

Global Sports Optics Market: Analysis By
Type (Binoculars, Rifle Scopes, Rangefinders,
Telescopes, and Others), By Region Size and
Trends with Impact of COVID-19 and Forecast
up to 2029

February 2024



Global Sports Optics Market: Coverage

Executive Summary and Scope

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Global Sports Optics Market: Coverage

Scope of the Report

Attributes	Details
Title	Global Sports Optics Market: Analysis By Type (Binoculars, Rifle Scopes, Rangefinders, Telescopes, and Others), By Region Size and Trends with Impact of COVID-19 and Forecast up to 2029
Coverage	Global and Regional
Regional Coverage	North America (The US, Canada, and Mexico), Europe (Germany, Italy, France, UK, Spain, and rest of Europe), Asia Pacific (China, Japan and rest of Asia Pacific), and Rest of the World
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2024-2029
Competition in the Market	Relatively Fragmented
Key Players	Nikon Corporation, Carlyle Group Inc. (Meopta-optika, s.r.o), Leica Camera AG, Celestron, LLC, Swarovski International Holding AG (Swarovski Optik), Beretta Holding S.p.A. (Burriss Company), Karl Kaps GmbH & Co. KG, Vortex Optics, Leupold & Stevens, Inc., ATN, Trijicon, Inc., and Vista Outdoor Inc. (Bushnell)

Global Sports Optics Market: Coverage

Executive Summary

Sports optics refers to the specialized equipment used to magnify distant objects for improved clarity and enhanced visual performance in a variety of athletic and outdoor activities, including telescopes, binoculars, rifle scopes, rangefinders, spotting scopes, red dots, and trail cameras. Sports optics market refers to the industry engaged in the manufacturing, distribution, and sale of optical equipment specifically designed for sports, outdoor activities, and recreational pursuits such as hunting, target shooting, golf, horse racing, rifle shooting, hiking, astronomy, water and snow sports, archery, etc. The global market value stood at US\$2.17 billion in 2023, and is expected to reach US\$2.73 billion by 2029. The market is expected to grow at a CAGR of 3.94% over the projected period of 2024-2029.

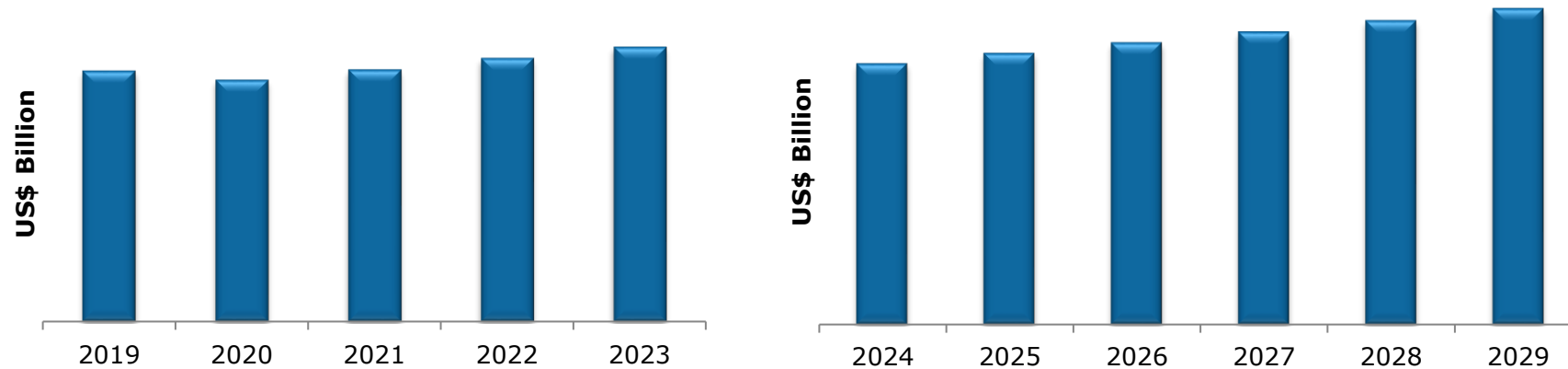
The global sports optics market is segmented on the basis of type (binoculars, rifle scopes, rangefinders, telescopes, and others). Binoculars is the largest segment of global sports optics market owing to its extensive use in sports events, heightened consumer emphasis on eye health, a growing public interest in outdoor activities, rising disposable income, crucial role of binoculars in event security & crowd management, and increasing demand among travelers and tourists seeking to explore scenic landscapes and observe landmarks without disturbing the environment. On the basis of region, North America held the largest share of global sports optics market in 2023.

The growth of sports optics market was negatively impacted in 2020, as COVID-19 pandemic was associated with reduced household disposable income, increase in job losses and surge in prices of necessity goods like food, personal protective equipment, medical supplies, etc., creating a sense of economic uncertainty & financial hardships for many individuals, and resulting in a negative shift in people's attitudes towards the purchase of pricy non-essentials goods, including sports optics products.

The global sports optics market has increased from 2020-2023 and the projections are made that the market will continue to rise in the next five years i.e. 2024-2029. The demand for sports optics has been rising significantly in recent years, owing to rapidly growing sports equipment market, expanding sports and outdoor e-commerce, rising disposable income, increasing popularity of outdoor recreational and sports activities, rise in number of sporting events, increasing demand from military and law enforcement, etc. Further, the market is expected to grow at a rapid pace, driven by increasing integration of AI and IoT Technologies, growing demand for lightweight and compact sports optics devices, increasing interest in wildlife observation and camping, increasing innovations and product launches in the market, etc. Yet the market faces some challenges such as high cost of sports optics products, presence of counterfeit products, etc.

Sports Optics Market: Global Analysis

Global Sports Optics Market by Value



CAGR	
2024-2029	xx%

Global sports optics market was valued at US\$... billion in 2023 and is anticipated to reach up to US\$... billion by 2029 from US\$... billion in 2024, with a CAGR of xx%.

Sports Optics Market: Global Analysis

Global Sports Optics Market by Type; 2023



Type	Share (2023)
Binoculars	xx%
Rifle Scopes	xx%
Rangefinders	xx%
Telescopes	xx%
Others	xx%

Sports Optics Market: Global Analysis

Global Sports Optics Market by Region; 2023



North America, xx%

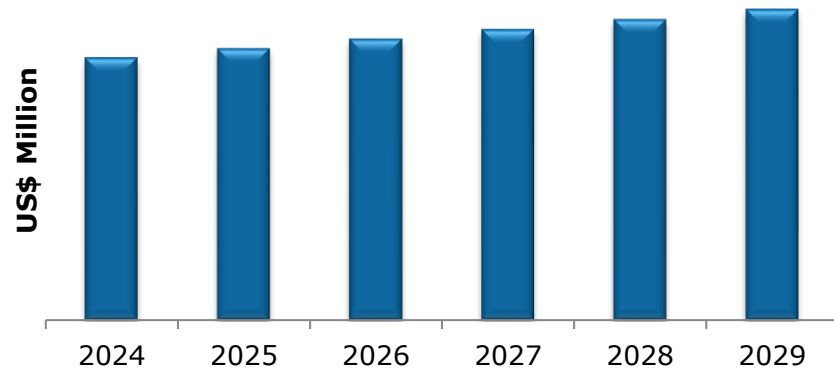
Europe, xx%

Asia Pacific, xx%

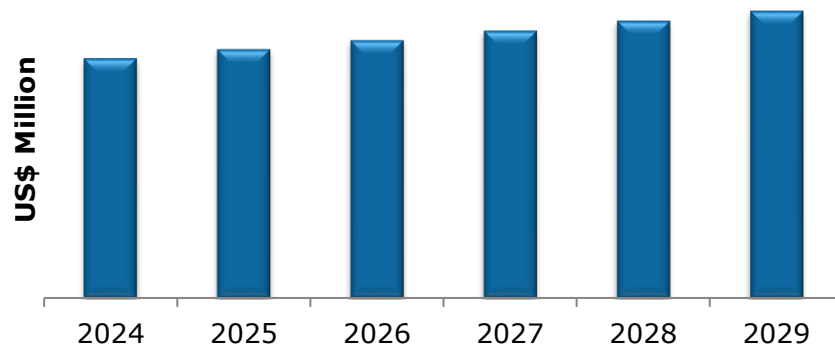
Rest of the World, xx%

Sports Optics Market: Type Analysis

Global Binoculars Sports Optics Market by Value



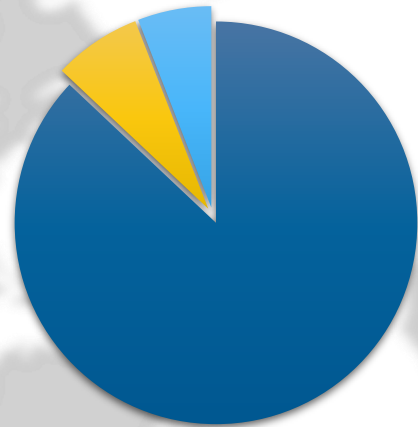
Global Rifle Scopes Sports Optics Market by Value



Type	CAGR (2024-2029)
Binoculars	xx%
Rifle Scopes	xx%
Rangefinders	xx%
Telescopes	xx%
Others	xx%

North America Sports Optics Market: An Analysis

North America Sports Optics Market by Region; 2023



Region	Share (2023)	CAGR (2024-2029)
The US	xx%	xx%
Canada	xx%	xx%
Mexico	xx%	xx%

Asia Pacific Sports Optics Market: An Analysis

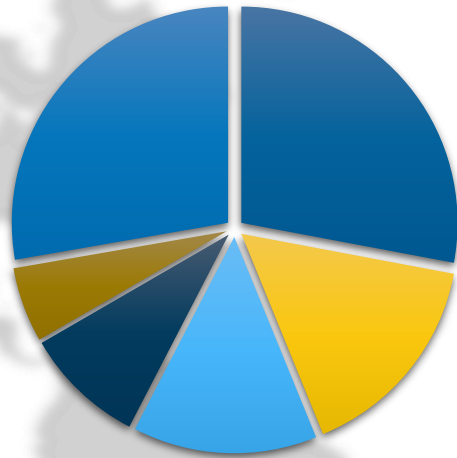
Asia Pacific Sports Optics Market by Region; 2023



Region	Share (2023)	CAGR (2024-2029)
China	xx%	xx%
Japan	xx%	xx%
Rest of Asia Pacific	xx%	xx%

Europe Sports Optics Market: An Analysis

Europe Sports Optics Market by Region; 2023



Region	Share (2023)	CAGR (2024-2029)
France	xx%	xx%
UK	xx%	xx%
Germany	xx%	xx%
Italy	xx%	xx%
Spain	xx%	xx%
Rest of Europe	xx%	xx%

Global Sports Optics Market: Dynamics



Growth Driver

- Rapidly Growing Sports Equipment Market
- Expanding Sports and Outdoor E-commerce

Challenges

- High Cost of Sports Optic Products
- Presence of Counterfeit Products

Market Trends

- Growing Demand For Lightweight and Compact Sports Optic Devices
- Increasing Interest in Wildlife Observation and Camping

Global Sports Optics Market: Competitive Landscape

Players Profiled

- ❑ Nikon Corporation
- ❑ Carlyle Group Inc. (Meopta-optika, s.r.o)
- ❑ Leica Camera AG
- ❑ Celestron, LLC
- ❑ Swarovski International Holding AG (Swarovski Optik)
- ❑ Beretta Holding S.p.A. (Burris Company)
- ❑ Karl Kaps GmbH & Co. KG
- ❑ Vortex Optics
- ❑ Leupold & Stevens, Inc.
- ❑ ATN
- ❑ Trijicon, Inc.
- ❑ Vista Outdoor Inc. (Bushnell)