BERN, 4TH NOVEMBER 2026

An Open Letter to the Sporting Goods Industry on the Release of the 2026 WHO Data on Youth Inactivity

Teaming Up to Tackle Our Biggest Competitor: Youth Inactivity

Dear colleagues across the global sporting goods industry,

This letter is not addressed to governments.

It is addressed to us: the manufacturers, brands, retailers and federations that make up one of the world's most dynamic industries.

Today, the World Federation of the Sporting Goods Industry (WFSGI) invites every company across the sporting goods value chain to join us in signing this open letter and committing to do even more to tackle one of the greatest challenges facing the future of sport and physical activity: youth inactivity.

Through our products, communities and sponsorships, we are the engine that drives participation in sport and physical activity around the globe. **We are, in every sense, the industry that moves the world.**

But today, **new WHO data present a stark picture: 86% of adolescents globally do not meet recommended physical activity levels, one in four report no active days during the week and girls remain consistently less active than boys across all regions of the world.**

The Lancet Global Health article on trends in adolescent physical activity, 2010-2025, and the accompanying WHO report *A Generation Missing Out*, reveal a major global challenge that we, as an industry alongside other public and private stakeholders, must respond to.

WHY THIS MATTERS TO OUR INDUSTRY

The sporting goods industry generates more than $614 billion in annual revenue, contributes approximately $675 billion to global GDP, and supports 28 million jobs worldwide. It invests in innovation, grassroots programmes, athlete sponsorships, community initiatives and products that inspire people to move.

The new WHO Report highlights how changing lifestyles, environments and increasing screen time are reducing opportunities for young people to move. **For many children and teenagers, sport and physical activity have been engineered out of everyday life, and they will miss out on the lifelong physical, mental and social benefits that movement provides.**

This is a public health, education, social and economic challenge. But it is also an industry challenge.

Declining participation weakens the communities, pathways and culture upon which sport, and our industry, depend. If fewer young people develop a lifelong connection to movement, participation declines, talent pathways shrink, communities weaken, and the foundation upon which our industry and the wider sports economy are built becomes more fragile.

The latest WHO findings must be a wakeup call to all industry stakeholders and society as a whole to ask: what more will we do?

RESPONDING TO THE CHALLENGE

The response will be different for every company. It may mean making products more accessible, investing in participation programmes, supporting schools and communities, rethinking how we engage with young people, or using innovation to remove barriers to activity.

No single company can reverse the youth inactivity crisis. But as an industry, we are uniquely positioned to make a meaningful contribution. **We have global reach, trusted brands, strong community connections, behaviour-change expertise and a shared purpose rooted in movement.**

In 2024, 25 WFSGI member companies came together to raise awareness of the growing inactivity crisis among adults. In 2025, WFSGI released its first *Physical Activity Impact Report*, showcasing the efforts of 36 companies to increase participation. The latest WHO youth data shows progress has stalled and the challenge is becoming more urgent.

That is why the companies signing this letter are committing to work with WFSGI, both together as an industry and individually, to deliver a response in four key areas:

1. *Deliver initiatives that increase youth participation, close the gender gap and reach the least active adolescents*
2. *Share best practices and evidence-based solutions through collaboration across the sporting goods industry and beyond*
3. *Work in partnership with global, regional and national stakeholders who can transform the systems and environments that shape adolescent physical activity*
4. *Engage more with Governments to advocate for stronger alignment between health, education, sport, trade and urban planning policies to build a more active generation.*

ADD YOUR NAME, YOUR VOICE AND YOUR COMMITMENT

We cannot afford to accept youth inactivity as the new normal and therefore we invite every company across the sporting goods value chain to join us as we start this journey together. While we may compete in the marketplace, we can achieve far more when we work together.

Our biggest competitor is inactivity.

Our greatest opportunity is participation.

And the companies signing below have chosen to team up and be part of the team tackling both.

Emma Zwiebler	**Jorge Casimiro**	**Dave Wheeler**
WFSGI CEO	WFSGI Co-Chair Chief Government & Public Affairs and Public Policy Officer, Nike	WFSGI Co-Chair Chief Operating Officer, New Balance

Signatories

World Federation of the Sporting Goods Industry (WFSGI)

1. 4iiii Innovations
2. adidas
3. Amer Sports
4. ANTA Group
5. APICE
6. ARENA
7. Arc'teryx
8. Armada
9. ASICS
10. ASMAS Sportfachhandel Schweiz (Switzerland)
11. Atomic
12. Bauer
13. Beijing Qiangmeng Sports Development Co.,Ltd
14. Berghaus
15. Brooks
16. Canada Sporting Goods Association

17. Canterbury
18. Capital Sports Corp. Pvt. Ltd.
19. China Sporting Goods Federation (CSGF)
20. Columbia Sportswear Company
21. CORIMA
22. Cycle Europe
23. Decathlon
24. DESCENTE LTD.
25. DT Swiss
26. Elite Sports
27. Ellesse
28. Endura
29. Federation of the European Sporting Goods Industry (FESI)
30. Freewill Sports Private Limited
31. HIRU
32. IIC - INTERSPORT
33. JASPO (Association of Japan Sporting Goods Industries)
34. JOMA Sport
35. Kickers
36. Law Office Dr. Schaefer
37. Li-Ning
38. lululemon
39. Mitre
40. Mizuno
41. Molten
42. New Balance
43. Nike
44. Norsk Sportsbransjeforening (Norway)
45. Oakley
46. On
47. OQUO
48. Orbea
49. ORCA
50. PeakPerformance
51. Pentland Brands
52. PeopleForBikes
53. Plankpad
54. PUMA
55. Restube
56. Revelyst
57. Salomon
58. SBS
59. Scott Sports
60. Sports & Fitness Industry Association (SFIA)
61. SGIA (UK)
62. Shimano
63. Shred
64. SPAIN IS SPORT (Spanish Sport Association)
65. Specialized
66. Speedo
67. Sport 2000 International GmbH
68. SRAM
69. Taiwan Sporting Goods Manufacturers Association (TSMA)
70. Tamasu Co., Ltd.
71. Tecnica Group
72. Trek
73. Tyr
74. Umbro (Iconix Brand UK)
75. Under Armour
76. Union Enterprises Sport & Cycle (France)
77. Victory Group
78. VSSO (Austria)
79. Wearable Technologies
80. WHOOP
81. Wilson
82. Xtep
83. Yonex
84. Zoggs

Join the Movement

This letter remains open for endorsement by companies across the sporting goods value chain, including manufacturers, brands, retailers, distributors, federations and industry partners.

Please contact Caroline Brooks, WFSGI Head of Physical Activity at cbrooks@wfsgi.org to find out how you can add your company's formal support to this statement.**Together, we can help ensure that the next generation experiences the lifelong benefits of sport, physical activity, and movement.**