

The [squash rackets market](#) continues to witness steady growth, driven by industry related factors and other macroeconomics. Primarily pushed by increasing acceptance of squash as a healthy sport in Commonwealth Games and largely promoted by the PSA (Professional Squash Association) and World Squash Federation, the preference for advanced squash rackets in terms of their design and manufacturing technology has grown since the past few years.

Sales of squash rackets via independent sports outlet are likely to remain nascent during the period of assessment, 2018-2028, **growing at a steady 3.7% CAGR with respect to value**, finds a new Fact.MR study. In general, the research report finds sales of squash rackets to remain significant during the forecast period. Sales of squash rackets are anticipated to remain intense in developed countries of Europe and the United States, followed by emerging economies of Asia Pacific, complementing the demand throughout the assessment period.

### **Higher Preference Among Intermediaries**

Squash as a sport has witnessed a steady growth pattern with the sport being involved in Commonwealth Games. Squash associations have encouraged sports clubs to introduce more individuals to play the sport, offer efficient coaching and attract new participants. According to the report, this has resulted in an active participation of people at the beginner level in the sport. Sales of squash rackets, however has been mainly influenced with participation of a large number of players with intermediate proficiency. In view of sustained demand for squash rackets coupled with the growing eco-friendly trend, manufacturers continue to enhance their product line offering eco-friendly squash rackets.

### **Light Weight to Grow Heavy**

Easy maneuvering has shifted end user preference for light weight squash rackets with weight up to 150g, which account for more than 80 percent of the total market revenue share. Squash professionals have showcased a higher inclination towards light weight squash rackets as they facilitate better performance, with respect to swing speed, better grip and hand movements, owing to higher flexibility and strength. In addition, the use of nanotechnology in manufacturing thin squash rackets has enhanced their strength to weight ratio, increased stiffness as well as abrasion resistance has further increased their performance and preference. However, the report finds that heavy squash rackets are a better choice for beginners.

### **Composites Ubiquitous, Graphite on the Trail**

Albeit cheaper rate of aluminum, frames made of this material becomes heavy (up to 200g), creating higher vibrations when in contact with the ball. The report finds that the end users of squash rackets have marked high preference for rackets made of composite frame material. With the growing inclination towards light weight squash rackets, the demand for composites has increased at a significant rate. Composites with a combination of carbon and titanium offer better grip, flexibility and movement. On the contrary, before the advent of composites, the use of graphite for squash rackets was significant, with graphite frames being second in line after composites.

The preference for light weight composite frame squash rackets has further led to increased inclination towards head light racket balance owing to its enhanced maneuverability as weight lies more towards the handle than the head. Squash rackets with a head light balance accounted for more than 50 percent share and are likely to outsell head heavy and evenly balanced squash rackets during the period of assessment.