

Pickleball Fact Sheet



2021 Pickleball Fact and Media Sheet

Estimated Pickleball Players Within the United States

<https://usapickleball.org/about-us/organizational-docs/pickleball-fact-sheet/>

Pickleball grew in 2020 to **4.2 million players in the US, an incredible growth rate of 21.3% from 2019** per the Sports & Fitness Industry Association's (SFIA) 2021 Topline Participation Report, released in Feb. 2021. SFIA formed in 1906 and is the premier trade association for top brands, manufacturers, retailers and marketers in the American sporting goods and fitness industry.

In their 2020 Pickleball Participant Report (which includes data through 2019), the Sports & Fitness Industry Association (SFIA) reported pickleball currently had **3.46 million** players in the US. Below are a few details from the 2020 SFIA Pickleball Participation Report – the anticipate 2021 Pickleball Participation Report should be released later this year:

- Of the 4.2 million players, 2.8 million were “Casual” players who play 1-7 times a year
- 1.4 million were “Core” players who play 8 or more times a year
- The Average Annual Growth Rate (AAGR) for all players from 2017 to 2020 was 10.5%, for a total growth rate of 34% over three years
- 61% of participants are men and 39% are women
- The average age for all players is 38.1 years old
- The average age for Core players is 47.5 and Casual players 33.6 years old
- 60% of Core players are 55 or older
- 79% of Casual players are 54 or younger
- From 2016-2020:
 - the percentage of Core players ages 54 and younger grew from 40% to 46%
 - the percentage of Casual players ages 54 and younger grew from 79% to 80%
 - these increases in the percentages of both Core and Casual players less than 55 years of age reflect faster growth among younger players
- The percentages by age of Total, Core, and Casual participants are:

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AGES	TOTAL	CORE	CASUAL
6-17	20.1%	13.3%	23.4%
8-34	27.8%	15.4%	33.9%
35-54	21.1%	17.3%	22.8%
55-64	12.6%	20.3%	8.9%
65+	18.4%	33.7%	11.0%

- The 4.2 million participants represent 1.38% of the US population of 304M people ages 6+; the 1.4M Core players represent 0.33% of that population: demonstrating the tremendous potential for further growth of the sport.

Any citation of this data should reference the SFIA report as its source.