



EMPOWER HEALTH AND ECONOMIC PRODUCTIVITY BY MAKING SPORTS AFFORDABLE AND ACCESSIBLE TO ALL

The World Federation of the Sporting Goods Industry (WFSGI) and the US-based Sports & Fitness Industry Association (SFIA), representing global brands, retailers, and manufacturers call on governments across the globe for dialogue to find trade policy solutions that prioritise access to sport and physical activity helping make citizens healthier, increasing productivity, and enhancing the prospects of the next generation.

Bern/Washington, D.C., 27 June 2025: As the industry that moves the world, we believe continuous and proactive dialogue between global trading partners is critical to ensure accessibility and affordability to physical activity and sports. Physical activity, sports, and sporting goods are in a symbiotic relationship where one cannot thrive without the others.

We encourage governments to continue negotiations to ensure sports and fitness goods remain affordable for working-class families and consumers. As a cornerstone of economic productivity, healthy lifestyles require children, youth, and adults to move their bodies, but barriers jeopardize their access to the activities they want to engage in, particularly if they become unaffordable. Physical activity should not be a luxury, but a vital part of daily life that empowers people everywhere to lead healthier, longer lives.

The recently published [WFSGI Physical Activity Impact Report: Moving the World Towards an Active Future](#) highlighted the pressing need to tackle inactivity — a crisis affecting over 1.8 billion adults and 81% of adolescents worldwide. With inactivity levels among adults projected to rise from an already worrying 31% to 35% by 2030, the global economic toll is expected to surpass \$300 billion. *“This is clearly a health and well-being issue — but also an economic, social cohesion, and competitiveness imperative,”* said Emma Zwiebler, CEO of WFSGI. *“As businesses with global reach and cultural influence, we are ready to work with governments to activate win-win solutions that stabilize supply chains and make sporting goods accessible to all.”*

Addressing challenges of the future, including healthier societies and more productive workforces, can only happen if citizens have the sportswear and equipment to be physically active; everything from running shoes and soccer cleats, to basketballs, football kits, volleyball nets and essential fitness items. Unfortunately, rising costs for basic goods — which in some cases has increased by nearly 50% over the last five years — leads to drastic participation gaps in sports activity rates for America’s youth: in 2024, only 24% of children from households earning under \$25,000 a year regularly participated in sports. This figure is in stark comparison to 44% of children from households earning \$100,000+ regularly participating in sports, according to the Sports & Fitness Industry Association’s 2025 Topline Participation Report.



“At SFIA, our mission is clear: reduce inactivity rates and inspire more people to participate in sports and fitness activities, fostering healthier and stronger communities,” said Todd Smith, President and CEO of SFIA. “The reality remains that cost continues to be a leading barrier prohibiting participation in sports and fitness; rising sportswear and equipment prices due to evolving trade policies will only further enhance this barrier and undoubtedly have a negative impact on the ability for society to be active.”

The impact of trade disruptions disproportionately hits citizens who need our help the most to be physically active and practice sports, particularly those for whom affordability is a dealbreaker. Essential sportswear and equipment must not become more expensive due to trade barriers, which risk pushing more families to the sidelines.

Continued unpredictability in global trade will have detrimental effects on citizens’ well-being and economic competitiveness across the globe. Governments have a responsibility to empower communities to achieve healthy and productive lifestyles and negotiate policies that ensure sporting goods remain available and affordable.

WFSGI and SFIA look forward to deepening dialogue with governments around the world to ensure access to sport and physical activity act as bridges for delivering more prosperous societies and improving people’s health.

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. For more information, please visit wfsgi.org.

About SFIA

The Sports & Fitness Industry Association (SFIA) is the leading trade association for the sports and fitness industry, representing over 700 brands, manufacturers, retailers, and governing bodies who collectively employ more than 375,000 people and generate \$150 billion in domestic sales. With a mission of increasing sports and fitness participation and promoting industry vitality, SFIA provides thought leadership, advocacy, research, and membership services that empower its members and drive industry growth. SFIA’s leading research and comprehensive insights help members make informed decisions, while its advocacy efforts champion physical health and economic impact. To learn more about joining SFIA’s network dedicated to advancing the sports and fitness industry, please visit sfia.org.