

2026 U.S. Tennis Participation Report



Based on 2025 Data



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About this Report

Tennis participation in the United States is measured through two complementary research studies:

The Physical Activity Council (PAC) Study on Sports and Physical Activity, which has tracked tennis participation since 2007, is a comprehensive partnership of major governing bodies and trade associations in the U.S. Sports and Leisure industry. Current partners include the International Health and Fitness Association (HFA), National Golf Foundation (NGF), Outdoor Industry Association (OIA & OF), People for Bikes (PFB), Sports and Fitness Industry Association (SFIA), Snowsports Industries America (SIA), USA Football (USAF) and the United States Tennis Association (USTA). This annual study, administered by Sports Marketing Surveys USA, draws from a nationally representative panel of over 1 million Americans and features responses from 18,000 people ages 6 and older. The study tracks participation across 122 separate sports, fitness and recreational activities, with strict quotas for gender, age, income, region, and ethnicity to ensure a balanced sample.

In addition, since 2021, the PLAY Study (formerly known as the Participation and Engagement Study) has provided supplemental data through a partnership between the USTA and NGF. This study also surveys 18,000 individuals ages 6 and older annually.

To ensure a rigorous and independent evaluation of tennis participation, the USTA invests in these two studies and relies on support from the National Golf Foundation (NGF), a leading research organization in golf with extensive experience in participation tracking and statistical measurement. The NGF's comprehensive analysis synthesizes data from these two sources, applying statistical weighting procedures and examining demographic trends across regions, age groups, income levels, and other key segments. Their work and these studies help to illuminate the complex landscape of tennis participation trends and engagement patterns across diverse populations and geographies.

Key 2025 Insights

Participation Reaches New High

U.S. tennis participation set a new high in 2025, growing by 1.6 million players (+6%) to 27.3 million Americans. This marks a consistent trajectory with 2024's growth and pushes the participation rate close to 9% of the U.S. population (vs. just under 6% in 2019). The continued growth illustrates tennis' broadening appeal and cultural relevance in the U.S., especially in an increasingly competitive sports and recreation environment.

Age 35+ Leads and Youth Opportunity Remains

Established adults (age 35+) drove nearly 95% of all growth, totaling 1.5 million players and setting record highs across all segments. This growth displays the sport's solid positioning for health, wellness and social interaction. Additionally, with 200 thousand more kids (ages 6-17) taking up the sport in 2025, the segment is gaining steam. While participation still trails 2021 peaks, this recovery signals upside for continued growth.

Retention and Beginners Drive Tennis Growth

80% of players from 2024 played again in 2025 – a five-year high for retention – representing a 9.4% gain from last year. Additionally, an all-time high 4.9 million played for the first time, and 1.7 million former players returned to the sport in 2025 after a break of at least one year. This dynamic represents a desirable scenario – greater commitment among the base and substantial new growth.

Core Players Set New High-Water Mark

Tennis reached record levels of player commitment in 2025. Core players – defined as those playing 10 or more times in the past 12 months – grew to a record 14.5 million, representing more than half of all participants. This marked an 11% increase over 2024 and helped drive total play occasions to 616 million, a 7% increase over the previous year.

Key 2025 Numbers

Total U.S. Tennis Players in 2025

Number of Americans, ages 6+, who played tennis at least once in 2025, representing 8.8% of the U.S. population

27.3M / % vs. 2024 +6% # vs. 2024 +1.6M

Core U.S. Tennis Players in 2025

Those who played tennis 10+ times in the past year; Core players represented 53% of all players in 2025 and account for 93% of all play occasions

14.5M / % vs. 2024 +11% # vs. 2024 +1.5M

Beginning Tennis Players in 2025

Number of Americans, ages 6+, who played tennis for the very first time in 2025, representing 18% of all tennis players

4.9M / % vs. 2024 +9% # vs. 2024 +0.4M

Retained Tennis Players in 2025

Number of Americans, ages 6+, who returned to playing tennis in 2025 after having played the year prior

20.7M / % vs. 2024 +10% # vs. 2024 +1.8M

Returning Tennis Players in 2025

Number of Americans, ages 6+, who played tennis in 2025 after not playing for a period of 12 months or longer

1.7M / % vs. 2024 -26% # vs. 2024 -0.6M

Total U.S. Tennis Play Occasions in 2025

Number of times the 27.3 million U.S. tennis participants played in 2025, equating to 23 occasions per player, on average

616M / % vs. 2024 +7% # vs. 2024 +41.6M

Source(s): Physical Activity Council Study on Sports and Physical Activity (PAC) and PLAY Study

Key Growth Segments

Tennis continues to grow more diverse, fueled by key demographic segments – notably among people of color, females, established adults, and senior participants. This expansion reflects the continued cultural shifts of the post-pandemic world, with people seeking recreation that supplies a desirable mix of physical and mental health, challenge and social interaction.

Black/African Americans



+14% growth
+454K participants

Established Adults (age 35–44)



+13% growth
+488K participants

Seniors (age 65+)



+14% growth
+299K participants

Female



+10% growth
+1.1M participants

Source(s): Physical Activity Council Study on Sports and Physical Activity (PAC) and PLAY Study

Participation Insights

An overview of key insights and statistics reflecting the state of tennis participation in the United States, based on 2025 data

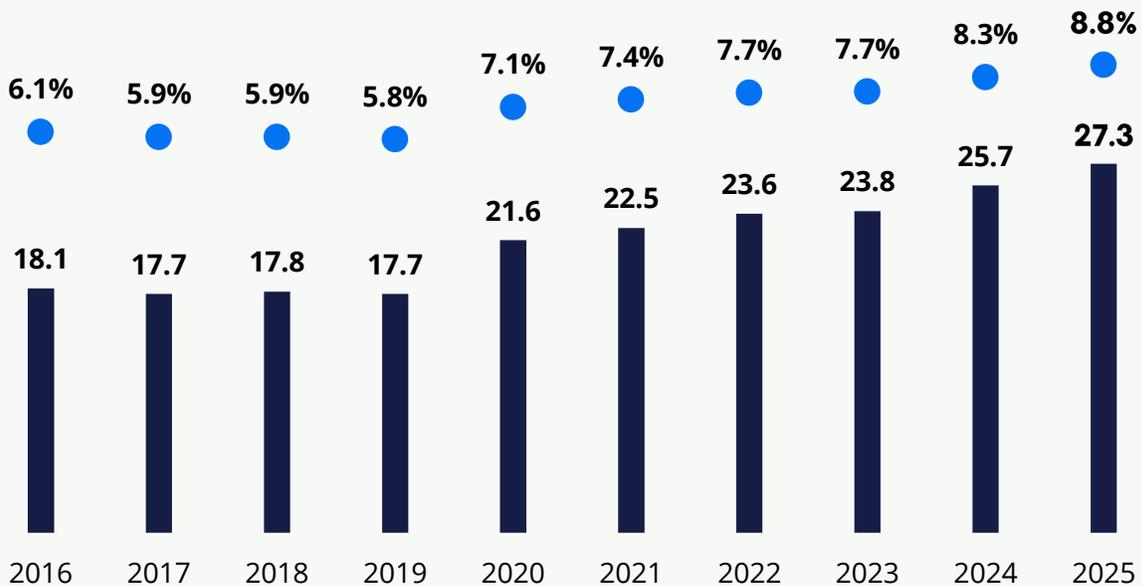
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Overall U.S. Participation

Tennis participation in 2025 continued an upward trajectory, with a 1.6 million player increase (+6%) pushing the total to 27.3 million Americans. This growth, following 2024's notable increase, reiterates that tennis's post-pandemic trajectory remains healthy. The sport has now grown 54% from its 2019 baseline of 17.7 million participants, highlighting the broadening appeal of tennis, with participation rates climbing from 5.8% to 8.8% of the population age 6 and older.

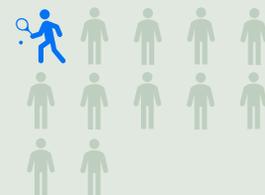
Chart 1. Percentage and number of Americans (ages 6+) who played tennis 1+ times

- Millions of Americans who played tennis at least once
- Percent of Americans who played tennis at least once



1 in every 12 Americans

played tennis in 2025, the highest proportion on record. This exceeds the 1 in 13 ratio from 2023 and the pre-pandemic average ratio of 1 in 16 Americans.

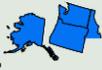


Source(s): Physical Activity Council Study on Sports and Physical Activity (PAC) and PLAY Study
 The margin of error in estimating tennis participation through the combined sample approach is 0.2% at the 95 percent confidence level. Thus, based on a population of 311.4 million U.S. individuals ages 6 and older, the estimated number of tennis participants in 2025, accounting for margin of error, is 27.3 million +/- 620K.

Part. by USTA Section

Tennis participation rates vary across USTA sections, ranging from approximately 6% to 12% of the population. These variations suggest that market penetration is often less about population size or geographic location, and more about the strength of the local tennis ecosystem – where culture, infrastructure and programming drive engagement.

Table 1. Tennis participation by USTA section

	2025 Players	2025 Part. Rate	5-yr. CAGR ('20-'25)
	27,327,000	8.8%	4.8%*
Eastern 	Players: 2,637,000 Part. Rate: 11.8% 5-yr. CAGR: 7.2%*	Florida 	Players: 1,949,000 Part. Rate: 9.1% 5-yr. CAGR: 5.1%*
Hawaii Pacific 	Players: 98,000 Part. Rate: 7.5% 3-yr. CAGR: 7.2%†	Inter-mountain 	Players: 1,095,000 Part. Rate: 7.9% 5-yr. CAGR: 3.2%*
Mid-Atlantic 	Players: 1,442,000 Part. Rate: 9.5% 5-yr. CAGR: 1.9%*	Middle States 	Players: 1,207,000 Part. Rate: 7.4% 5-yr. CAGR: 5.5%*
Midwest 	Players: 3,555,000 Part. Rate: 8.2% 5-yr. CAGR: 0.6%*	Missouri Valley 	Players: 1,143,000 Part. Rate: 6.8% 5-yr. CAGR: 2.4%*
New England 	Players: 1,353,000 Part. Rate: 9.7% 5-yr. CAGR: 7.5%*	Northern 	Players: 487,000 Part. Rate: 6.6% 5-yr. CAGR: 0.5%*
Northern California 	Players: 1,583,000 Part. Rate: 10.9% 5-yr. CAGR: 9.2%*	Pacific Northwest 	Players: 1,290,000 Part. Rate: 7.8% 5-yr. CAGR: 9.8%*
Southern 	Players: 3,610,000 Part. Rate: 7.3% 5-yr. CAGR: 3.0%*	Southern California 	Players: 2,574,000 Part. Rate: 11.9% 5-yr. CAGR: 6.3%*
Southwest 	Players: 736,000 Part. Rate: 7.6% 5-yr. CAGR: 4.8%*	Texas 	Players: 2,568,000 Part. Rate: 9.4% 5-yr. CAGR: 7.5%*

Source(s): Physical Activity Council Study on Sports and Physical Activity (PAC) and PLAY Study

*5-yr CAGR represents the compound annual growth rate from 2020 to 2025

† Estimate of Hawaii Pacific tennis players unavailable pre-2022

Note: Due to small sample size, estimate is unavailable for the Caribbean section

Tennis Player Flows

Tennis displayed continued resilience in 2025, with the number of retained players rising from 18.9 million to 20.7 million. This retention rate of 80.4% – a five-year high – paired with a record 4.9 million beginners, was instrumental in reaching new participation milestones. By preserving pandemic-era gains and re-engaging former players, the sport has cultivated a stable foundation, where continuing players now represent nearly 76% of the total base.

Chart 2. Total tennis player retention, inflow, and outflow trend

	2024	2025	Y/Y△
Starting Players (from prior year)	23.8M	25.7M	
Retention Rate	79.4%	80.4%	+1.0%
Lost Players	-4.9M	-5.0M	-0.1M
<hr/>			
Retained Players	18.9M	20.7M	+1.8M
+			
Returning Players	2.3M	1.7M	-0.6M
+			
New Players	4.5M	4.9M	+0.4M
Total Players	25.7M	27.3M	+1.6M

Lost: played in previous year but not in specified year

Retained: played in previous year and again in specified year

Returning: played in specified year after not playing in previous year, but had played before

New: played in specified year for the very first time in their lives

Source(s): Physical Activity Council Study on Sports and Physical Activity (PAC) and PLAY Study

Online Search Interest

Online search activity for tennis continued its upward trajectory in 2025, with volume climbing nearly 50% above its 2016-2019 baseline. Palm Springs and West Palm Beach maintained leading positions among warm-weather metros, while New York and San Francisco-Oakland-San Jose advanced into the top 5 and top 10 from their 2020 positions, respectively.

Chart 3. Online search popularity for 'tennis' in the U.S. (12-month rolling avg.)

— Monthly search volume — Annual search volume

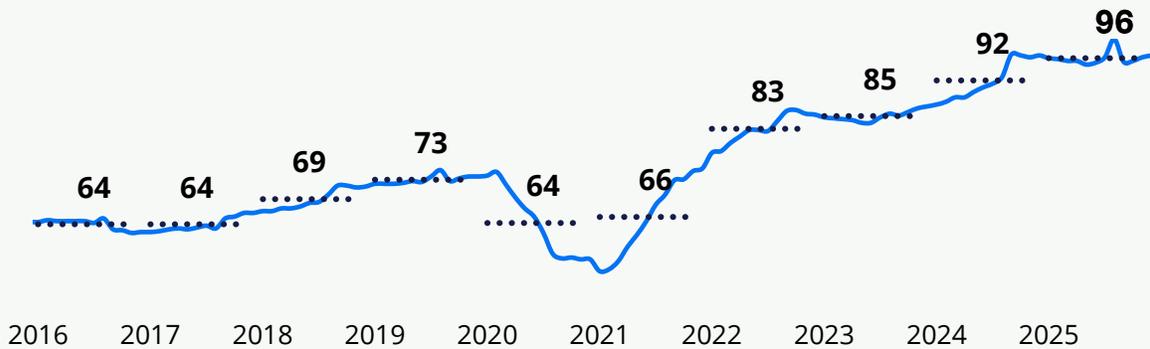


Table 2. MSA rankings for 'tennis' online search popularity (top 10)

 2025 rank: 1 2024 rank: 1 2020 rank: 1	 2025 rank: 2 2024 rank: 2 2020 rank: 2	 2025 rank: 3 2024 rank: 3 ▲ 2020 rank: 6	 2025 rank: 4 ▲ 2024 rank: 6 ▲ 2020 rank: 8	 2025 rank: 5 2024 rank: 4 ▲ 2020 rank: 7
 2025 rank: 6 2024 rank: 7 ▲ 2020 rank: 13	 2025 rank: 7 ▼ 2024 rank: 5 ▲ 2020 rank: 11	 2025 rank: 8 2024 rank: 8 ▼ 2020 rank: 3	 2025 rank: 9 ▼ 2024 rank: 5 ▲ 2020 rank: 8	 2025 rank: 10 2024 rank: 11 ▼ 2020 rank: 4

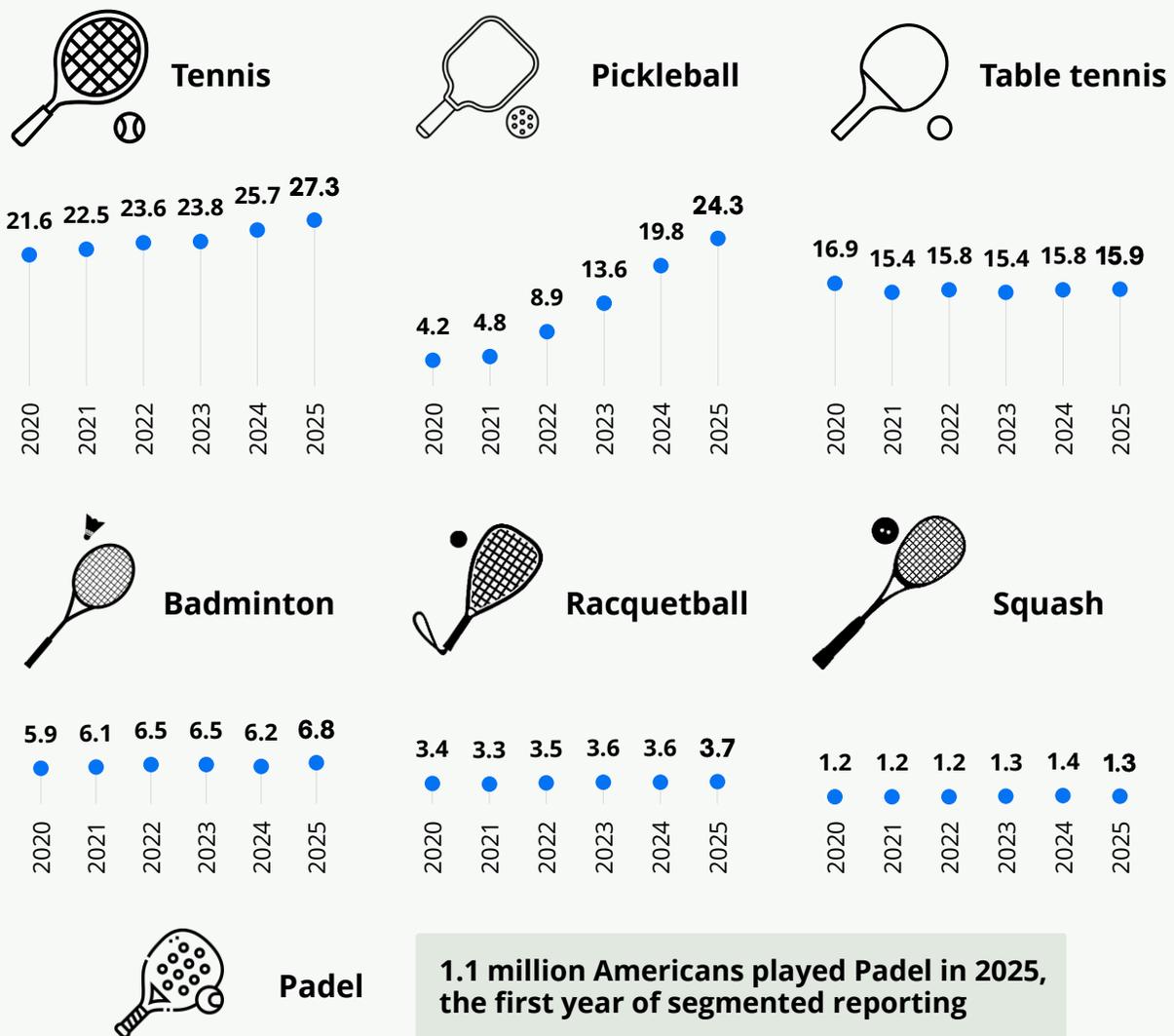
Source(s): Google Trends

Rankings in Table 2 are based on the popularity of tennis searches across metropolitan statistical areas (MSA) and considers searches with the term 'tennis' as a fraction of total searches in each market for the given year. The analysis in Chart 3 uses a 12-month rolling average and is re-indexed so that the peak point has a value of 100.

Racquet Sports Participation

Racquet sports participation in the U.S. reflects both great growth and increased diversification, with tennis leading the way at 27.3 million participants in 2025. Since 2020, tennis participation has increased by over 26%, alongside the rise of pickleball, the emergence of padel and steady participation in traditional formats such as table tennis.

Chart 4. Millions of Americans (ages 6+) who played racquet sports 1+ times



Source(s): Physical Activity Council Study on Sports and Physical Activity (PAC) and PLAY Study, Sports & Fitness Industry Association (SFIA), USTA
 The margin of error in estimating tennis participation through the combined sample approach is 0.2% at the 95 percent confidence level. Thus, based on a population of 311.3 million U.S. individuals ages 6 and older, the estimated number of tennis participants in 2024, accounting for margin of error, is 27.3 million +/- 623K.

Tennis Player Demographics

Tennis participation in the U.S. continues to reflect demographic diversity. Participation grew across every age group, with players under 35 representing a majority of participants (55%).

Table 3. Profile of 2025 U.S. tennis players vs. 2024 and the overall U.S. population

	Proportion of 2025 U.S. Tennis Players	Proportion of 2024 U.S. Tennis Players	2025 Index vs. U.S. Population (=100)*
Male	56%	57%	■ 113
Female	44%	43%	87 ■
6-12 years old	13%	13%	■ 138
13-17 years old	12%	12%	■ 165
18-24 years old	12%	14%	■ 131
25-34 years old	18%	19%	■ 123
35-44 years old	15%	14%	■ 107
45-54 years old	12%	12%	96 ↓
55-64 years old	10%	8%	69 ■
65+ years old	9%	8%	45 ■
Black/African-American	14%	13%	↓ 101
Asian/Pacific Islander	11%	11%	■ 181
White, non-Hispanic	54%	56%	89 ■
Hispanic/Latino	19%	18%	■ 119
Under \$25,000 income	9%	9%	51 ■
\$25,000-\$49,999 income	12%	12%	72 ■
\$50,000-\$74,999 income	15%	15%	92 ↓
\$75,000-\$99,999 income	14%	16%	■ 112
\$100,000-\$124,999 income	11%	11%	↓ 106
\$125,000+ income	39%	37%	■ 147
Play primarily at public park	39%	42%	-
Play primarily at school/college	13%	16%	-
Play primarily at private tennis club	11%	12%	-
Play primarily at recreation center	13%	13%	-
Play primarily at private residence	7%	5%	-
Play primarily at country club	6%	5%	-
Play primarily at apartment/condo	6%	4%	-

Source(s): Physical Activity Council Study on Sports and Physical Activity (PAC) and PLAY Study
 *Indices are comparing each demographic characteristic of the U.S. tennis population to the broader U.S. population. An index value of 100 indicates the segment matches the other population exactly on a given characteristic, while an index of 200 would indicate the segment is twice as high, and an index of 50 would indicate the segment is half as high.

Participation Trends

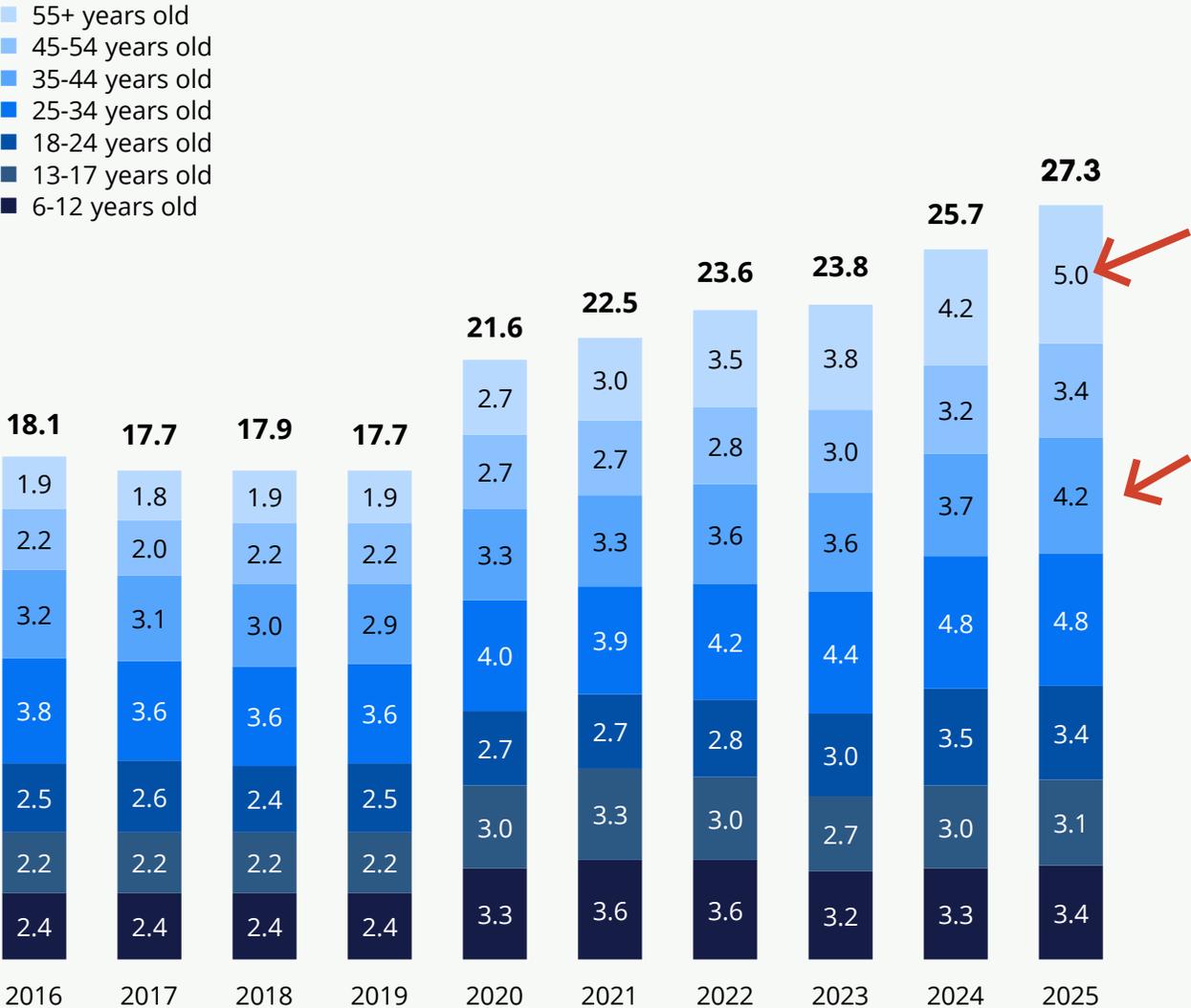
A longer look at the movements in key U.S. participation metrics over time

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Trend by Age

Age-based participation trends in 2025 point to both expansion and stability across the tennis player base. Participation among the age 35+ group increased by roughly 1.5 million players, while younger segments maintained the gains achieved in 2024. Players age 6-44 also continue to be overrepresented relative to their share of the general population. These strong performances showcase the sport’s ability to appeal to recreational desires across all age groups.

Chart 5. Millions of Americans, by age, who played tennis 1+ times



Source(s): Physical Activity Council Study on Sports and Physical Activity (PAC) and PLAY Study

Trend by Race-Ethnicity

Tennis participation trends since 2020 show faster growth among Hispanic and Black/African American players than in the general population. Hispanic participation grew by an average of 14% annually, while Black/African American participation grew by an average of 12% annually, both exceeding the corresponding population growth rates.

Chart 6. Millions of Americans, by race-ethnicity, who played tennis 1+ times*

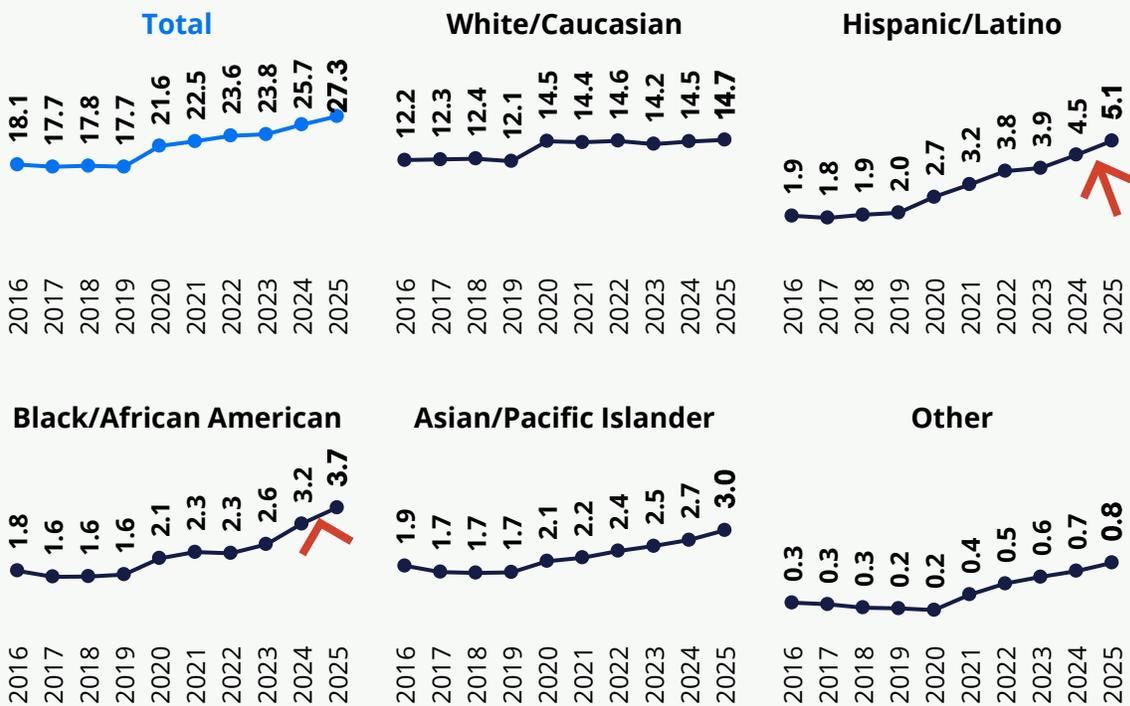
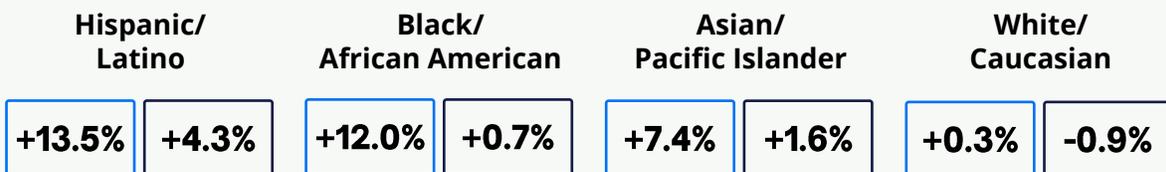


Chart 7. Compound growth (5-year CAGR) by racial-ethnic cohorts since 2020

□ CAGR in U.S. tennis players □ CAGR in U.S. population (ages 6+) †



Source(s): Physical Activity Council Study on Sports and Physical Activity (PAC) and PLAY Study

† Source: U.S. Census Bureau

*Scales in Chart 7 are unique to each race-ethnicity to better illustrate year-to-year change

Players by USTA Section

Section-level analysis reveals meaningful shifts in participation trends from 2024 to 2025. Several USTA sections that had been flat over multiple years recorded positive growth, while other sustained strong momentum.

Table 4. Tennis participant estimates by USTA section

	Avg. Annual Growth %	2025	2024	2023	2022	2021	2020
Total USA	4.8%	27.3M	25.7M	23.8M	23.6M	22.5M	21.6M
Eastern	7.2%	2.6M	2.3M	2.1M	2.1M	2.3M	1.9M
Florida	5.1%	1.9M	1.7M	1.7M	1.7M	1.6M	1.5M
Hawaii Pacific	7.2%*	98K	108K	95K	80K	-	-
Intermountain	3.2%	1.1M	1.0M	1.0M	1.1M	979K	933K
Mid-Atlantic	1.9%	1.4M	1.4M	1.3M	1.2M	1.3M	1.3M
Middle States	5.5%	1.2M	1.2M	1.1M	1.1M	1.1M	924K
Midwest	0.6%	3.6M	3.4M	2.8M	2.7M	2.7M	3.5M
Missouri Valley	2.4%	1.1M	1.2M	1.2M	1.0M	959K	1.0M
New England	7.5%	1.4M	1.1M	1.0M	1.1M	992K	944K
Northern	0.5%	487K	489K	465K	475K	510K	475K
N. California	9.2%	1.6M	1.4M	1.4M	1.3M	1.2M	1.0M
Pac. Northwest	9.8%	1.3M	1.1M	1.3M	1.3M	1.1M	807K
Southern	3.0%	3.6M	3.7M	3.3M	3.3M	3.1M	3.1M
S. California	6.3%	2.6M	2.5M	2.2M	2.2M	2.0M	1.9M
Southwest	4.8%	736K	660K	601K	665K	644K	582K
Texas	7.5%	2.6M	2.5M	2.3M	2.2M	2.0M	1.8M

Source(s): Physical Activity Council Study on Sports and Physical Activity (PAC) and PLAY Study

Due to small sample size, estimate is unavailable for the Caribbean Section

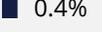
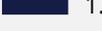
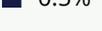
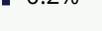
*Estimate of Hawaii Pacific tennis players unavailable pre-2022

Annual growth % represents the compound annual growth rate, by section, from 2020 to 2025

Rates by USTA Section

Participation rates increased across many USTA sections in 2025, including several of the largest player markets. At the same time, some smaller sections recorded comparatively high participation rates, underscoring that market penetration does not scale directly with population size.

Table 5. Tennis participation rates by USTA section

	Y/Y Change	2025	2024	2023	2022	2021	2020
Total USA	 0.5%	8.8%	8.3%	7.7%	7.7%	7.4%	7.1%
Eastern	 1.3%	11.8%	10.5%	9.4%	9.4%	10.1%	8.0%
Florida	 1.1%	9.1%	8.0%	8.3%	8.0%	8.1%	7.5%
Hawaii Pacific	-0.7% 	7.5%	8.2%	7.2%	6.0%	-	-
Intermountain	 0.4%	7.9%	7.5%	7.4%	7.8%	7.3%	7.0%
Mid-Atlantic	-0.1% 	9.5%	9.6%	8.4%	8.1%	8.3%	8.6%
Middle States	 0.2%	7.4%	7.2%	6.8%	6.8%	6.9%	5.7%
Midwest	 0.4%	8.2%	7.8%	6.4%	6.2%	6.2%	7.8%
Missouri Valley	-0.6% 	6.8%	7.4%	7.4%	6.0%	5.7%	6.0%
New England	 1.7%	9.7%	8.0%	7.6%	8.2%	7.1%	6.7%
Northern	-0.1% 	6.6%	6.7%	6.3%	6.4%	6.9%	6.4%
N. California	 1.1%	10.9%	9.8%	9.7%	9.1%	8.1%	6.9%
Pac. Northwest	 1.1%	7.8%	6.7%	7.8%	8.0%	6.6%	6.6%
Southern	-0.1% 	7.3%	7.4%	6.6%	6.7%	6.2%	6.4%
S. California	 0.5%	11.9%	11.4%	10.1%	9.9%	9.2%	8.5%
Southwest	 0.8%	7.6%	6.8%	6.3%	6.9%	6.7%	6.1%
Texas	 0.2%	9.4%	9.2%	8.5%	8.2%	7.7%	7.0%

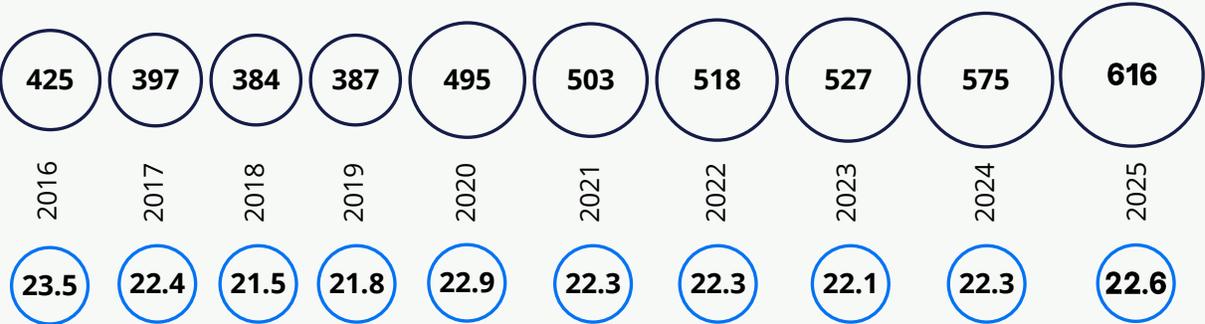
Source(s): Physical Activity Council Study on Sports and Physical Activity (PAC) and PLAY Study
 Due to small sample size, estimate is unavailable for the Caribbean Section

Trend in Play Occasions

In 2025, total play occasions in the U.S. increased for the seventh straight year (384M to 616M between 2018-2025). Online search interest in tennis balls, which often serves as a leading indicator of play, was up roughly 5% from last year and sits broadly in line with recent historical levels.

Chart 8. Total and average number of play occasions

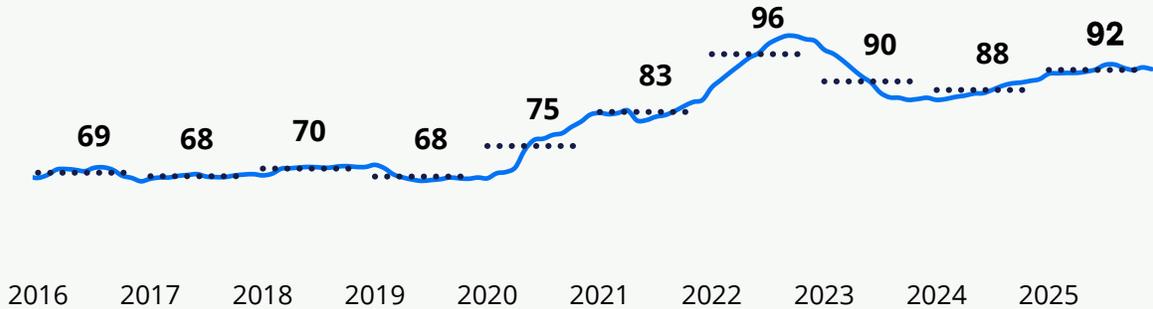
○ Total play occasions, in millions ○ Avg. number of play occasions per player



Source(s): Physical Activity Council Study on Sports and Physical Activity (PAC) and PLAY Study

Chart 9. Online search popularity for 'tennis balls' in the U.S. (12-month rolling avg.)

— Monthly search volume — Annual search volume



Source(s): Google Trends
 Results include searches containing the word "tennis balls"; Numbers represent search interest relative to the highest point on the chart for the given region and time. A value of 100 is the peak popularity for the term. A value of 50 means that the term is half as popular. A value of 0 means there was not enough data for this term. The analysis in Chart 9 uses a 12-month rolling average and is re-indexed so that the peak point has a value of 100.

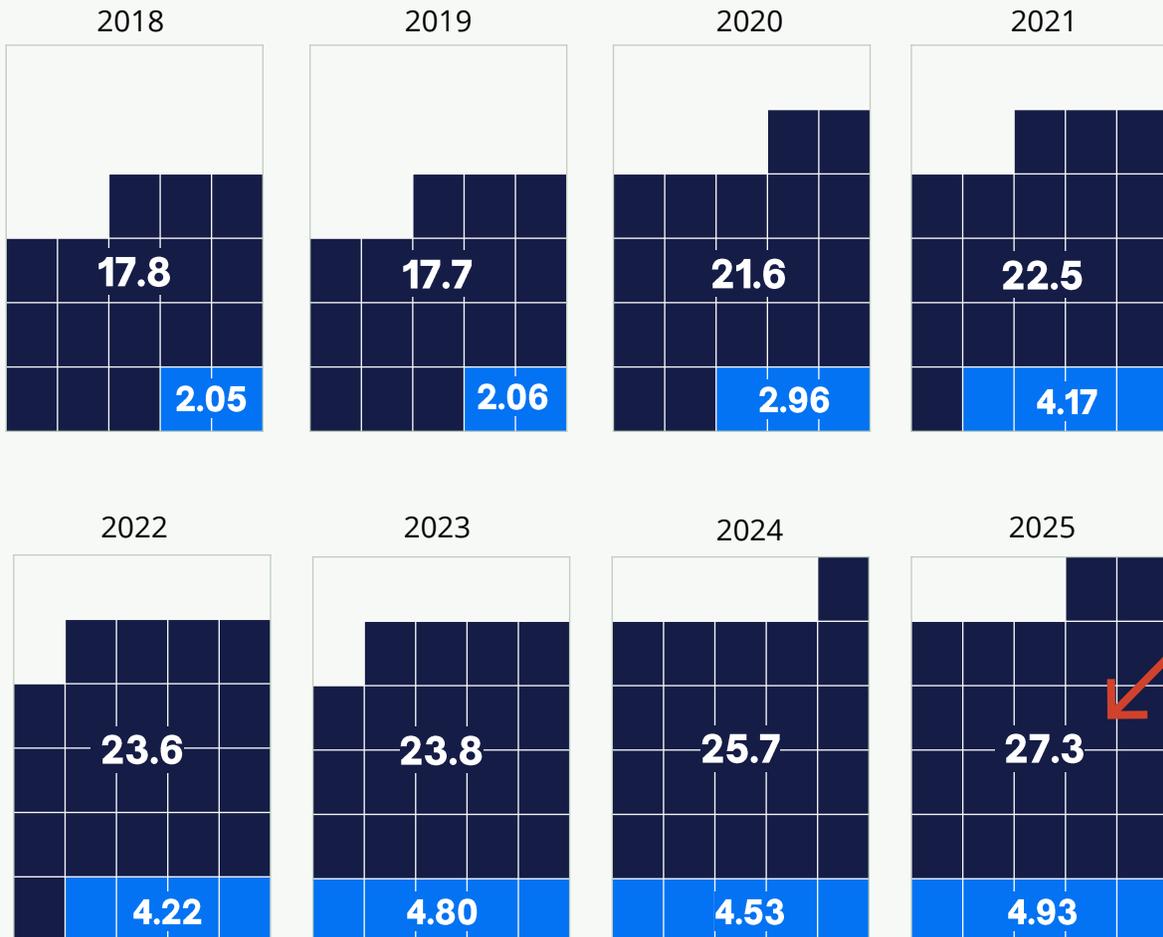
Trend in Beginners



First time tennis participants set a record high in 2025, approaching 5 million new entrants. This is the fifth consecutive year that over 4 million players participated in tennis for the first time. Beginners continue to represent 15-20% of the total player base, up from 11-12% in pre-Covid years, which highlights tennis' sustained appeal among those without experience.

Chart 10. Millions of Americans who played tennis for the first time

■ Total U.S. tennis players (millions) ■ First time tennis players (millions)



Source(s): Physical Activity Council Study on Sports and Physical Activity (PAC) and PLAY Study
 Note: each square within the grids in Chart 10 serves as a proxy for one million players

Trend in Core Players

The foundation of tennis participation continues to strengthen, with Core players reaching a record 14.5 million in 2025. The size of this segment is commonly used as an indicator of long-term participation stability.

Chart 11. Total and proportion of Core players

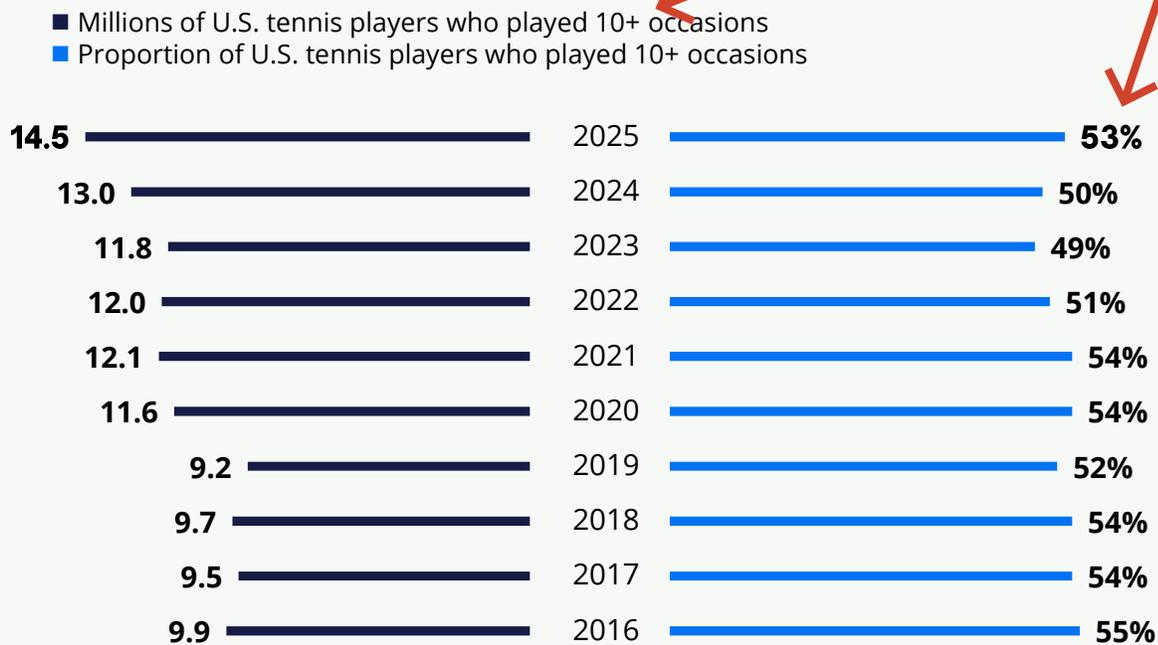
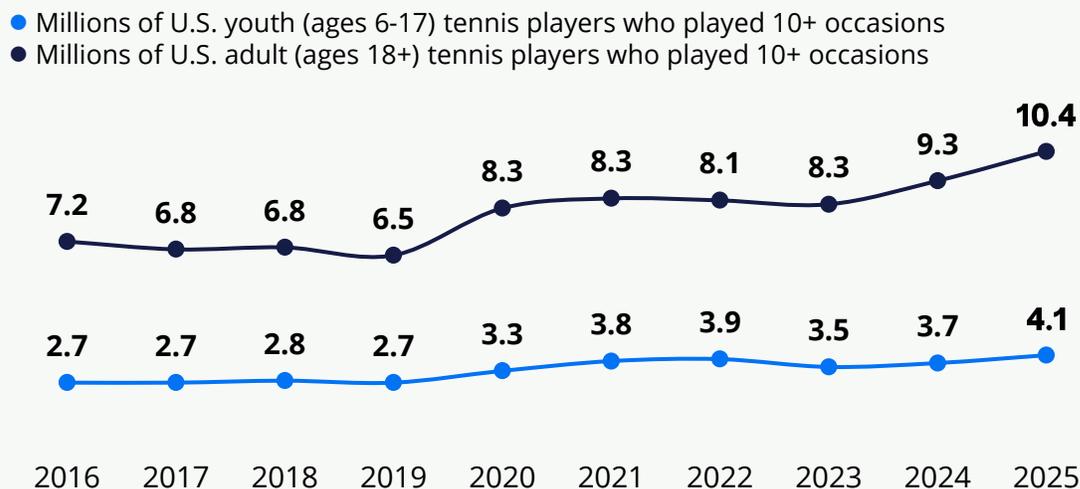


Chart 12. Core tennis players by year, youth vs. adult

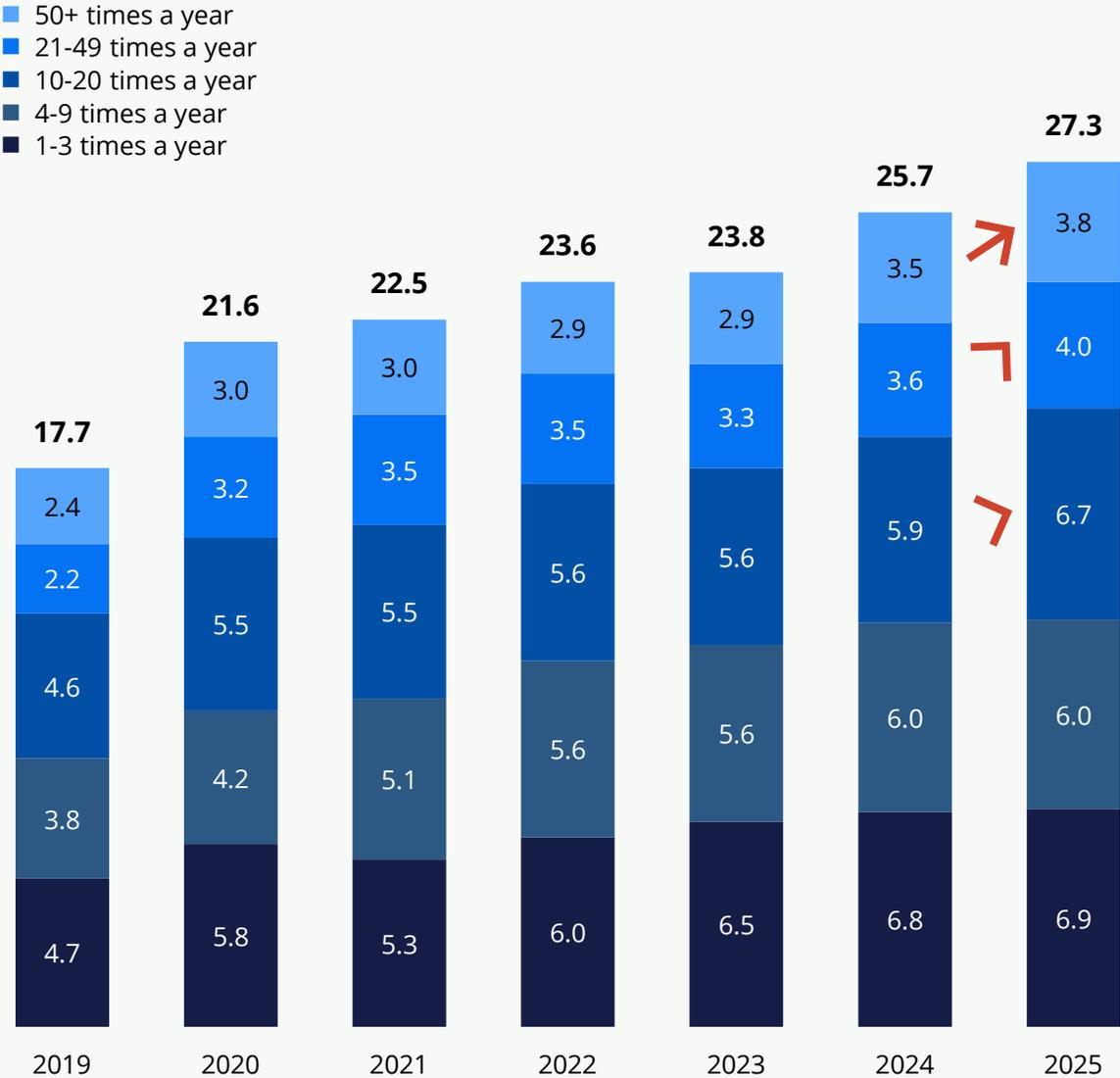


Source(s): Physical Activity Council Study on Sports and Physical Activity (PAC) and PLAY Study

Trend in Play Frequency

Play frequency increased across all avidity levels for the second straight year in 2025, with the largest year-over-year gains coming among the core playing segments. The most frequent players (the 50+ times a year) grew by almost 9%, while the other segments making up the core (the 10-20 and the 21-49 times a year) grew by 12% and 11% respectively. This is a positive sign for tennis, where players are retained and engagement deepens.

Chart 13. Millions of Americans, by tennis play frequency



Source(s): Physical Activity Council Study on Sports and Physical Activity (PAC) and PLAY Study

Trend in Latent Demand

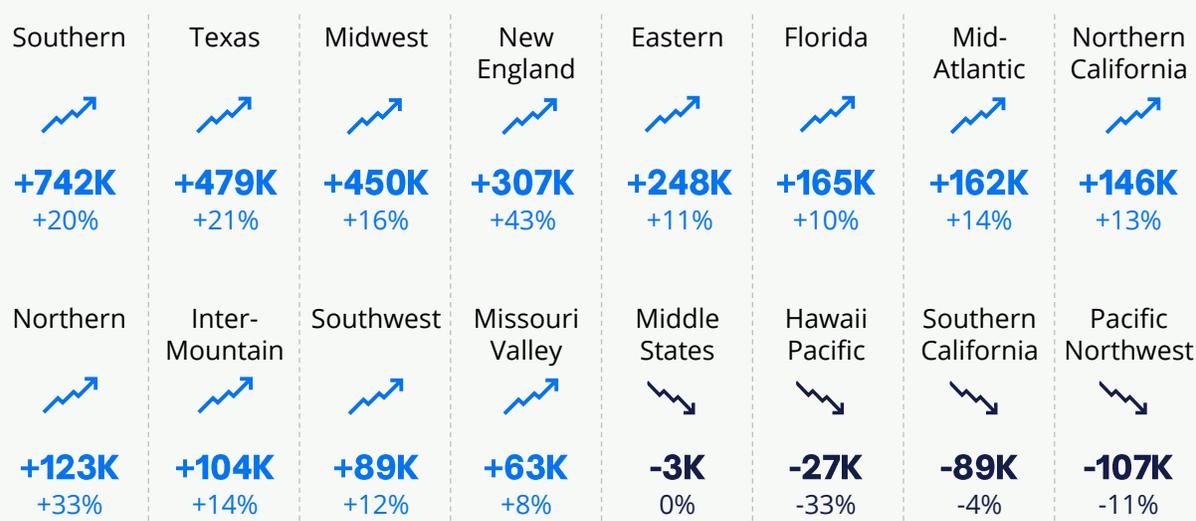
The overall pool of 25.4 million interested non-players continues to suggest significant growth potential for tennis. There is approximately one interested non-player for everyone who plays. The opportunity exists to successfully convert these interested players across the country into active participants.

Chart 14. Total number of active players and “very interested” prospects

- Americans (age 6+) who didn’t play tennis in P12M but are “very interested”
- Americans (age 6+) who played tennis in past 12 months



Chart 15. Year-over-year change in “very interested” prospects by USTA section, 2025



Source(s): Physical Activity Council Study on Sports and Physical Activity (PAC) and PLAY Study
Latent demand represents all non-players (lapsed players and those who’ve never played)

Disclaimers

All survey research is subject to sampling error and bias — that is, the degree to which the results might differ from those obtained by a complete census of every person in the U.S. The margin of error in estimating tennis participation through the combined sample approach is 0.2% at the 95 percent confidence level. Thus, based on a population of 311.3 million U.S. individuals ages 6 and older, the estimated number of tennis participants in 2025, accounting for margin of error, is 27.3 million +/- 620K.

Please note that results in this report may not sum to a given total due to rounding.

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