

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

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## 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

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