beneficial to children's holistic health**
Figure 6: Youth sports health benefits attitudes, January 2020
- **Kids emulate and watch their favorite athletes**
Figure 7: Professional sports influence on children, January 2020
- **What it means**

IMPACT OF COVID-19 ON YOUTH SPORTS

- **What you need to know**
Figure 8: Short-, medium- and longer term impact of COVID-19 on non-professional sports and youth sports, May 2020
- **Opportunities and Threats**
- **COVID-19 creates catastrophic financial impact on youth sports organizations**
- **The rise of low-contagion sports**
- **Personal and at home sporting equipment surges**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 9: Dick's Sporting Goods promotes outdoor activities

- **Youth eSports' big break**

Figure 10: KitKat becomes eSports sponsor

- **Sharpening physical and educational skills virtually**

Figure 11: Increasing use of virtual training programs

- **Impact on the US youth sports market**

- **Waning participation rates / stoppage in play**

Figure 12: Top 10 boys' and girls' sports and participants, with year over year change

Figure 13: Core sport participation by demographic

Figure 14: Project Play's "Don't Retire, Kid" initiative

- **Unemployment could lead to reduction in number of sports children play and a scale back on spending**

Figure 15: Unemployment, January 2007-May 2020

Figure 16: Sports equipment condition, by children in household, January 2020

Figure 17: Providing support to youth sports programs

- **How the COVID-19 crisis will affect youth sport's key consumer segments**

- **Household income will create more of a divide in youth sports**

Figure 18: Youth sports household participation, by number of sports played, by household income, January 2020

Figure 19: MLB reviving baseball in inner cities program

Figure 20: Brands provide support for local youth sports

- **Participation among younger children is most at risk**

Figure 21: USA Field Hockey and US Lacrosse dual sport clinic for beginners

- **How a COVID-19 recession will reshape the US youth sports industry**

- **Youth sports programs forced to fold**

- **Participation rates will falter yet again**

- **COVID-19: US Context**

THE LANDSCAPE – WHAT YOU NEED TO KNOW

- **Importance and value of youth sports**
- **Demographics play a large part in youth sports participation rate**
- **Youth sports participation on the decline (even before COVID-19)**
- **Safety is the number one concern**
- **Increasing youth sports participation is a team effort**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

SPORTS PARTICIPATION BY HOUSEHOLD

- Youth sports participation is widespread and diverse**

Figure 22: Youth sports household participation, January 2020

Figure 23: Youth sports household participation, by number of sports played, January 2020

- Age of children impacts choice of sport**

Figure 24: Youth sports household participation, by children in household, January 2020

Figure 25: Youth sports household participation, by number of sports played, by children in household, January 2020

- Higher-income households have higher youth sports participation**

Figure 26: Youth sports household participation, by household income, January 2020

Figure 27: Youth sports household participation, by number of sports played, by household income, January 2020

THE YOUTH SPORTS DECLINE

- Waning participation rates**

Figure 28: Top 10 boys' and girls' sports and participants, with year-over-year change

Figure 29: Core sport participation by demographic

Figure 30: Children quit sports by age 11 on average

- Safety cause for concern**

- Measures to combat decline: Aspen Institute's 8 Plays**

Figure 31: New York Rangers promoting hockey in Harlem

THE CONSUMER – WHAT YOU NEED TO KNOW

- Children grow into the sports decision maker**
- Safety is the number one concern for parents, especially for football and hockey**
- Lack of interest is the number one barrier for children**
- Children look to favorite athletes and brands when picking sports equipment**
- Youth sports activities are beneficial to overall development**

THE SPORTS DECISION MAKING

- Children grow into the decision maker**

Figure 32: Youth sports decision maker, by children in household, January 2020

- Enjoyment and talent drive participation decisions**

Figure 33: Youth sports decision process, by children in household, January 2020

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 34: Youth sports decision process, by race and Hispanic origin, January 2020

BARRIERS FOR PARENTS AND CHILDREN

- Parents are most wary of the safety of football and hockey**

Figure 35: Perceived health risks, by sport, January 2020

Figure 36: Youth tackle football falling participation figures

- Cost is the most important commitment**

Figure 37: Commitments, by sport, January 2020

- Sports must increase interest to be considered**

Figure 38: Barriers to participation for children, January 2020

Figure 39: Sports appeal through video games

SPORTS EQUIPMENT

- Youth sports vary drastically in associated costs**

Figure 40: Average annual family youth sports spending on one child, by sport and by expense

- I'll wear what they're wearing**

Figure 41: Nike signature basketball shoes athletes

- Condition of sporting equipment**

- Used equipment more common among younger athletes**

Figure 42: Sports equipment condition, by children in household, January 2020

- Higher-income households look more to new equipment**

Figure 43: Sports equipment condition, by household income, January 2020

Figure 44: Parental equipment purchasing attitudes, January 2020

Figure 45: Charities for youth sports in underprivileged communities

PARENTAL SPORTING ATTITUDES

- Importance of youth sports for children's health**

Figure 46: Youth sports health benefits attitudes, January 2020

- Children should avoid early sport specialization**

Figure 47: Steve Nash on importance of multisport youth athletes

Figure 48: Multisport importance parental attitude, by education, January 2020

Figure 49: Youth sports household participation, by number of sports played, by education, January 2020

- Parental attendance at games is beneficial for both parents and children**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



Figure 50: Parents youth sports attendance, by household income, January 2020

- **Kids want to be like their favorite players**

Figure 51: Be Like Mike

Figure 52: Professional sports influence on children, January 2020

- **Sports helps kids grow on and off the field**

Figure 53: Youth sports development benefits, January 2020

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Fan chart forecast**
- **Consumer survey data**
- **Consumer qualitative research**
- **Abbreviations and terms**
- **Abbreviations**
- **Charts**

Figure 54: Youth sports household participation, by race and Hispanic origin, January 2020

Figure 55: Youth sports household participation, by geographic area, January 2020

Figure 56: Youth sports household participation, by number of sports played, by geographic area, January 2020

Figure 57: Youth sports decision maker, by gender, January 2020

Figure 58: Youth sports decision maker, by geographic area, January 2020

Figure 59: Permission to play, by sport, January 2020

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster.

Our purpose is to help businesses and people grow. To find out how we do that, visit mintel.com.