



Sporting Goods Industry Unites: Urgent Action Needed to Tackle Physical Inactivity Crisis Projected to Cost \$300B by 2030

- The global sporting goods industry launched the first-ever Sporting Goods [Physical Activity Impact Report: Moving the World Towards an Active Future](#) at an exclusive World Health Assembly side-event in Geneva yesterday.
- The report draws attention to the escalating global physical inactivity crisis and the urgent need for increased cross-sector collaboration.
- Initiatives undertaken by members of the World Federation of the Sporting Goods Industry (WFSGI) to address physical inactivity across the globe, are highlighted.
- Speakers at the event included Sir Gareth Southgate, Assistant Director-General World Health Organization Dr Ailan Li, WFSGI CEO Emma Zwiebler, Nike's Dan Burrows, IOC's Dr Jane Thornton, and Dr Andy Moose of the World Economic Forum.

Embargo 23rd May 10:00 CET

Geneva, May 23, 2025 – The sporting goods industry stepped onto the global health stage at a landmark side event at the World Health Assembly this week in Geneva.

The event, hosted by the World Federation of the Sporting Goods Industry (WFSGI) welcomed members adidas, Arena, ASICS, Decathlon, Nike, On, Puma, Speedo, Specialized and Shimano, alongside leaders from the World Health Organisation, the International Olympic Committee, Business at OECD (BIAC), the World Economic Forum, and global Ministers of Health to launch the **first-ever Sporting Goods [Physical Activity Impact Report: Moving the World Towards an Active Future](#)**.

Introducing the report **WFSGI CEO Emma Zwiebler**, issued a call to action for increased cross-sector collaboration explaining *“This is not just a health issue — it's an economic, social and environmental imperative.”*

The report underscores the urgent need to address physical inactivity — a crisis affecting over 1.8 billion adults and 81% of adolescents worldwide. With inactivity levels projected to rise to 35% by 2030, the economic toll is expected to surpass \$300 billion annually.

“As an industry with global reach and cultural influence, we are demonstrating how we’re removing barriers to physical activity and creating scalable, cross-sector solutions,” explains Emma Zwiebler. *“This report highlights the breadth of actions our industry is taking to help empower and inspire people to live more active lives and the power of collaboration over competition amongst our member brands.”*



Key highlights in the report include:

- The sporting goods industry's role in improving public health through inspiring campaigns, community programs, and innovative and inclusive products.
- Case studies from WFSGI member brands tackling access barriers for youth, women, and underserved communities.
- Cross-sector partnership models to move the inactive, create safe and positive experiences and shift the story.
- The need for urgent action and increased collaboration across the sporting goods industry along with deeper engagement with governments and public sector organizations, to address the rise of global physical inactivity.

Speaking at the launch former England men's football manager and player, Sir Gareth Southgate, shared the key role of coaches in supporting young people to stay in sport, *"Coaches have a huge role to play in keeping kids and youth engaged, offering them safe spaces and positive experiences. I view their job as both a responsibility and an outstanding privilege not least because it can make or break positive habits for life, something which is highlighted in this industry-first impact report."*

Some of the initiatives showcased in 'Moving the World Towards an Active Future' include:

- **adidas Breaking Barriers Academy:** Empowering young women through local mentorship and leadership in sport.
- **Arena Full Coverage Swimwear:** Catering to women from all cultural backgrounds encouraging new audiences to take up swimming.
- **ASICS Desk Break:** Designed to encourage office workers to take a daily 15-minute movement break delivered in the form of a Public Service Announcement by actor Brian Cox.
- **Decathlon Adaptive Sportswear:** Products specifically designed for people with reduced mobility or permanent disabilities.
- **Nike Body Confident Sport:** A partnership with Dove creating coaching tools aimed to boost body confidence amongst 11–17 year old girls.
- **On x KLABU:** Supporting refugees through sport by building sustainable sports clubhouses in refugee camps.
- **Puma Let There Be Sport:** Promoting sport in India to ensure it is seen as essential and not extra-curricular.



- **Shimano Türkiye Cycling Initiatives:** Promoting cycling towards women and children through training and provision of bicycles.
- **Speedo's Swim United Campaign:** Ensuring every child has equal access to swimming, a life-saving skill.
- **Specialized Outride:** A non-profit that provides research, school programmes, grants, and resources to underserved communities reaching 50,000 young people every year.

This event celebrates the progress made since the [2023 Memorandum of Understanding](#) between WFSGI and the World Health Organisation, aimed at providing a framework of collaboration to improve global health through increased physical activity and sports participation and marks a new era of cross-sector collaboration in tackling systemic health and societal challenges through the power of movement.

Download the full report and learn more: <https://wfsgi.org/2025/05/wfsgi-physical-activity-impact-report-2025-moving-the-world-towards-an-active-future/>

##ENDS##

Notes to Editors

Media Pack

- Images will be available [here](#) on 23rd of May at 10:00 CET
- Joint Sporting Goods Industry Statement on Physical Activity issued June 2024: <https://wfsgi.org/2024/06/adult-physical-inactivity-levels/>

About WFSGI

The World Federation of the Sporting Goods Industry (WFSGI) is the global voice of the sporting goods industry. Representing brands, manufacturers, retailers, and national federations, WFSGI advocates for policies and initiatives that foster health, sustainability, and economic growth through sport and physical activity.

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