

Teen & Tween Sports - US - 2022

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This report looks at the following areas:

- The market for youth sports in the US
- Key factors impacting teen and tween sports
- Opportunities and challenges for brands and leagues to reach young players and fans
- The sports teens and tweens follow and play
- How demographics impact sports preferences
- Ways to engage teen and tween sports fans and methods they use to follow sports
- Teen and tween perceptions of the benefits of sports

At least three quarters of teens and tweens participate in youth sports and 76% are sports fans. Sports is a staple in the lives of many teens and tweens and favorite sports teams help provide 64% of young fans part of their identity. The pandemic brought most youth sports to a halt; kids had fewer options for camaraderie and physical activity and retreated to their devices for entertainment. The detrimental effects of the pandemic on kids' mental health and physical health were widely noted by parents who also recognize the benefits of participating in sports. As COVID-19 fears lessen, the desire to get back outside to play has grown. The rise of esports and low-contact individual sports will help the youth sports market recover, yet rising costs amid inflation are adding more barriers for full recovery.

Brands have more unique and personal ways to connect with teens and tweens via sports, and kids have new ways to connect with their favorite brands and athletes. Live-streaming, gaming and social media interaction will help foster stronger affinities among teens and their favorite sports. Keeping teens and tweens entertained with sports content over connected devices whenever they want is key to boosting following and may also help to encourage them to get back out on the field.



“With more sports to play and more ways to follow, youth sports are coming out of the pandemic with a strong growth potential. Teens are connected to their teams, athletes and brands in deeper ways than ever before. They are eager to return to play, but the field-of-play has evolved.”

– Noah Lasutschinkow,
Research Analyst –
Technology and Media

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