

# Global Padel Report

2023 Release



Monitor  
**Deloitte.**

PLAYTOMIC



# Index



## Introduction

- Foreword
- Executive Summary



## Sustained (and sustainable) padel growth

- Brief market analysis and update
- Padel ecosystem
- Professionalizing padel



## Padel, a player-oriented industry

- Player behavior and dynamics



# Global Padel Report 2023

## Keep the momentum going

*We are very certain about the fact that Padel has become a global sport, showcasing robust annual growth and promising signs of real traction in key-markets that will drive us to a 6 billion industry in 2026.*

*As always, numerous factors contribute to this unstoppable phenomenon. Is it the unique dynamics of the game? Perhaps the fast pace and lengthy rallies? The inclusive spirit that allows almost everyone to participate? Even neuropsychologists are suggesting that this sport generates higher levels of dopamine and endorphins than any other...*

*Furthermore, social interactions are fostering an interconnected global community that unleashes the power of our players. Data indicates that they desire to play anywhere, anytime, and with any player at their skill level.*

*In this context of unwavering optimism, as an industry, we must also acknowledge that we have faced the challenges and excesses inherent to any rapidly expanding industry in certain markets. Let's embrace this as an opportunity for growth. Rather than relying solely on our passion, let's collectively establish a robust long-term business foundation to further develop this remarkable sport.*

*Let's inspire and facilitate to absolutely everyone the fun and social joy of Padel. We are thirsty for the next chapter.*

**Pablo Carro**  
Co-Founder Playtomic

**Elena Martín**  
Senior Manager Monitor Deloitte

### PLAYTOMIC



CO-FOUNDER  
**Pablo Carro**



MANAGING DIRECTOR  
**Antonio Robert**



CHAIRMAN  
**Per Roman**

### Monitor Deloitte.



SENIOR MANAGER  
**Elena Martín**



MANAGER  
**Alejandro Maroto**



CONSULTANT  
**Pablo Ortiz**

## Global Padel Report 2023

## Key Takeaways – Padel figures and growth

- 1** Growth of padel has not been confined to the post-COVID-19 boom; there has been a **continued surge in the construction of padel courts and clubs**, indicating sustained interest and investment in the sport
- 2** Padel is **increasingly becoming a global sport**, although the level of development and adoption varies across different countries, hinting at the varied growth potential in different markets
- 3** Over the next few years, the growth trajectory of padel is expected to be characterized by **significant impetus in regions where it's still incipient**, such as the **UK, Germany, France, USA, Middle East, and Asia** – underscoring the global expansion potential of the sport
- 4** As a result of this expansion, by **2026, it's anticipated that there will be around 85,000 padel courts worldwide**, more than doubling the current figure of nearly 40,000, indicating a strong growth perspective
- 5** However, **padel extends beyond the courts**; an entire **ecosystem currently valued at around €2 billion** is being built around the sport, and is expected to experience considerable growth in the coming years, driven by the **ongoing professionalization of the sport**, signaling significant opportunities for investment

## Key Takeaways – Player behavior and dynamics

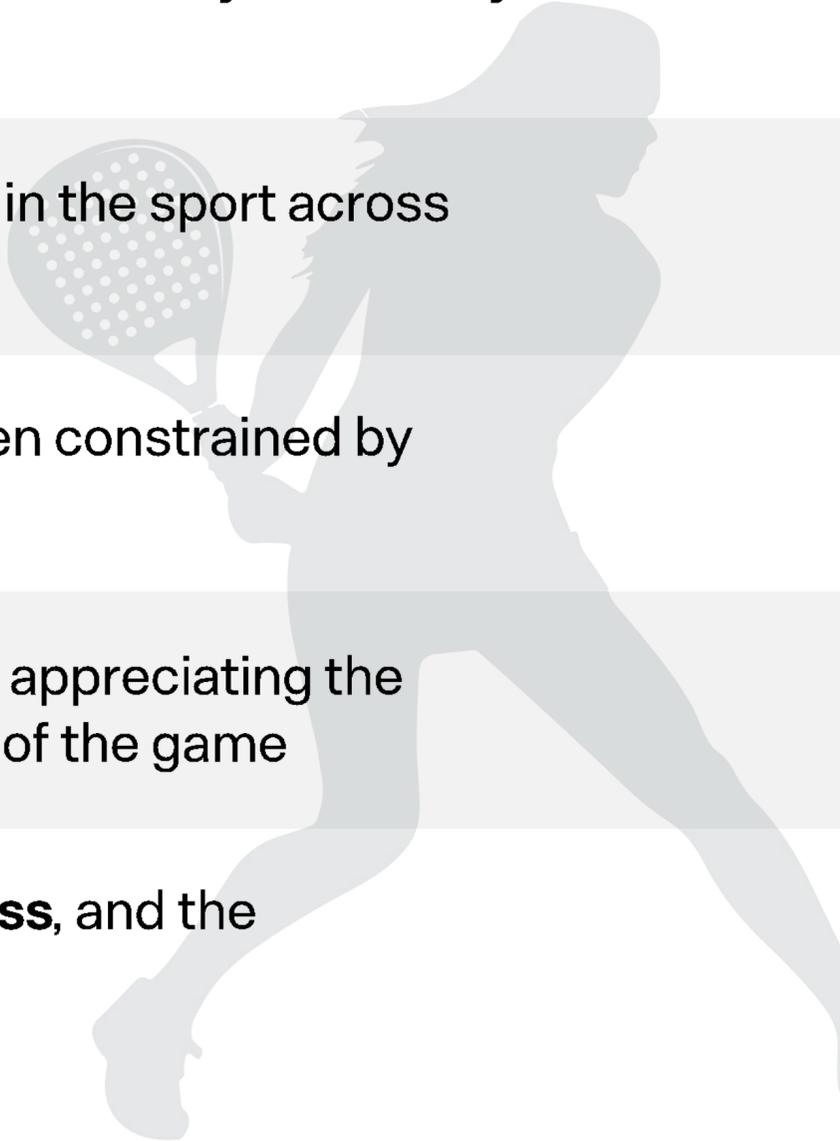
**6** Padel, despite being a relatively new sport, has gained **substantial popularity** due to its **inclusivity and ability to cater to players of all ages and physical conditions**

**7** The padel community is characterized by a **nomadic trend**, with many players engaging in the sport across **multiple clubs and locations**, fostering a dynamic and **interconnected community**

**8** There exists a **strong desire** among padel players to **spend more time on the court**, often constrained by scheduling conflicts and limited court availability

**9** The sport of padel is often a **social catalyst and a means of exercise**, with many players appreciating the opportunity **to play with a variety of partners**, enhancing the social and dynamic nature of the game

**10** The appeal of padel extends beyond competition, with **social interaction, physical fitness**, and the **opportunity to meet new people** being key motivators for players



# SUSTAINED & SUSTAINABLE PADEL GROWTH

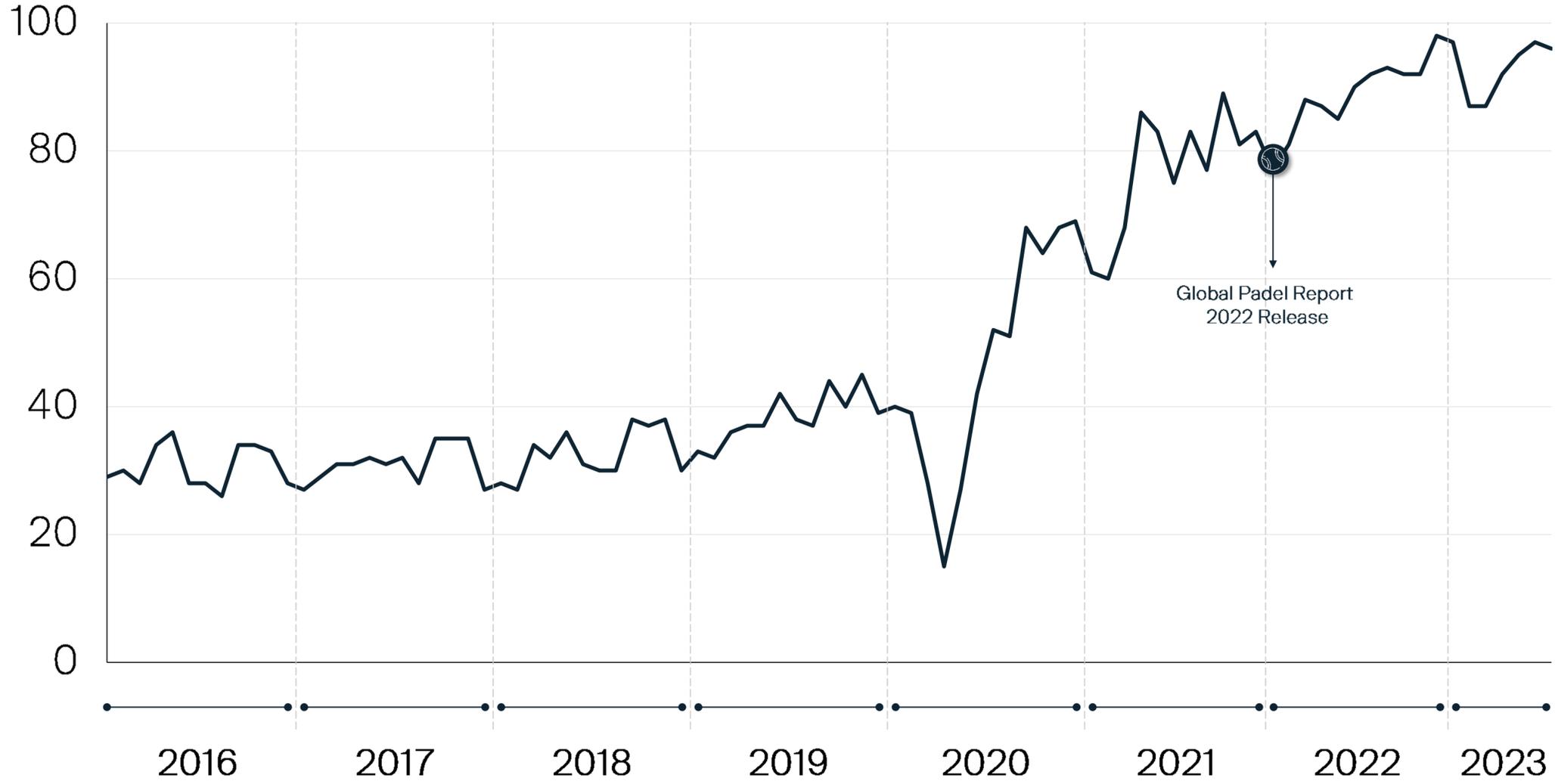
Brief market analysis and update



Brief market analysis and update

# Evolution of “padel” search in Google

Base 100 Index - Relative weight of “Padel” over Google searches

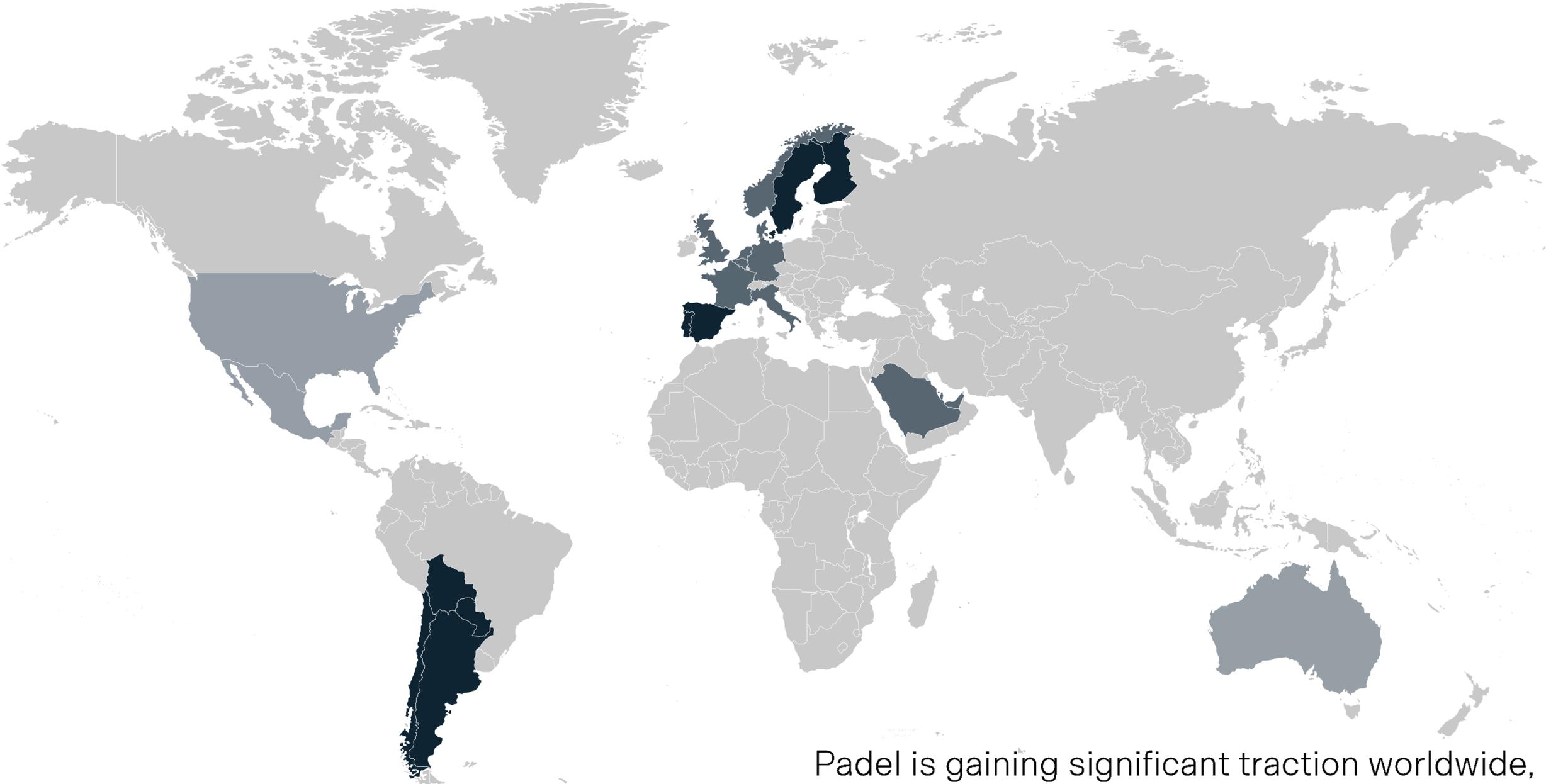


The volume of “Padel” Google searches has kept increasing year over year, which shows an increasing worldwide interest in this sport

Source: Google Trends for keyword “padel” worldwide; Data retrieved as of May 2023

Brief market analysis and update

# Evolution of “padel” search in Google



Relative interest by country

#1	Spain
#2	Denmark
#3	Sweden
#4	Portugal
#5	Finland
#6	Chile
#7	Belgium
#8	Italy
#9	Paraguay
#10	Norway
#11	Netherlands
#12	Argentina
#13	Kuwait
#14	UAE
#15	Qatar

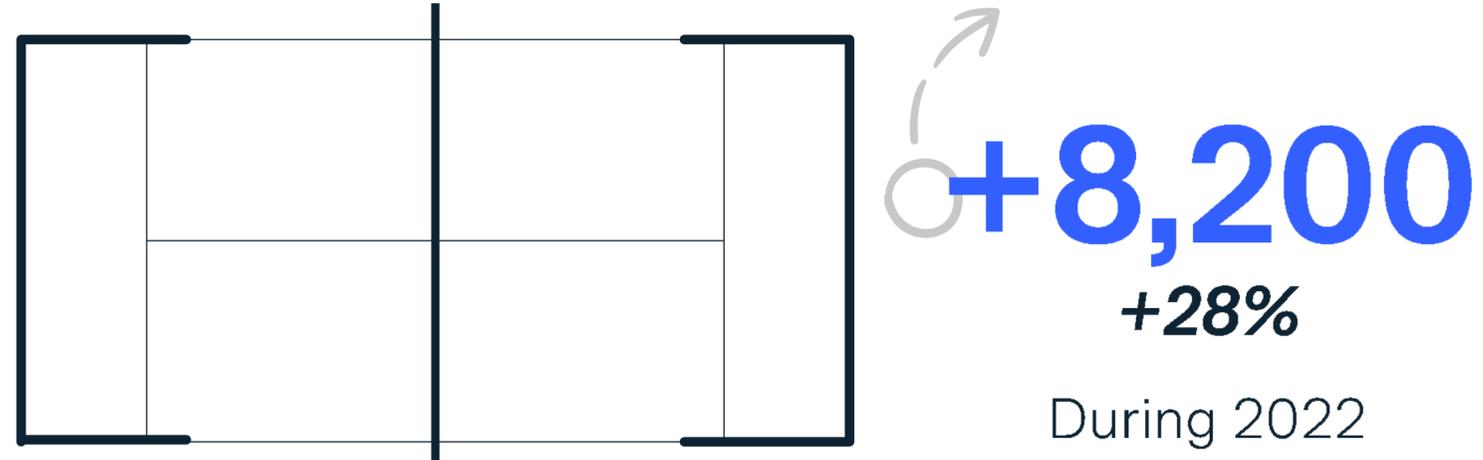
Padel is gaining significant traction worldwide, emerging as a global phenomenon with increasing popularity and global recognition

Source: Google Trends for keyword “padel” worldwide; Data retrieved as of May 2023

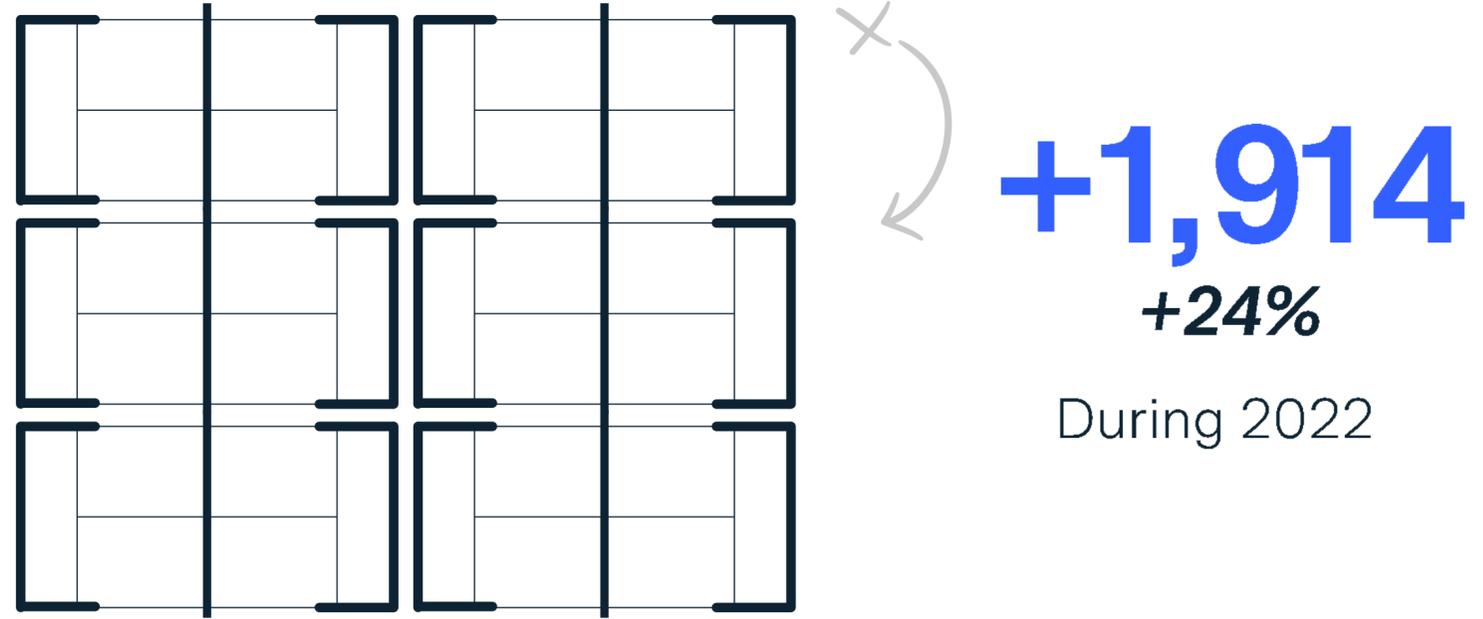
Brief market analysis and update

# Evolution of padel courts and clubs in selected regions<sup>(1)</sup>

## Courts



## Clubs



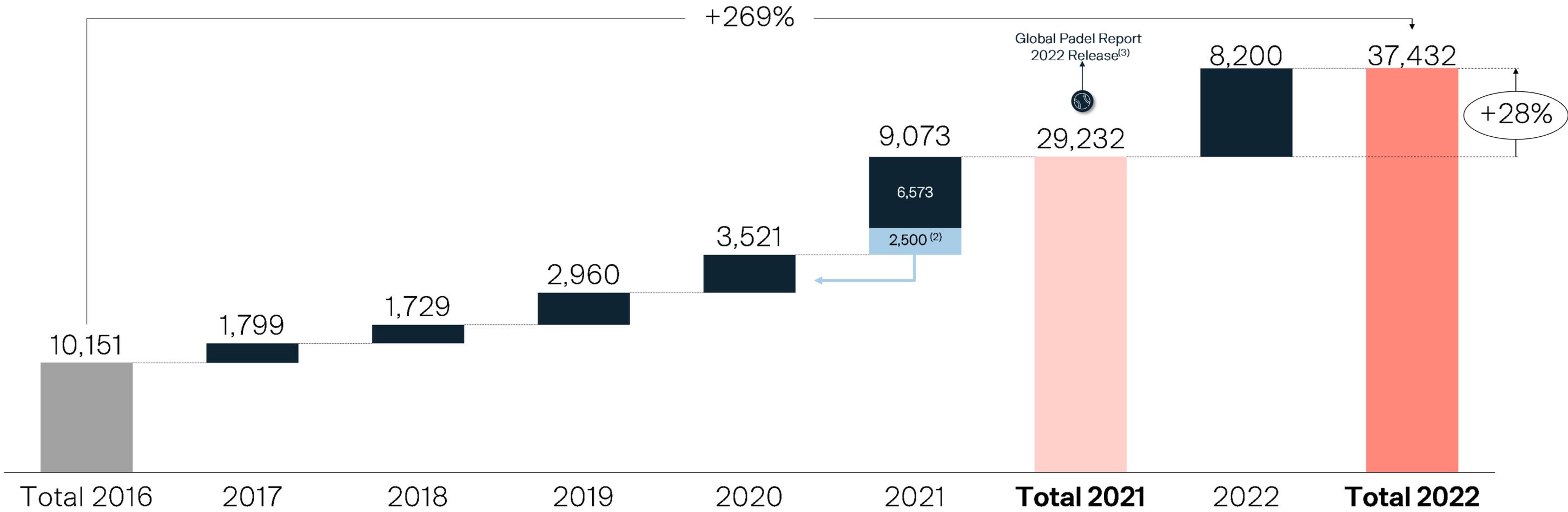
**200M€** invested to build new courts during 2022

Notes: (1) Countries considered: Spain, Sweden, Italy, Belgium, Netherlands, Portugal, Denmark, Finland, Norway, Germany, France, UK, Austria, Switzerland, United States, Kuwait, UAE, Qatar, Bahrein, Saudi Arabia, Greece; LATAM has been excluded due to lack of reliable information

Source: Local Federations, Padel Lands, Playtomic, Monitor Deloitte analysis

# Brief market analysis and update

## Evolution of padel courts' growth<sup>(1)</sup>

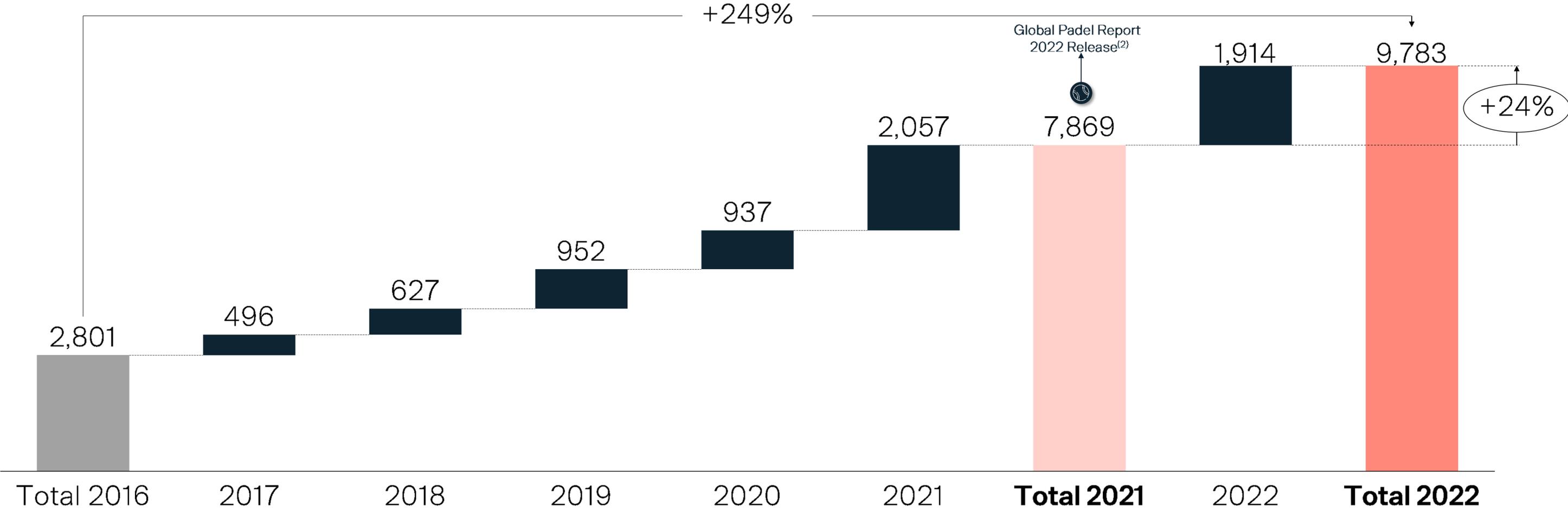


Padel courts have growth c.28% during 2022

Notes: (1) Countries considered: Spain, Sweden, Italy, Belgium, Netherlands, Portugal, Denmark, Finland, Norway, Germany, France, UK, Austria, Switzerland, United States, Kuwait, UAE, Qatar, Bahrein, Saudi Arabia, Greece; LATAM has been excluded due to lack of reliable information; (2) Around 2,500 courts built during 2021 were delayed projects from 2020 due to the pandemic restrictions. "Real" courts built during 2021 would have been c.6,500 (3) Figures may differ from previous report released on March 2022 due to inclusion of new countries and use of more reliable data sources  
Source: Local Federations, Padel Lands, Playtomic, Monitor Deloitte analysis

# Brief market analysis and update

## Evolution of padel clubs' growth<sup>(1)</sup>



One every five padel clubs have been opened during 2022

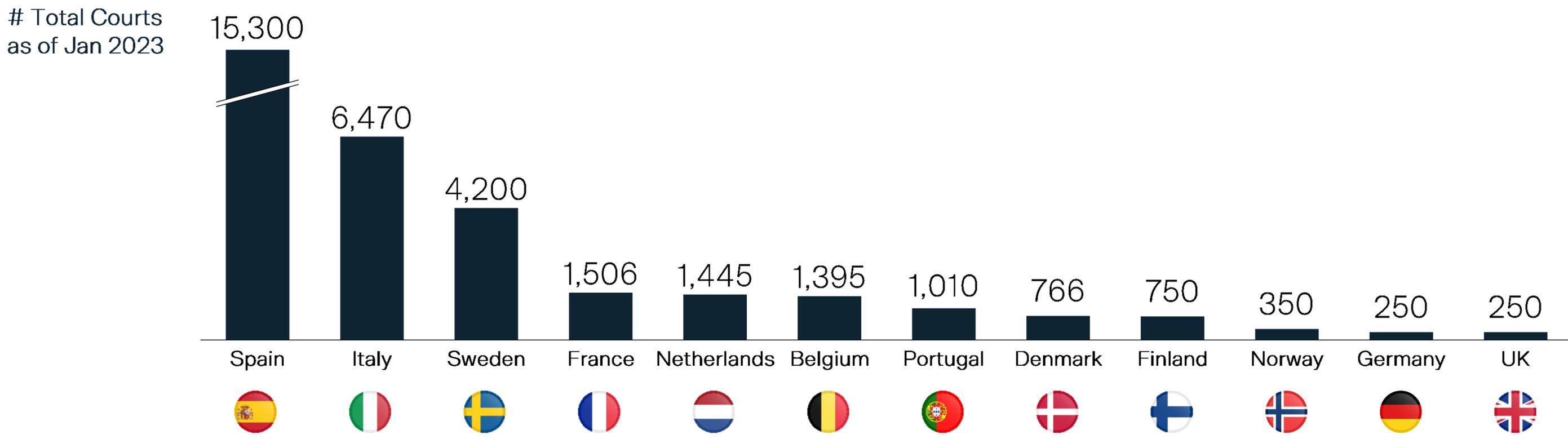
Notes: (1) Countries considered: Spain, Sweden, Italy, Belgium, Netherlands, Portugal, Denmark, Finland, Norway, Germany, France, UK, Austria, Switzerland, United States, Kuwait, UAE, Qatar, Bahrein, Saudi Arabia, Greece; LATAM has been excluded due to lack of reliable information; (2) Figures may differ from previous report released on March 2022 due to inclusion of new countries and use of more reliable data sources

Source: Local Federations, Padel Lands, Playtomic, Monitor Deloitte analysis

Brief market analysis and update

# Distribution of padel courts in selected countries

# New Courts built 2022 <sup>(1)</sup>	1,300 +10%	1,800 +39%	1,300 <sup>(2)</sup> +37%	320 +27%	477 +49%	341 +32%	324 +47%	156 +26%	150 +25%	220 +122%	120 +92%	125 +100%
----------------------------------------	---------------	---------------	------------------------------	-------------	-------------	-------------	-------------	-------------	-------------	--------------	-------------	--------------



**c.6,600** padel courts built in Europe during 2022

Notes: (1) Remaining 1,567 new courts built in 2022 are spread among other geographies: Middle East, North America, Asia Pacific, Africa and other European countries; (2) Despite 1,300 new courts built during 2022, around 600 have been dismantled

Source: Local Federations, Padel Lands, Playtomic, Monitor Deloitte analysis

Brief market analysis and update

# Key factors that boost padel growth



## Industry Experts' Support and Examples

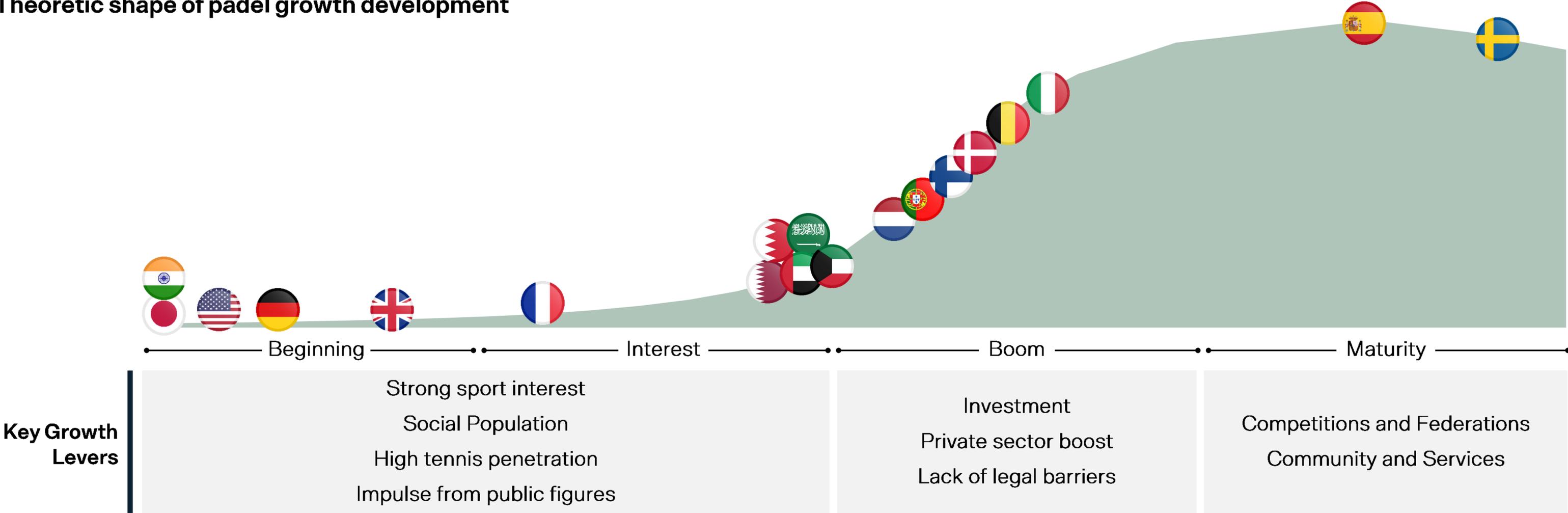
- Nordic's population openness to new sport is said to be one of the key levers of padel in that region
- France, Germany and UK are expected to have strong future growth due to its great tennis penetration
- In Sweden, many people has started to play padel due to Zlatan Ibrahimovic (iconic footballer)
- Competitions organized by the Italian Federation have led to an increase in the number of federates
- Padel is seen not just a way to practice sport, but as an opportunity to have fun with friends
- Most of the clubs built in Sweden during 2021 has been backed by investment funds: Triton/Ledap
- In Australia, local engineers are required to review the process to install every court
- Playtomic is making padel more accessible

Source: Monitor Deloitte analysis

# Brief market analysis and update

# Padel growth development shape

## Theoretic shape of padel growth development



While padel has achieved maturity and witnessed remarkable growth in certain regions, particularly in Europe, there remains **substantial untapped potential in numerous countries of international significance**

Source: Monitor Deloitte analysis

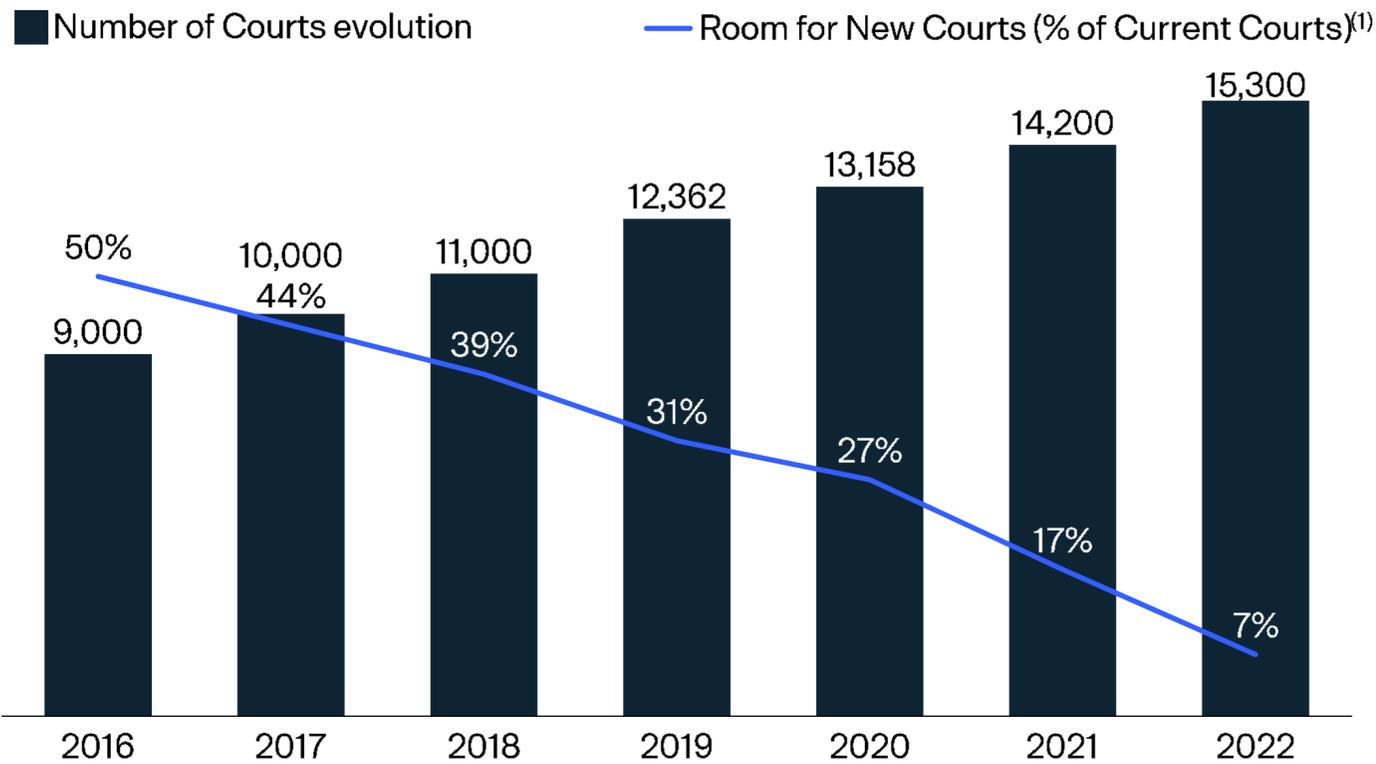
# Brief market analysis and update

# Padel landscape in mature countries -

## Key Padel Metrics and Evolution



## Market Outlook



**Although there is little room for growth in terms of infrastructure, padel in mature countries will keep developing**

- The number of amateur padel players in Spain is on the rise due to its inclusive and social nature. This expansion of the player base provides a larger talent pool for international competitions
- The number of federated padel players surpassed that of tennis players in 2021, making it one of the most played sports in Spain
- New tournaments and professional circuits are not only augmenting participation rates but also attracting substantial viewership
- The flourishing padel landscape has spurred the growth of related services, with numerous startups aiming to digitalize this promising sector
- Global increased demand for padel court construction, has provided a boost to Spanish manufacturers who are now catering to global markets and are replacing old-fashioned by brand-new and standardized courts

Notes: (1) Estimated capacity for new courts as a % of current footprint; (2) Venues include padel and tennis clubs, gyms and sport centers; residential courts are excluded

Source: Local Federations, Padel Lands, Playtomic, Monitor Deloitte analysis

# Brief market analysis and update

## Padel landscape in mature countries -

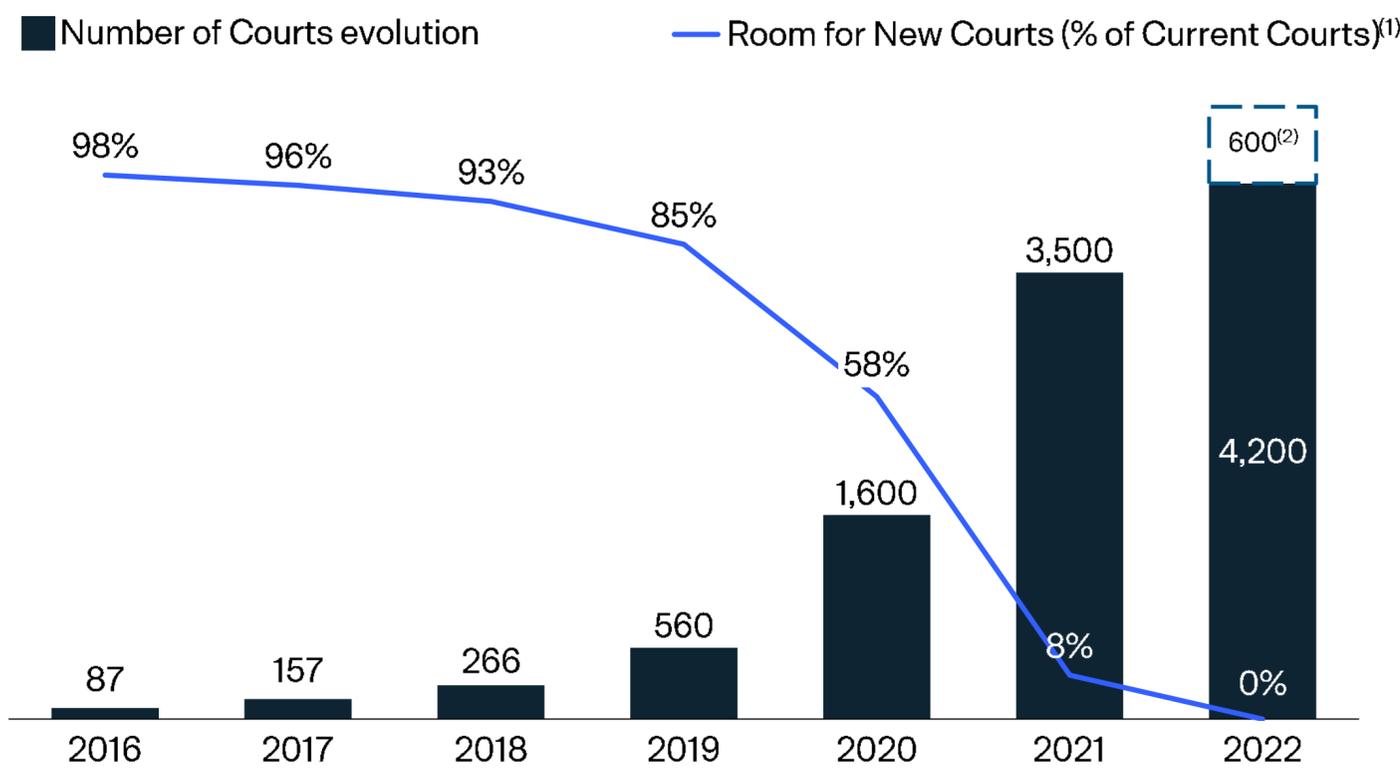
### Key Padel Metrics and Evolution



### Market Outlook

**Although there is little room for growth in terms of infrastructure, padel in mature countries will keep developing**

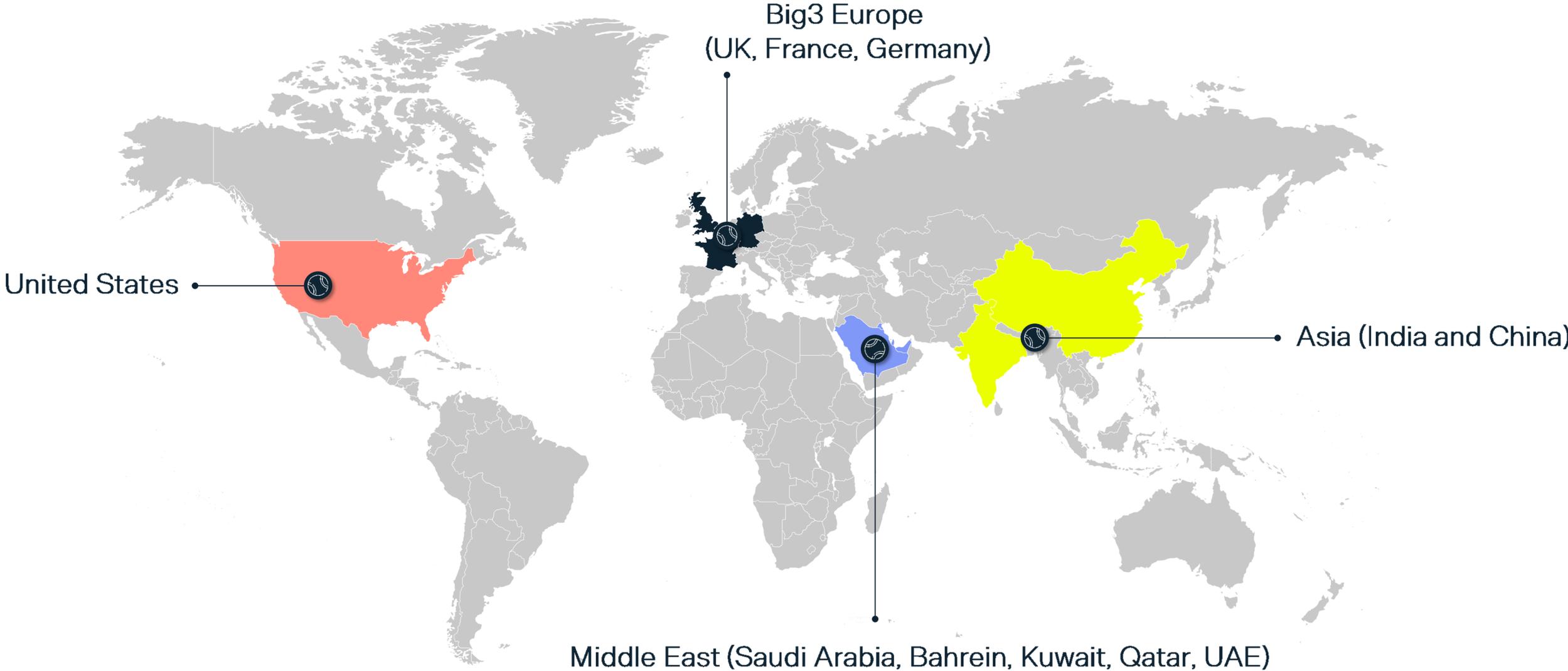
- Although padel was unknown to many a few years ago, it is estimated that there are more than 700,000 padel players in Sweden, which is more than 7% of the total population
- Svenska Padelförbundet (Swedish Padel Federation) works with multiple players' associations and sponsors to organize their own official professional circuit and create its own national padel team
- World Padel Tour and FIP official circuits both celebrate tournaments in Sweden (2 WPT tournaments held in 2022)
- Padel Clubs are mainly operated by two of the largest padel conglomerates in the world: We Are Padel (Ledap) and PDL – Padel United
- Key public figures such as Zlatan Ibrahimovic keep betting on this sport, with the opening of a new padel club, Padel Zenter, in 2023



Notes: (1) Estimated capacity for new courts as a % of current footprint; (2) Around 600 courts have been dismantled in 2022; (3) Venues include padel and tennis clubs, gyms and sport centers; residential courts are excluded  
 Source: Local Federations, Padel Lands, Playtomic, Monitor Deloitte analysis

Brief market analysis and update

# New relevant regions where padel is emerging



Padel is progressively establishing itself as a **global sport**, and its future development will be driven by its expansion in **strategically important regions**.

Source: Monitor Deloitte analysis

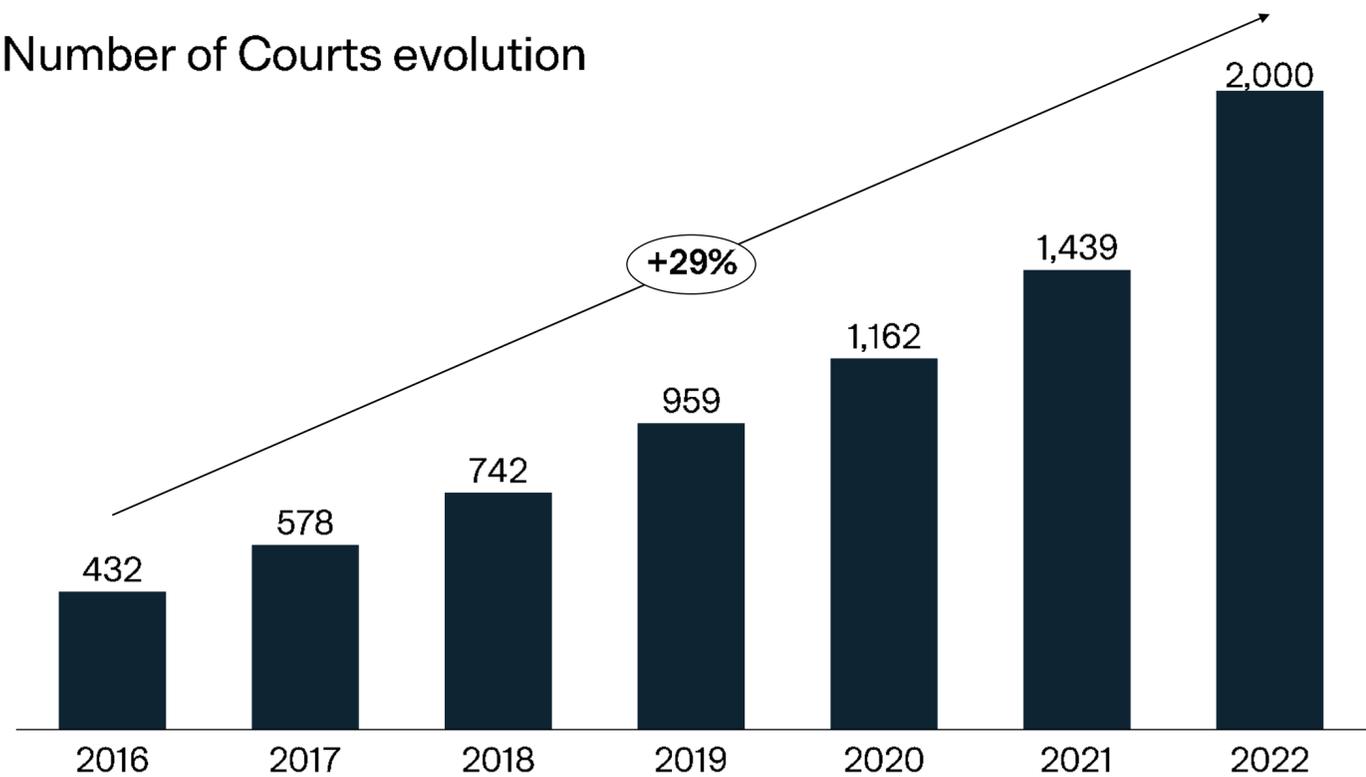
# Brief market analysis and update

## New regions where padel is emerging -

### Key Padel Metrics and Evolution



### Number of Courts evolution



Notes: (1) Venues include padel and tennis clubs, gyms and sport centers; residential courts are excluded  
 Source: Local Federations, Padel Lands, Playtomic, Monitor Deloitte analysis

### Relevant News

 **Padel United is looking to expand to ALL parts of the UK**  
 February 2022, Padel United Website

Padel United (PDL), which is the largest padel club operator in the Nordics region, is providing funding to people that have already a land space and want to create a padel club

 **Macron unveils the plan “5,000 sports fields” by 2024**  
 October 2021, SportBuzzBusiness

Ahead of the Olympics to be celebrated in France in 2024, the president of France has announced a plan to finance the construction of about 500 padel courts

 **DTB (German Tennis Association) goes Padel**  
 May 2023, Presseportal

Since the beginning of 2022, the German Tennis Association has been responsible for padel. This week a next step has been taken: DTB is now organizing the German Padel Tour (GPT)

# Brief market analysis and update

## New regions where padel is emerging -

### Key Padel Metrics and Evolution



### Relevant News

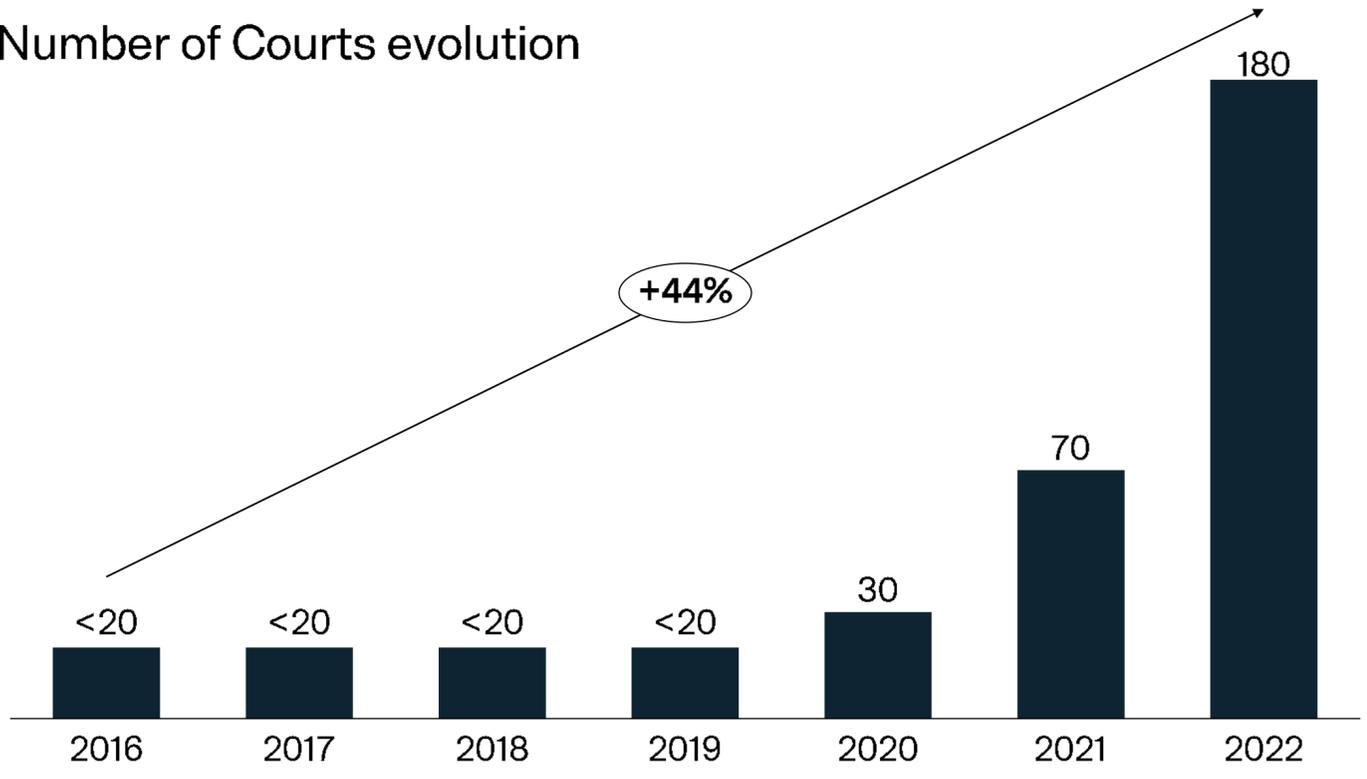
**USPA: “30,000 courts in the USA in 2030”**  
*June 2022, Padel Magazine*

“The number of padel courts is expected to double in 2022-2023 as the US begins to see the explosion in popularity that has occurred globally. There are at least 20 projects on the way to materialize in the coming months, and we expect to reach around 30,000 courts in 2030”.

**New York Yankees invest in Padel circuit tour**  
*New York Post, March 2023*

The New York Yankees are swinging for the next racket sport. Yankee Global Enterprises announced Tuesday it has agreed to buy a stake in the A1 Padel Circuit Tour. “We look forward to serving as a strategic partner to elevate the sport of padel and the A1 Padel brand, particularly in raising awareness in the United States”

### Number of Courts evolution



Notes: (1) Venues include padel and tennis clubs, gyms and sport centers; residential courts are excluded  
 Source: Local Federations, Padel Lands, Playtomic, Monitor Deloitte analysis

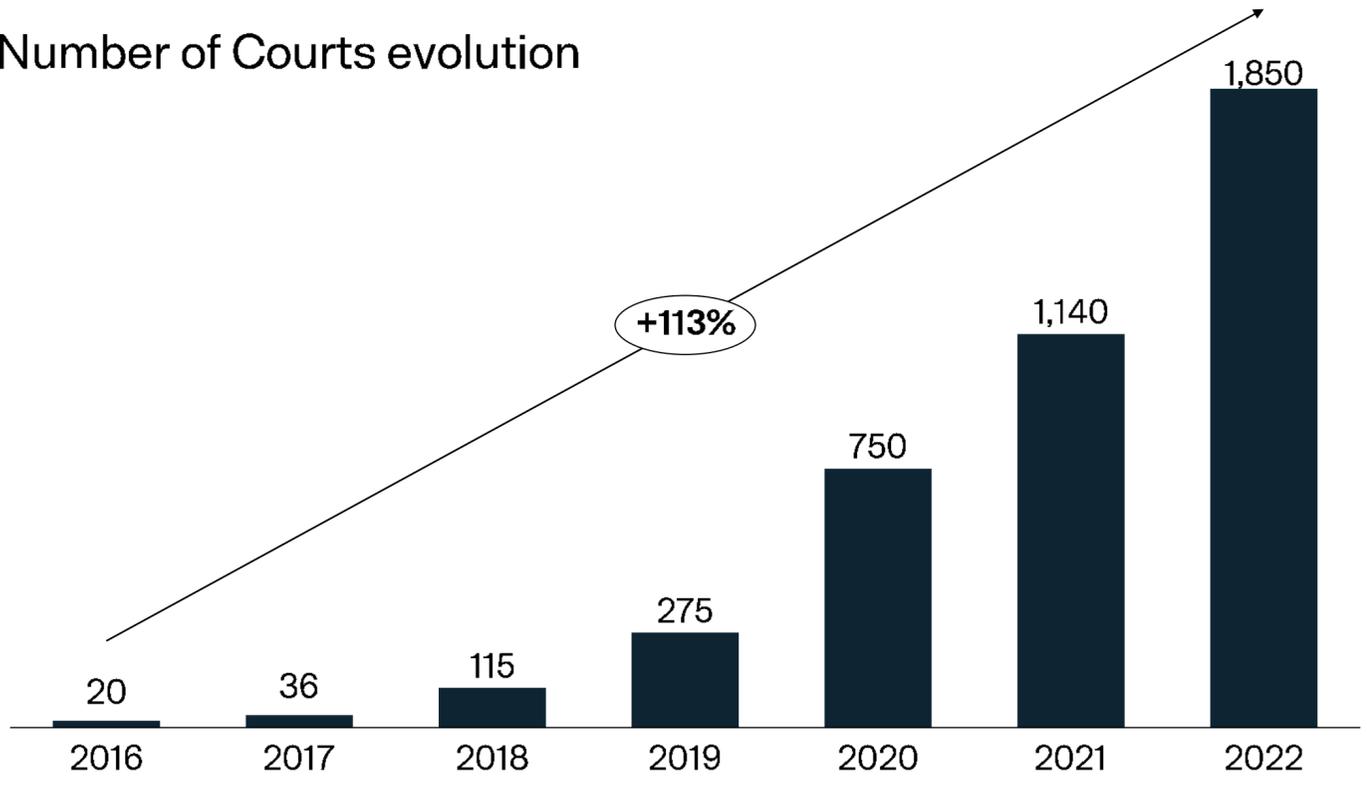
# Brief market analysis and update

## New regions where padel is emerging -

### Key Padel Metrics and Evolution



### Number of Courts evolution



Notes: (1) Venues include padel and tennis clubs, gyms and sport centers; residential courts are excluded  
 Source: Local Federations, Padel Lands, Playtomic, Monitor Deloitte analysis

### Relevant News

**Investors take fight to Qatar for future of racket sport**  
 April 2023, City A.M.

This isn't football, though, but padel, the fast-growing racket sport now at the center of a tug of war between rival competitions backed by the Qatari owners of Paris Saint-Germain [...]

**Global padel champions to headline first ever World Padel League in Dubai**  
 May 2023, Emirates 24/7

Hosting of the inaugural WPL set to boost Dubai's status as a global sporting destination, bringing together the biggest names in the sport

**Padel grabbing attention of Kuwait kids too**  
 October 2022, MENAFN

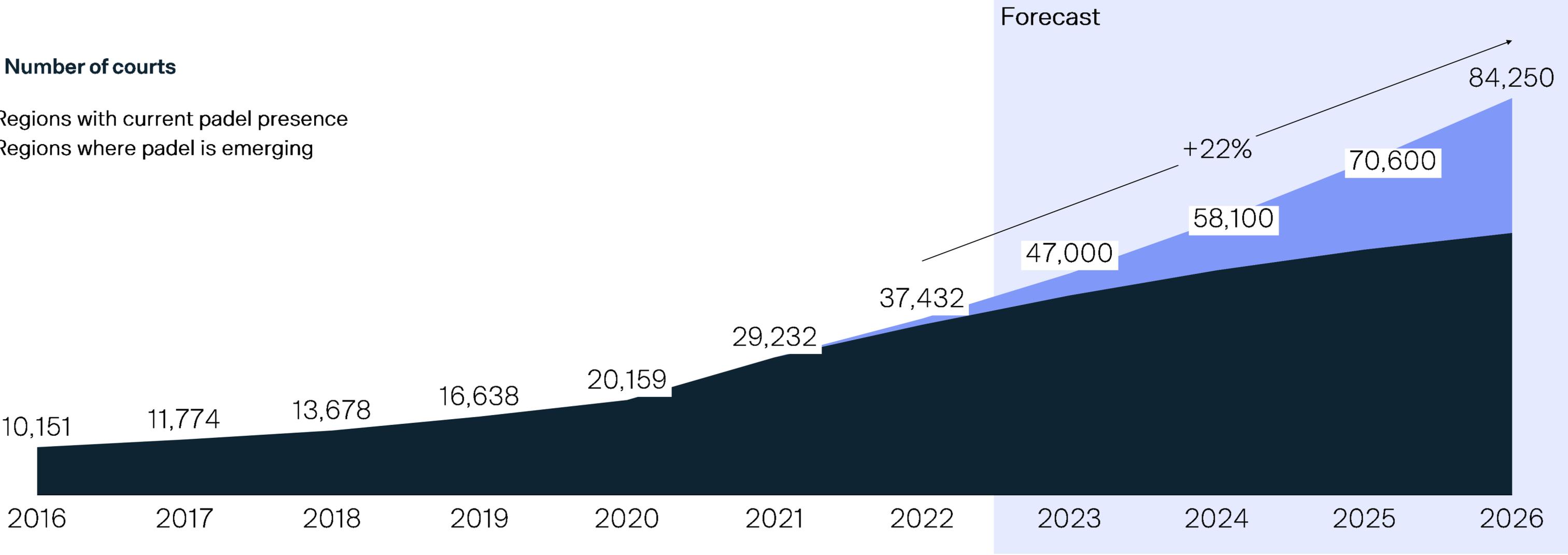
The spread of Padel sport in Kuwait is not limited since the past two years to young men or women, but it is now also getting more attention from children and teenagers.

# Brief market analysis and update

# Padel courts growth forecast for coming years

### Total Number of courts

- Regions with current padel presence
- Regions where padel is emerging



Padel courts are estimated to keep growing at a steady pace of **c.22% per year**, boosted by the **development of this sport in new regions**

LATAM has been excluded due to lack of reliable information  
Source: Local Federations, Padel Lands, Playtomic, Monitor Deloitte analysis

# Brief market analysis and update

## Case Sweden: Market adjustment after great explosion

### A set of multiple factors made the padel industry explode in Sweden in 2020...

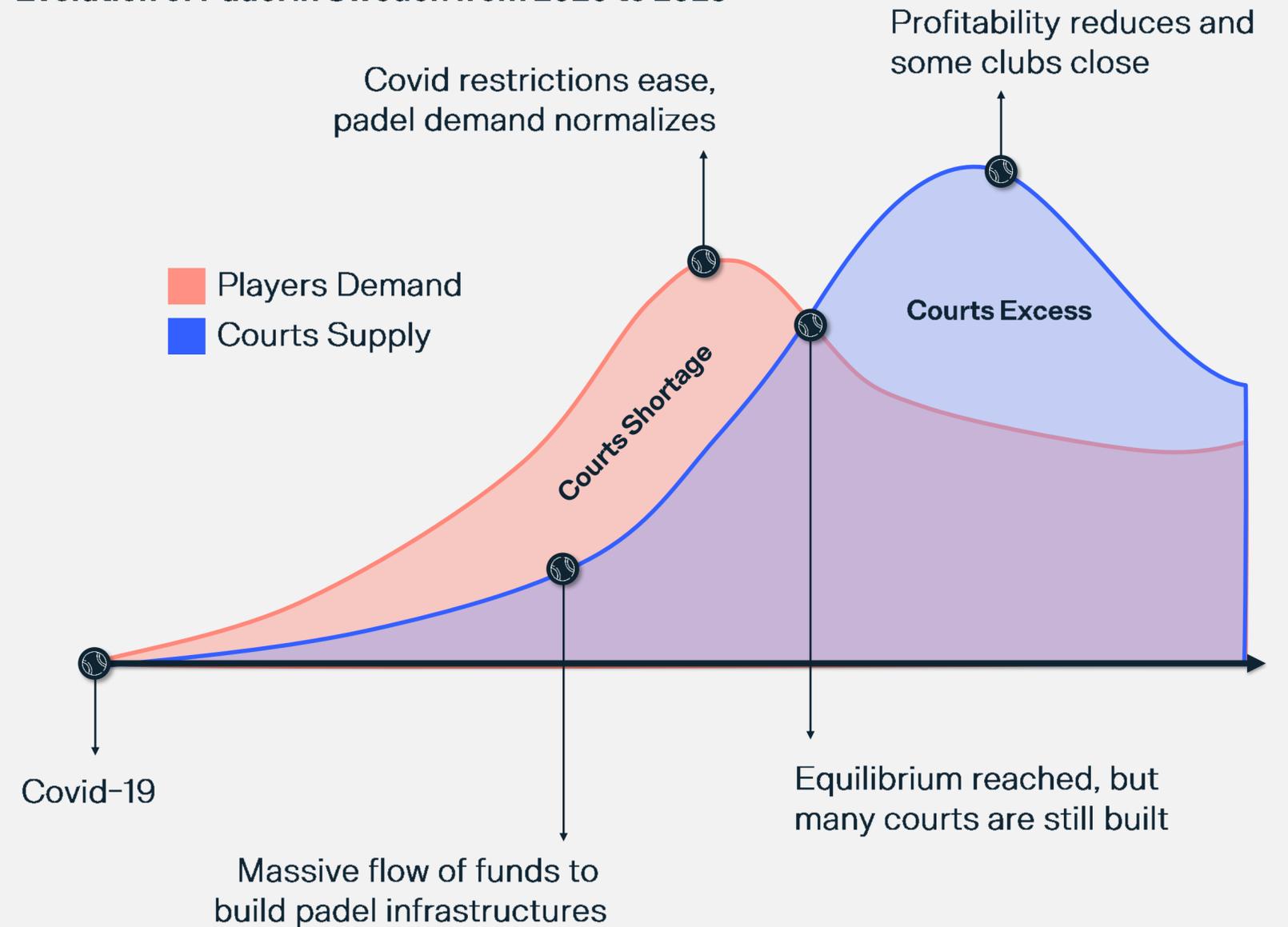
- A. Due to covid restrictions, padel was one of the few social activities that could be done indoors (bars were closed)
- B. Light regulatory requirements to build and open a new club
- C. Enough and appropriate infrastructure (warehouses) to build clubs with many courts
- D. Swedish culture: heavy-adopters
- E. Sweden has a large and wealthy middle class

...as a result, lot of investment flowed into the Swedish padel industry aiming to built lot of padel clubs and venues.

After COVID-19 restrictions were eased, padel fever normalized in Sweden and a wave of inflation increased the cost of club operations, many padel clubs became unprofitable and thus were forced to close.

Although many clubs have closed, the demand and interest of padel in Sweden is much stronger than before Covid-19 pandemic.

### Evolution of Padel in Sweden from 2020 to 2023



Source: Industry experts' interviews, Monitor Deloitte analysis

Brief market analysis and update

# Case Sweden: Padel bubble will not be repeated

## A

The unique factors that contributed to Sweden's rapid boom in padel are not readily applicable to other countries. Furthermore, in the aftermath of the Covid-19 crisis, padel has demonstrated a more sustainable growth pattern, wherein infrastructure development occurs over an extended period

## B

Padel is increasingly evolving into a globalized sport, enabling investors and the private sector to diversify their investments across multiple regions rather than focusing on a single country for sport development

## C

The progress of the sport has facilitated the availability of extensive and reliable information about the industry, enabling stakeholders to assess the development and maturity levels of different regions to avoid market saturation

## Market Saturation Metric

Monitor Deloitte has developed its own *Market Saturation Metric* that allows to calculate the number of **sustainable padel courts in a specific regions at its maturity**, without a significant reduction in average occupancy and club profitability

This metric is based on

- Region's population
- Tennis penetration (% players o/ population)
- Number of tennis courts
- Number of padel players per court

According to this metric, the market saturation for Sweden was reached at **c.3,700 courts**

Source: Industry experts' interviews, Monitor Deloitte analysis

Global Padel Report by Playtomic, Powered by Deloitte

# SUSTAINED & SUSTAINABLE PADEL GROWTH

Padel ecosystem



# Padel ecosystem Much beyond padel venues

The Padel Ecosystem (illustrative)



- Ensuring an adequate provision of padel facilities (clubs, sports centers, etc.) is a strategic imperative for fostering the expansion and sustained visibility of this sport in a given region
- However, it's crucial to note that padel industry's expansion is not exclusively tied to infrastructure: padel ecosystem is comprised by multiple stakeholders that are building an extensive commercial segment beyond courts' confines

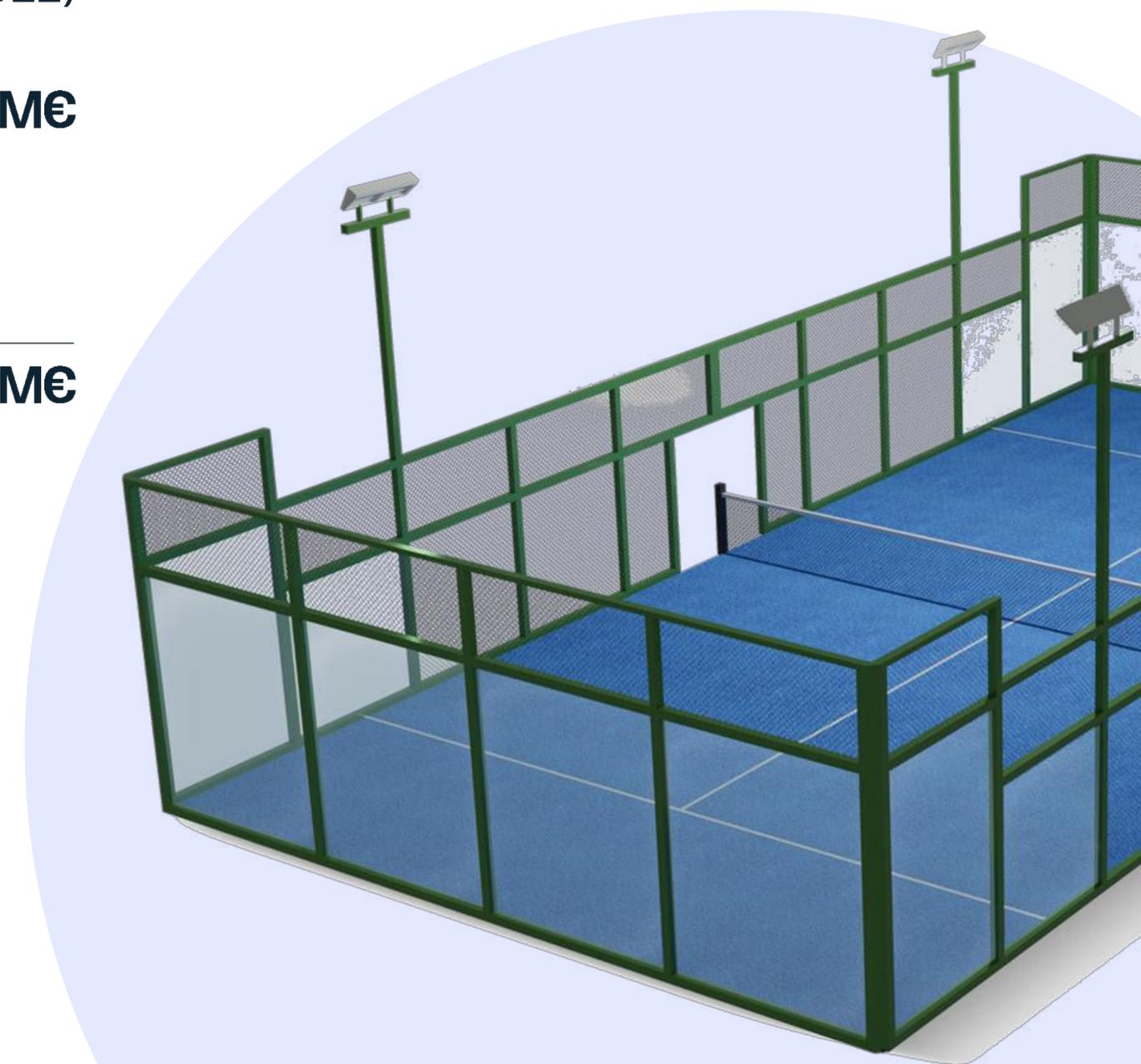
Source: Monitor Deloitte analysis

# Padel ecosystem

## Sizing the global padel ecosystem



Segment	Description	Est. Market Size (2022)
<b>Padel Clubs Operation</b>	<ul style="list-style-type: none"> <li>Padel clubs operates the courts, charging a fee per booking</li> <li>The size of this market depends on the courts available in clubs, the average occupation per day and the average price per booking</li> <li>Total value will increase YoY as new clubs are opened worldwide, as well as rises in occupation rates and booking fees, which depends on players' demand for padel</li> </ul>	<b>1,200M€</b>
<b>Courts Manufacturers</b>	<ul style="list-style-type: none"> <li>Manufacturers design, transform and assemble padel courts, at an average price of 18,000 - 25,000 € / per court (excl. shipping and installation)</li> <li>Most of padel courts manufacturers are based in Spain, which offer the best quality and standardized courts, and ship them worldwide</li> <li>The value of this market will grow at an increasing pace in the following years, with new regions boosting the demand for padel courts</li> </ul>	<b>200M€</b>



Padel courts infrastructure market is currently the most valued segment within the padel ecosystem

Source: Monitor Deloitte analysis



# Padel ecosystem

## Sizing the global padel ecosystem

Segment	Description	Est. Market Size (2022)
<b>Padel Rackets</b>	<ul style="list-style-type: none"> <li>Padel rackets are manufactured by multiple brands and usually sold through distributors to the end customer</li> <li>According to Playtomic Proprietary Survey, recurring padel players in Spain purchase, on average, a padel racket every 15 months</li> <li>There are multiple categories among padel rackets, being the average purchase price 100-120€</li> </ul>	<b>370M€</b>
<b>Padel Balls and Accessories</b>	<ul style="list-style-type: none"> <li>As well as padel rackets, there exist multiple balls manufacturers and distributors, online and offline</li> <li>According to Playtomic Proprietary Survey, padel balls are replaced, on average, every 5 matches</li> <li>The average price of a package including 3 padel balls is 4-5€</li> </ul>	<b>80M€</b>
<b>Clothing</b>	<ul style="list-style-type: none"> <li>Clothing related to padel can be distinguished among specialized padel clothing and standard sports clothing, with an average price of 15-25€</li> <li>On the other hand, padel players also purchase appropriate sneakers, with an average price of 20-30€</li> </ul>	<b>100M€</b>



The retail business for padel equipment and apparel is poised for steady growth as the global player base expands and brand value of retailers strengthens

Source: Monitor Deloitte analysis

# Padel ecosystem

## Sizing the global padel ecosystem



Segment	Description	Est. Market Size (2022)
<b>Media and TV Rights</b>	<ul style="list-style-type: none"> <li>Professional tournaments are broadcasted through multiple channels, which sign multi-year contracts to get the TV rights</li> <li>Mediapro acquired in February 2022 the commercial media rights of World Padel Tour, while Premier Padel can be watched through some TV channels (beIN Sports, ESPN, RTVE) as well as Youtube</li> </ul>	<b>35M€</b>
<b>Ticketing</b>	<ul style="list-style-type: none"> <li>Ticketing segment covers the tickets sold to padel fans that give access to professional padel circuits</li> <li>Tickets are mainly sold to 3 main professional competitions: World Padel Tour, Premier Padel and A1Padel</li> <li>This market is still very incipient as main competitions and events are still played in Spain</li> </ul>	<b>15M€</b>



The professional segment of padel is still in its early stages, with limited viewership and a small number of professional players. However, it holds significant potential for growth

Source: Monitor Deloitte analysis

# Padel ecosystem

## Sizing the global padel ecosystem

### Estimated Total Market Size (2022)<sup>(1)</sup>

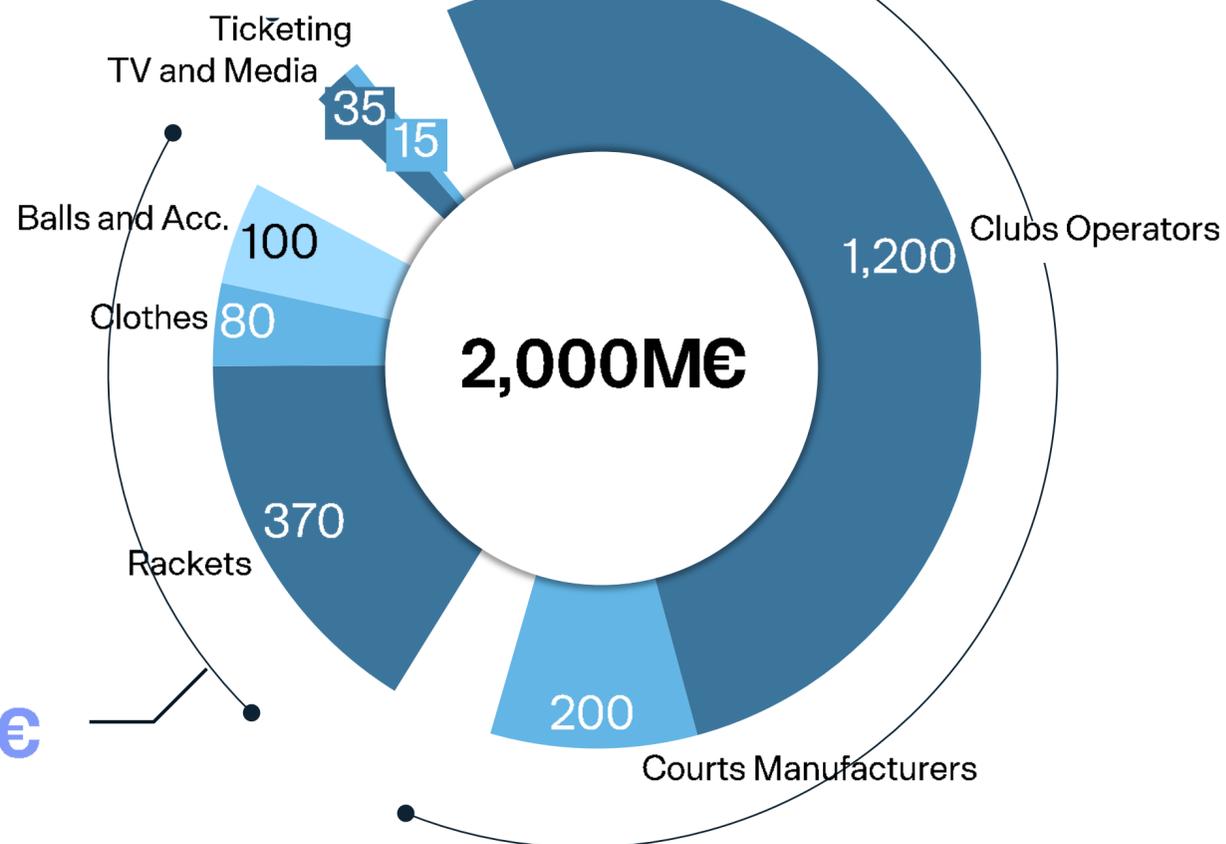
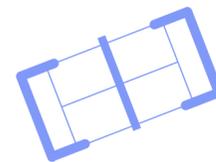
(million €)

Professional Segment

50M€



Infrastructures 1,400M€



The current padel ecosystem is dominated by the infrastructure segment, where club operators are the most successful in capturing the growth in demand for padel

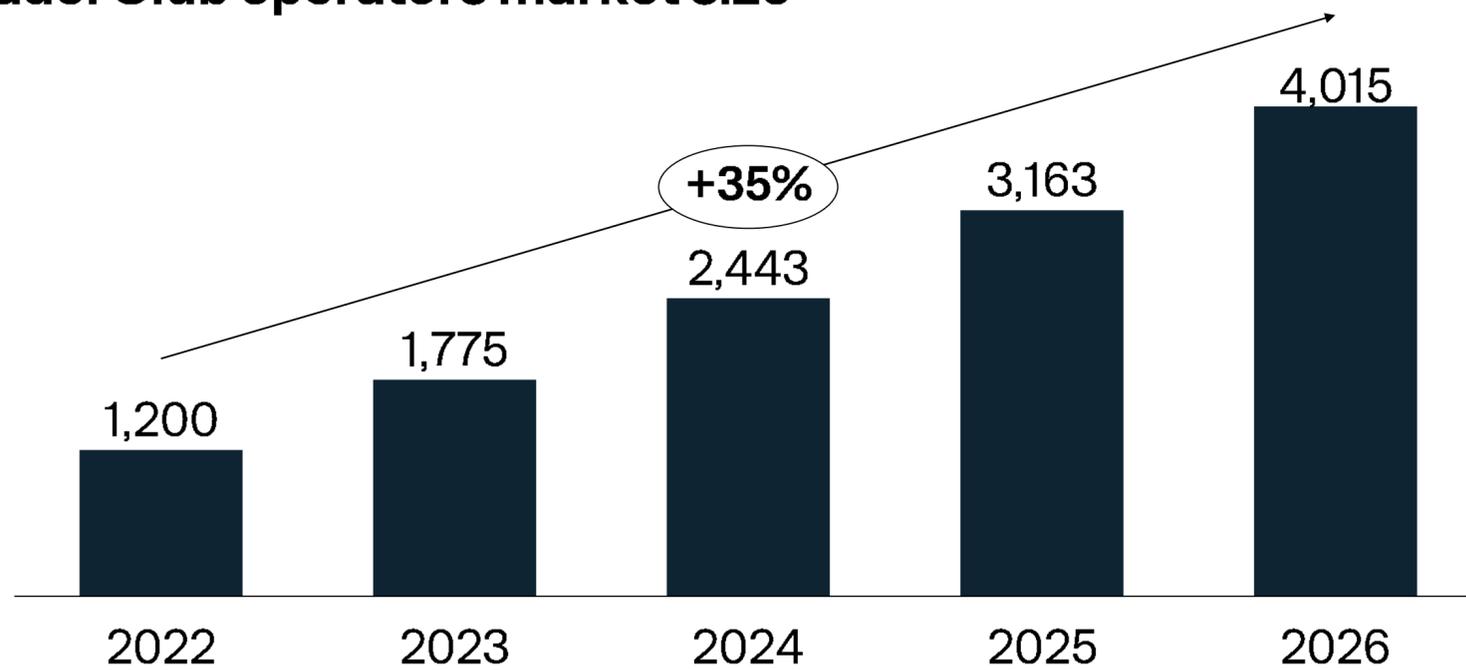
Moreover, in the medium term, as padel becomes an increasingly globalized sport with international repercussion, the professional segment will gain relevance, thus considerably increasing the value of the padel ecosystem

Notes: (1) Excluding Institutions and Add-on Services  
Source: Monitor Deloitte analysis

# Padel ecosystem

## Clubs' operation segment forecast

**Evolution of Padel Club operators market size**  
(million €)



# Padel Courts <sup>(1)</sup>	37,432	47,000	58,100	70,600	84,250
% in Commercial Venues	73%	77%	80%	83%	85%
Price/Hour (€)	25	28	30	31	32
Occupancy Rate	40%	40%	40%	40%	40%

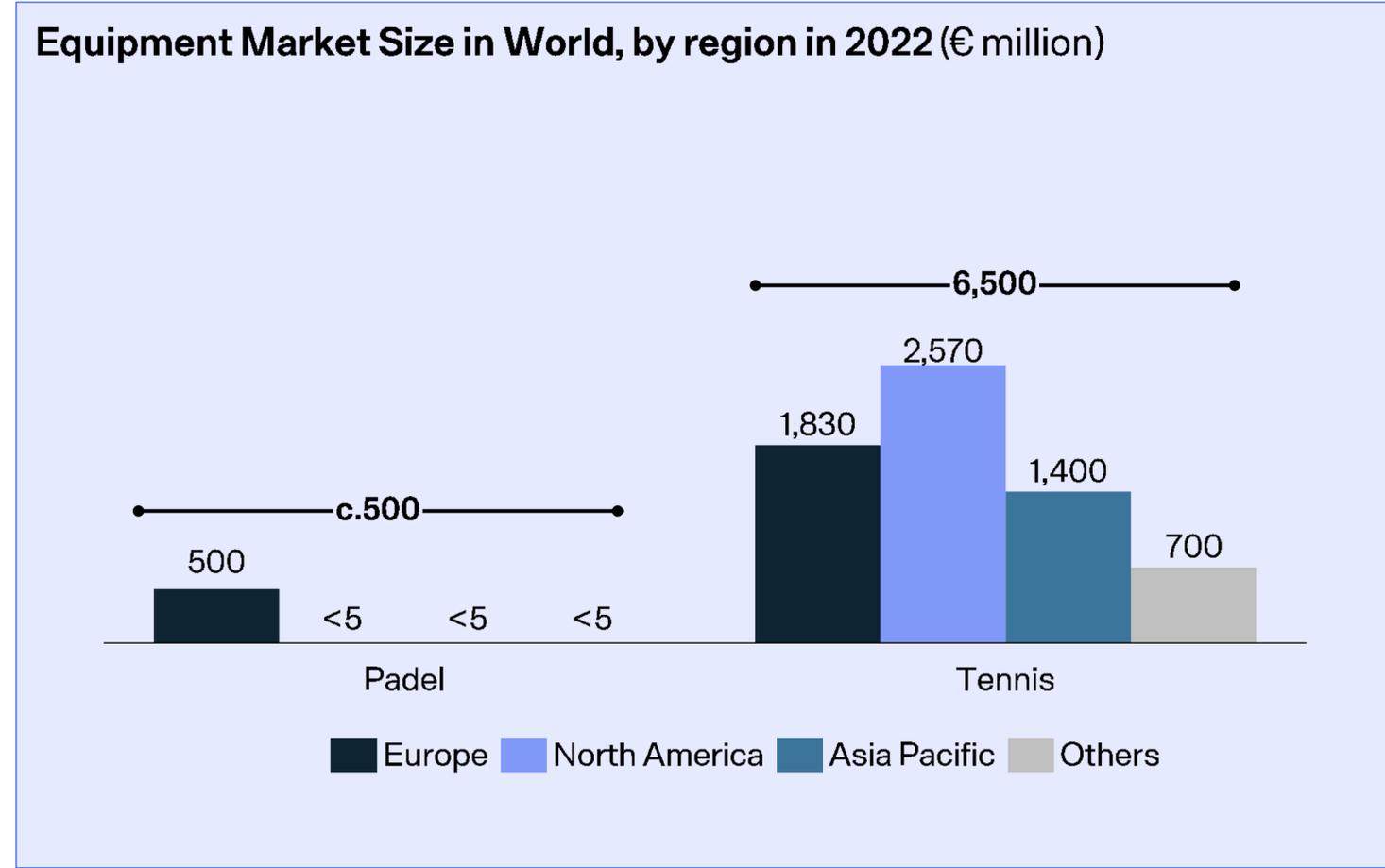
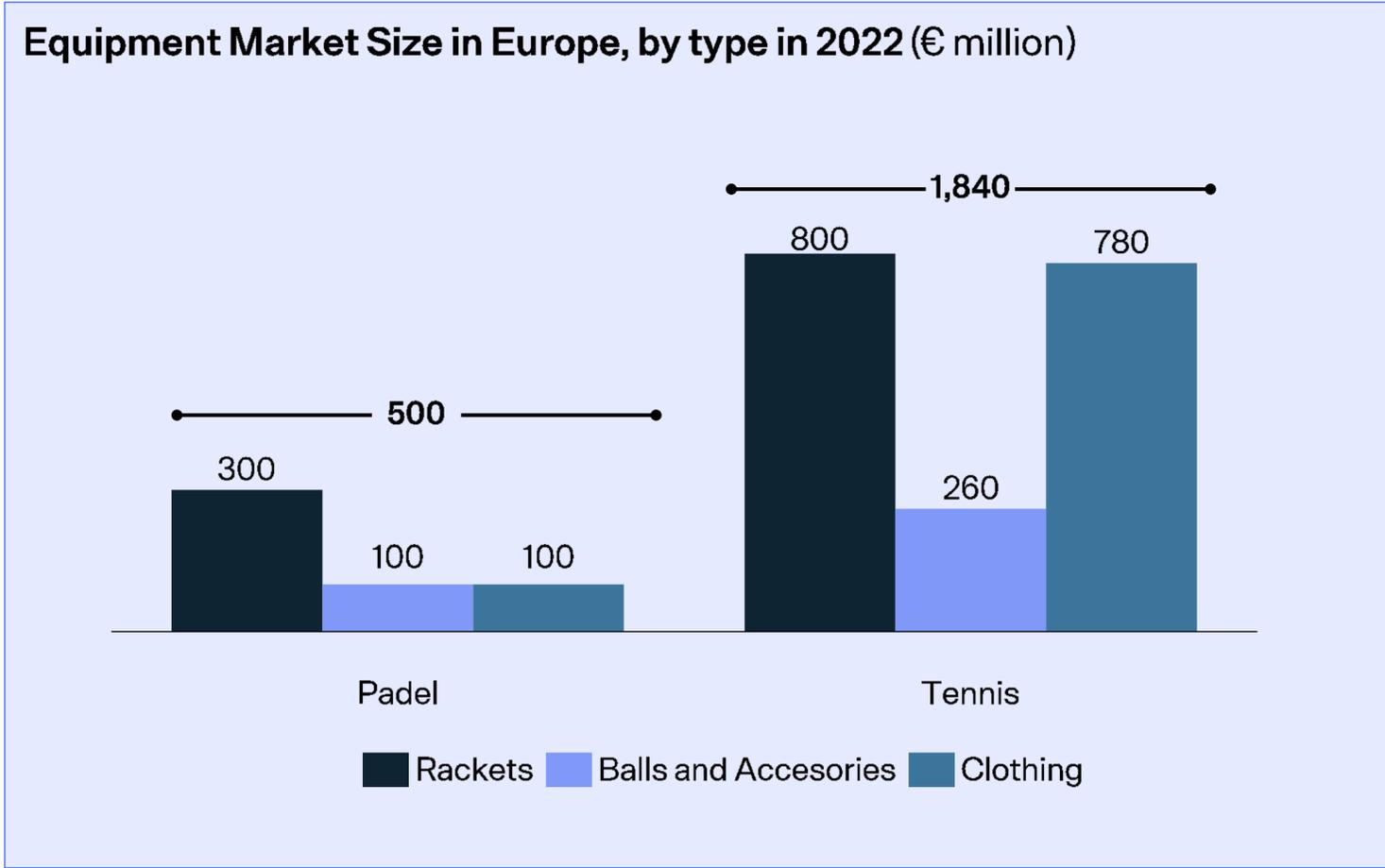
**Clubs' operation market segment will triple its value in the following 4 years**

Notes: (1) Not all padel courts are considered for the Club operation market size as some of the are located in residential or municipal venues  
Source: Monitor Deloitte analysis

- Currently, the padel court booking market generates about €1.25 billion per year (in 2022), which is the most valuable segment of the global padel industry
- Growth of total courts worldwide in new regions (United States, UK, Germany, Middle East, Australia...), coupled with a growing demand from players, will cause the **estimated market to triple its value by 2026**
- Inflation and growing demand from high purchasing power regions will cause average price per hour to increase at an average annual rate of c.5%

# Padel ecosystem

## Equipment retail comparative and potential



### Tennis Comparative

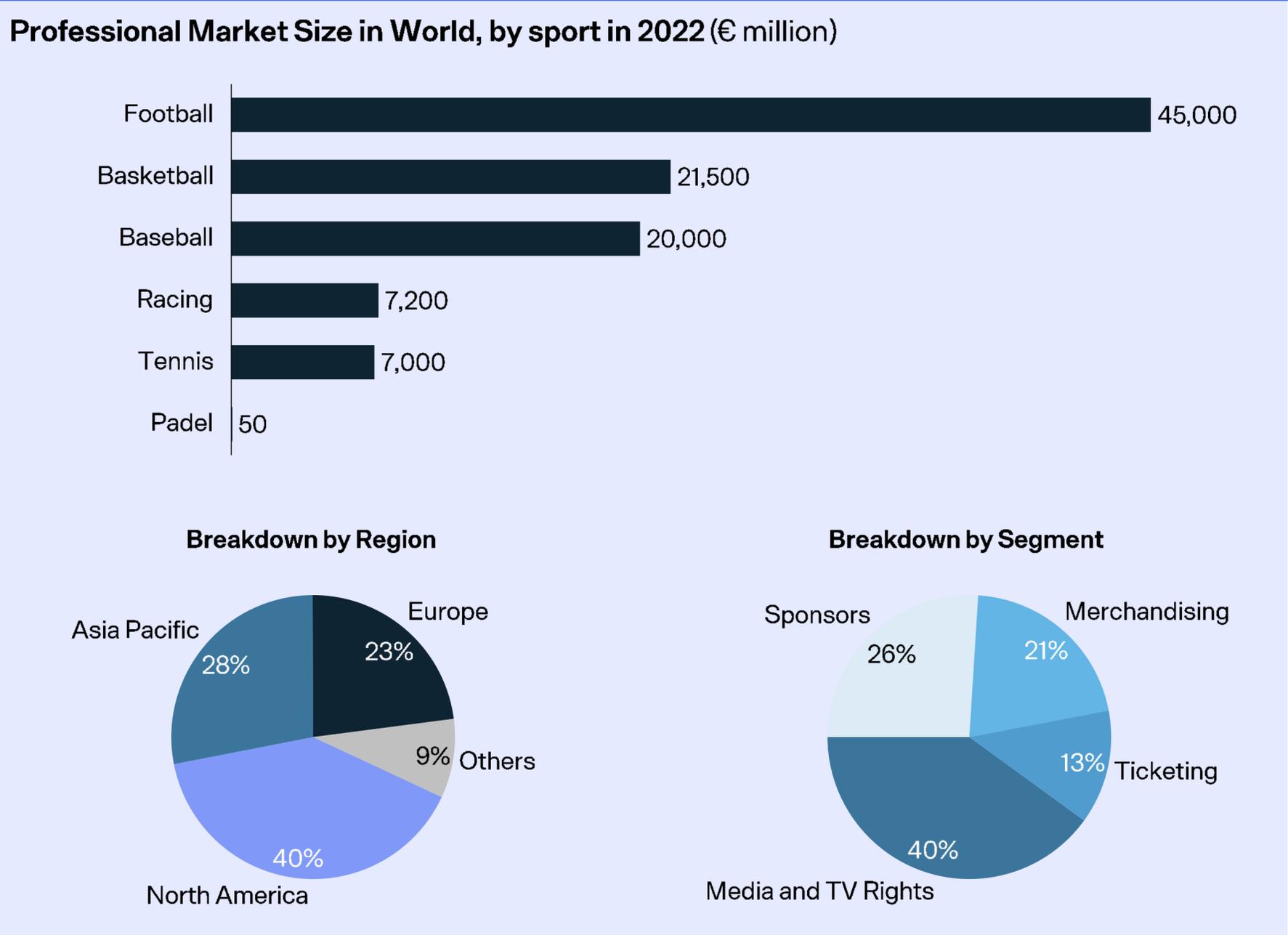
	Padel	Tennis
Number of Players	25M	90M
Avg. Expense/Player	20€	72€

Padel equipment market could reach tennis' market in Europe (1,840M€) as it increases the average expense per player (from 20€ to 72€), and the global tennis market size if it manages to expand internationally, thus multiplying the number of padel players (from 25M to 90M)

Source: EMIS, Monitor Deloitte analysis

Padel ecosystem

# Professional segment comparative and potential



**Tennis Comparative**

	Padel	Tennis
Nº Tournaments (2022)	65	68
Viewers Pro. Competitions (2022)	30M	1,000M
Total Prize Money Competitions (2022)	8M€	180M€
Total Ranked Players (Men + Women)	850	3,000

Compared to other sports, **the professional segment of padel currently holds a relatively small market value due to its limited audience**

Nonetheless, the growing trend of popularity and the emergence of new media platforms broadcasting competitions may lead to an **exponential expansion of this segment in the near future**

Source: EMIS, Monitor Deloitte analysis

# SUSTAINED & SUSTAINABLE PADEL GROWTH



Professionalizing padel

# Professionalizing padel

## From an amateur to a professional sport

Late 1970s

Arrival of padel to Europe (Spain), primarily a leisure activity for the high-end class in Marbella

1980s

Rapid expansion of padel courts across Spain, signifying the sport's growing popularity and acceptance among the middle class

1990s

Federation Española de Padel is created, and padel is recognized as sporting discipline. Regional padel tournaments in Spain emerge, contributing to the sport's amateur status

2005

The first professional padel competition (Pro Padel Tour) is created, highlighting the sport's increasing global recognition

2013

A new professional circuit, World Padel Tour, substitutes the PPT, aiming to keep developing this sport internationally

2020

Padel fever explodes internationally: padel adoption massive adoption in Europe, key public figures start playing, investment flows into padel, etc.

2022

A new international padel professional circuit is created (Premier Padel) jointly with the International Padel Federation, played in 2022 in 7 different countries

Present

Padel seeks to be recognized as an Olympic sport, signaling the sport's ambition for global legitimacy and relevance

Source: Monitor Deloitte analysis

# Professionalizing padel 3 professional padel circuits currently coexist

**FIP** | International Padel Federation gives unified ranking of circuits and whose approval gives circuits legitimacy



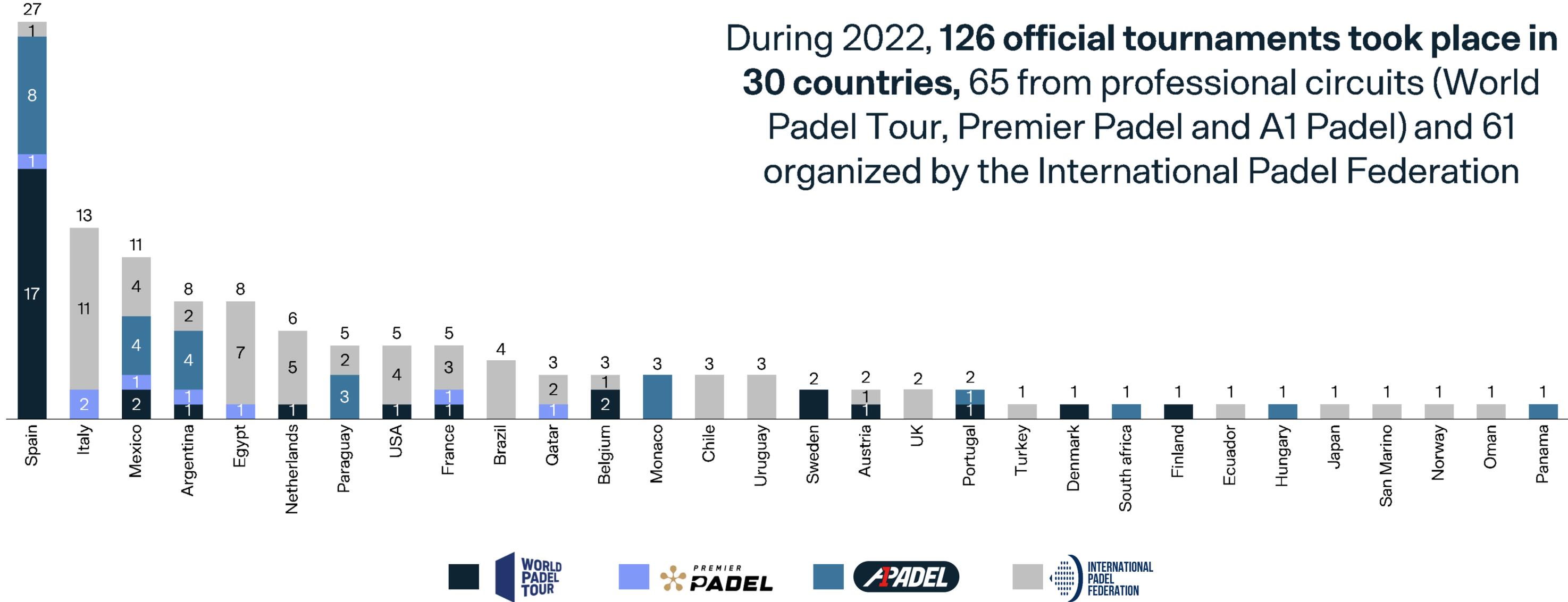
	<p>Privately owned and top current 20 players signed exclusivity contract that ends in 2023; in 2022 separated from the FIP</p>	<p>Privately owned and has a different ranking than WPT that is recognized by FIP and Padel Players Association</p>	<p>Privately owned and created in 2020 has the objective to turn padel into a worldwide household sport</p>
	<p>Has 26 official competitions distributed through 6 different countries</p>	<p>It takes place in 7 different countries throughout 5 different continents</p>	<p>It is played in 11 countries, almost twice as many as WPT</p>
	<p>In 2022 the total available prize fund was of \$3.27 million contested by 827 players, top 10 having \$6.000 guaranteed each tournament</p>	<p>Whilst WPT has a total prize fund of \$121,000 on their most generous tournaments, Premier has \$568,000</p>	<p>Its most generous tournaments include a \$152.000 prize fund</p>
	<p>In talks with Premier Padel to combine into a single circuit under the FIP</p>	<p>In talks with WPT as it is more experienced and generally has a larger following and infrastructure investment</p>	<p>It aims to professionalize padel by investing in associations, public courts and infrastructure wherever it is played</p>

Source: Competitions websites, Monitor Deloitte analysis

# Professionalizing padel

# Professional events are increasingly played worldwide

Number of tournaments held in 2022, by country



Source: Competitions websites, Monitor Deloitte analysis

# Professionalizing padel

## Investment flowing into the padel industry

Date	Buyer	Target	Description
June 2021	Atitlan	Padel Galis	Atitlan, a Spanish investment group, has invested in Grupo Galis World, one of the leading manufacturers of padel courts and official supplier of WPT courts
September 2021	Backspin Capital Investments	Padel Nuestro	Backspin Capital Investments acquired control of the Padel Nuestro group, a world leader in the online and offline marketing of padel products and equipment
November 2021	Ledap	MejorSet	Ledap, the padel arm of the investment firm Triton, announces the acquisition of MejorSet, a globally leading manufacturer of padel courts and official supplier of FIP
December 2021	GP Bullhound	Playtomic	GP Bullhound has led a \$63 million investment round in Playtomic, Europe's dominant tennis and padel booking social marketplace
2021-2022	Ledap	Padel Chains (WAP)	Ledap is expanding through Nordics, UK and Germany purchasing padel clubs and integrating it into its commercial brand "We Are Padel"
March 2022	Qatar Sports Investment	FIP	Qatar Sport Investments joints with the International Padel Federations to create a new padel professional circuit: Premier Padel
April 2022	Padel United	PDL	Padel United and PDL, two of the largest padel operators in Nordics and UK, merge their companies to create one of the biggest padel conglomerates
November 2022	SOPEF/MCH Private Equity	All For Padel	SOPEF, an investment fund managed by MCH Private Equity, has invested in All For Padel, a company specialized in the design, manufacturing and retailing of padel courts and equipment
February 2023	bd-capital	Padel Courts Deluxe	The UK-based fund bd-capital has acquired a stake in Padel Courts Deluxe and GreenSet, padel and tennis courts manufacturers to create a global leader
March 2023	Yankee Global Enterprises	A1 Padel	NY Yankees (YGE) has announced a minority investment in A1 Padel, a new international padel circuit launched in 2020, to boost its growth in North America

Source: Monitor Deloitte analysis

# Professionalizing padel Olympics goal in the horizon

## Context

- Olympic games were celebrated officially for the first time in 1896 with 14 countries and 10 disciplines
- Padel was born in Acapulco, Mexico in the year 1969 and since then has broadened its presence to over 100 countries
- The Olympic games now embrace 40 sports (including winter games) and 204 countries
- New sports must be approved at least 7 years prior to the Olympic debut by the International Olympic Committee (IOC)

## Requisites

- Must have an international regulatory organism
- The organism must abide by the ethical requirements imposed by the IOC
- Must oblige and be regulated by WADA (World Anti Doping Agency)
- Must not include any motorized equipment
- Be competed in at least 75 countries over 4 continents in men's and 40 over 3 continents in women's

## Process

- 1 The only requisite the FIP (International Padel Federation) doesn't comply on is the minimum amount of competed on countries, specially for the men's category
- 2 Padel is still broadening its international presence, being considered as one of the fastest growing sports in the world
- 3 As the rule for participating in a specific Olympic game's edition is to be approved at least 7 years prior, Padel will not participate in Paris 2024 or Los Angeles 2028
- 4 If Padel expands it's international presence over the minimum requisite, we can expect to see it debut as an Olympic sport in Brisbane 2032

Source: COI, Monitor Deloitte analysis

Global Padel Report by Playtomic, Powered by Deloitte

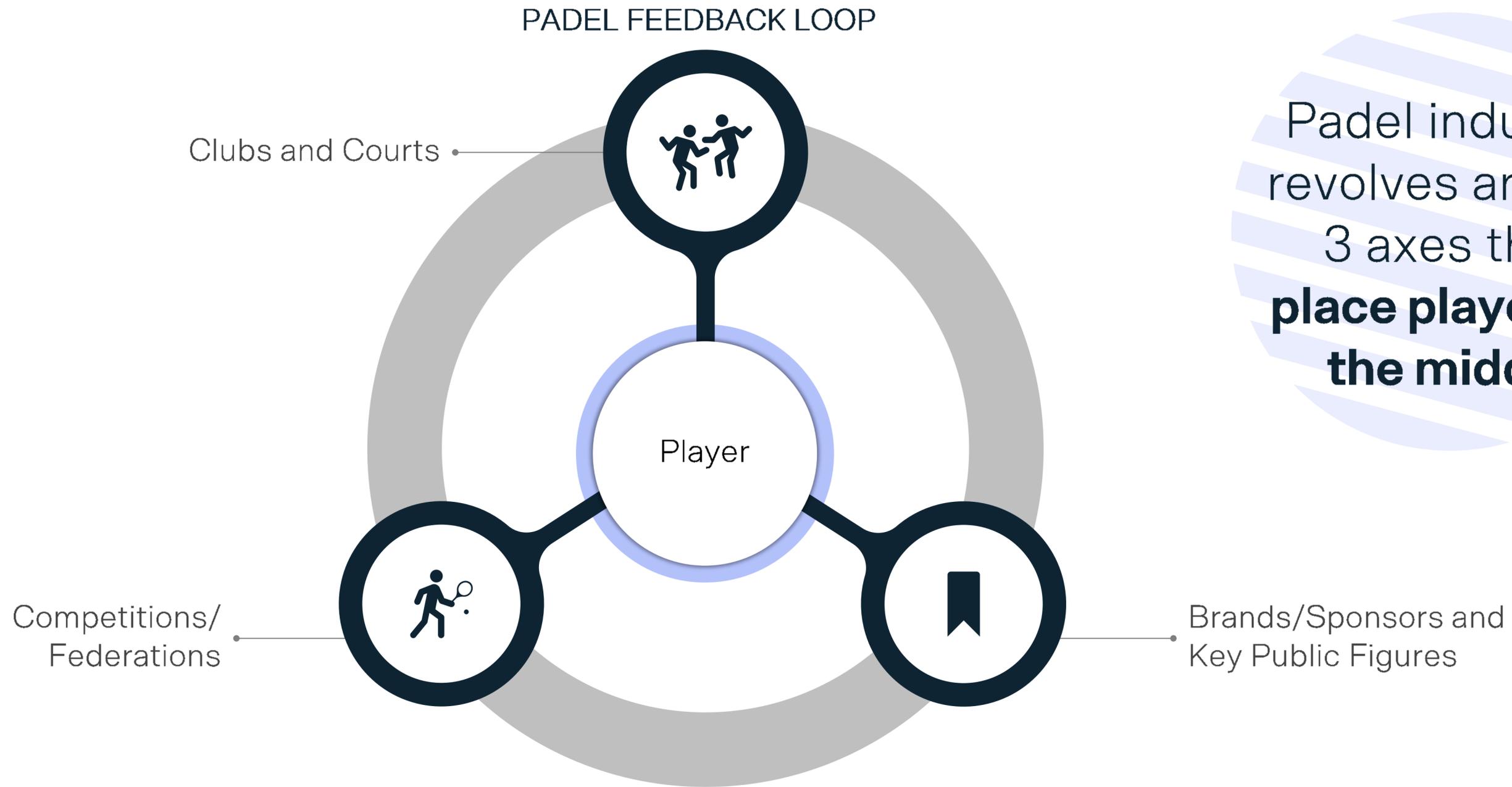
# PADEL, A **PLAYER-** **ORIENTED** INDUSTRY

Player behavior and dynamics



# Player behavior and dynamics

## The padel industry is oriented towards the player



Padel industry revolves around 3 axes that **place players in the middle**

Source: Monitor Deloitte analysis

Player behavior and dynamics

# Padel embraces everyone

While traditional sports are played by people with a specific characteristics...



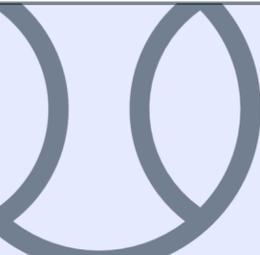
Football

- Endurance
- Speed
- Strength
- Agility and coordination



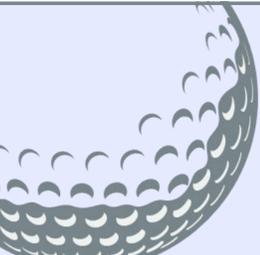
Basket

- Endurance
- Speed and agility
- Jumping ability
- Minimum height



Tennis

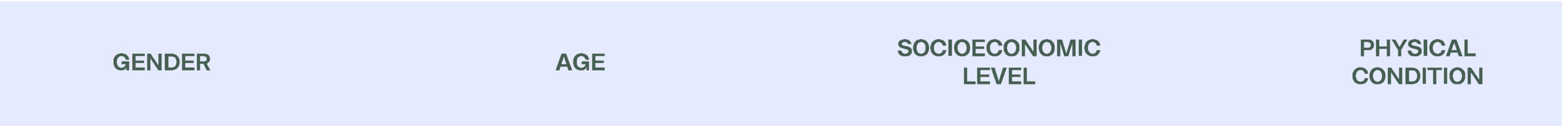
- Endurance
- Speed and agility
- Flexibility
- Balance



Golf

- Hand-eye coordination
- Socioeconomic level
- Balance
- Posture and technique

**...padel can be played by everyone, no matter its condition**



Source: Monitor Deloitte analysis

# Player behavior and dynamics Playtomic Survey Insights



An overwhelming majority of players indicated that their primary motivation for playing padel is the sheer **fun and enjoyment** it brings



The survey reveals that the combination of **physical activity, strategy, teamwork and the social aspect** of padel is what makes it a delightful leisure activity for many

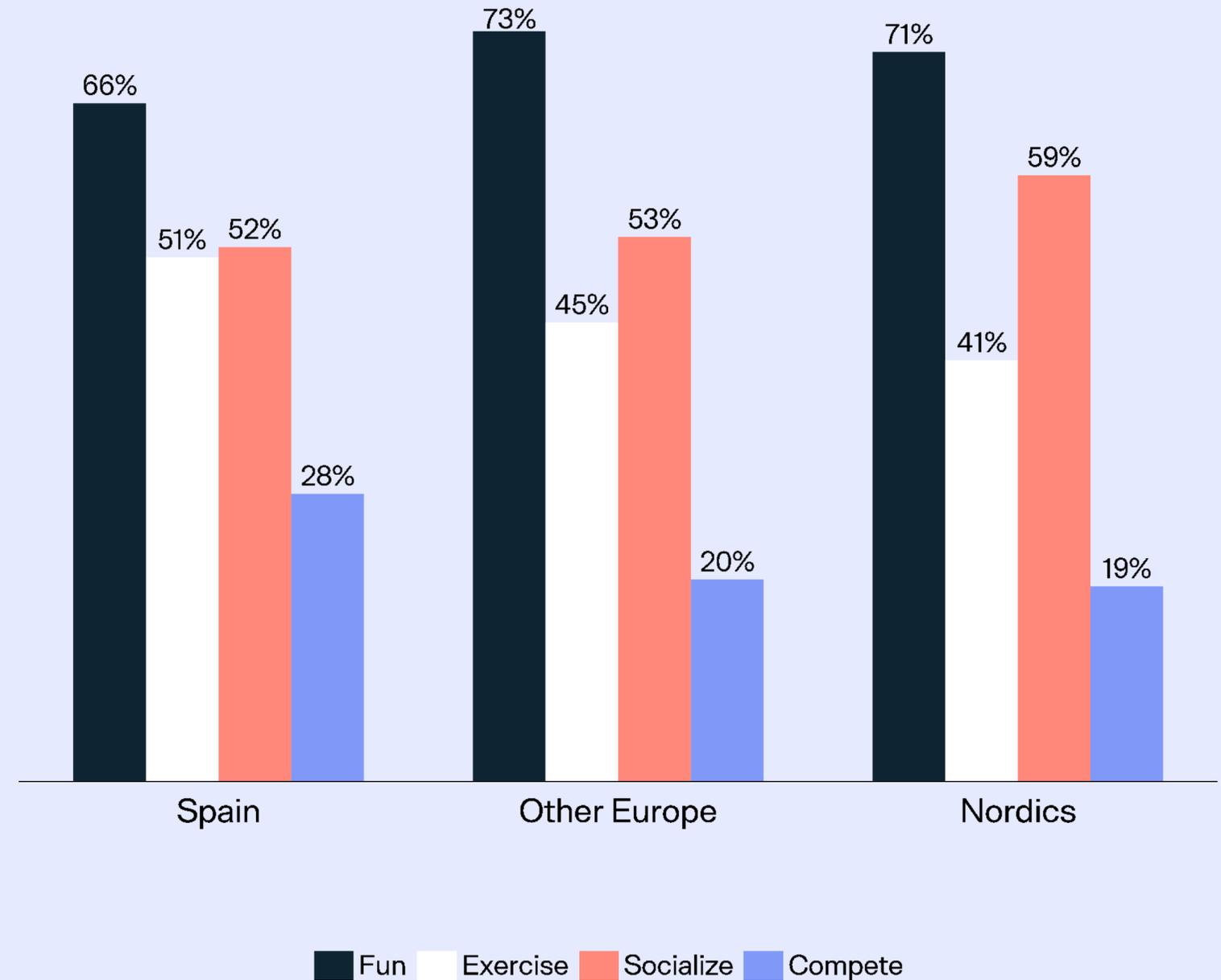


This underscores the appeal of padel as a sport that brings joy, amusement, and a **unique sense of community** to its players

Source: Playtomic Proprietary Survey

Global Padel Report by Playtomic, Powered by Deloitte

## Why did you start playing padel?



# Player behavior and dynamics

## Playtomic Survey Insights

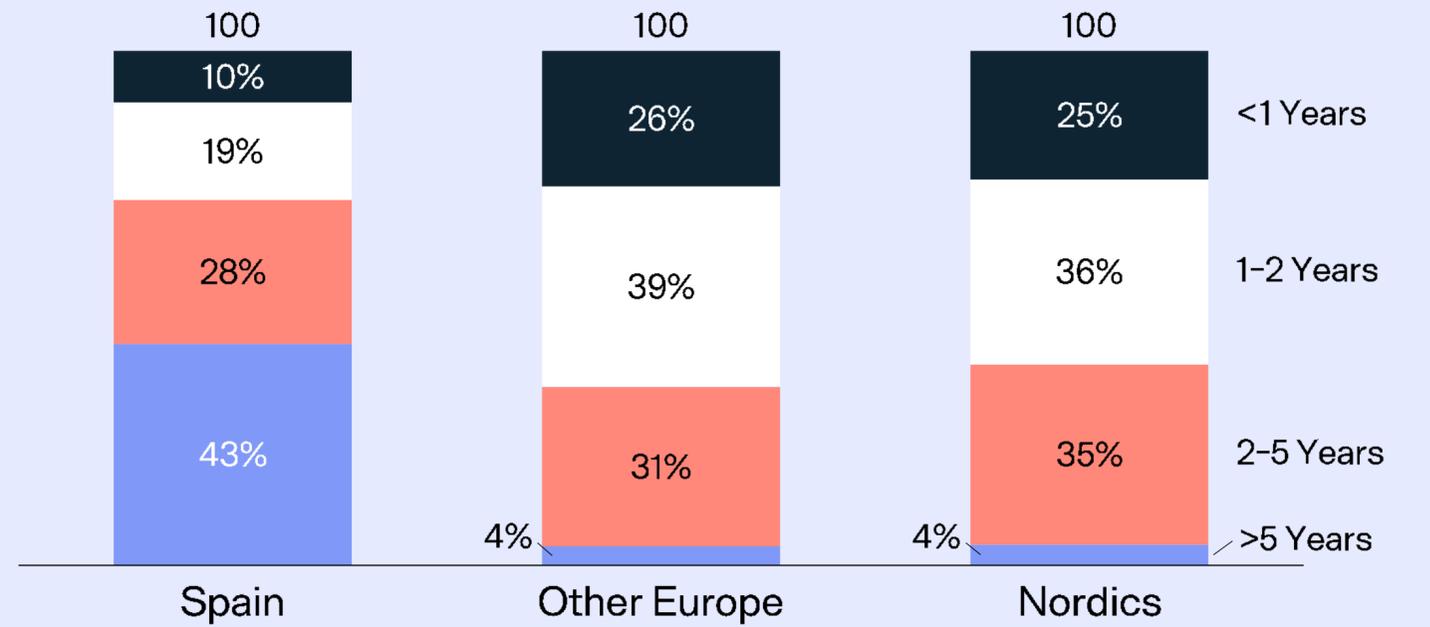


Padel, though being a relatively new sport with **most participants having less than 2 years of experience**, has made a significant impact in the sporting world

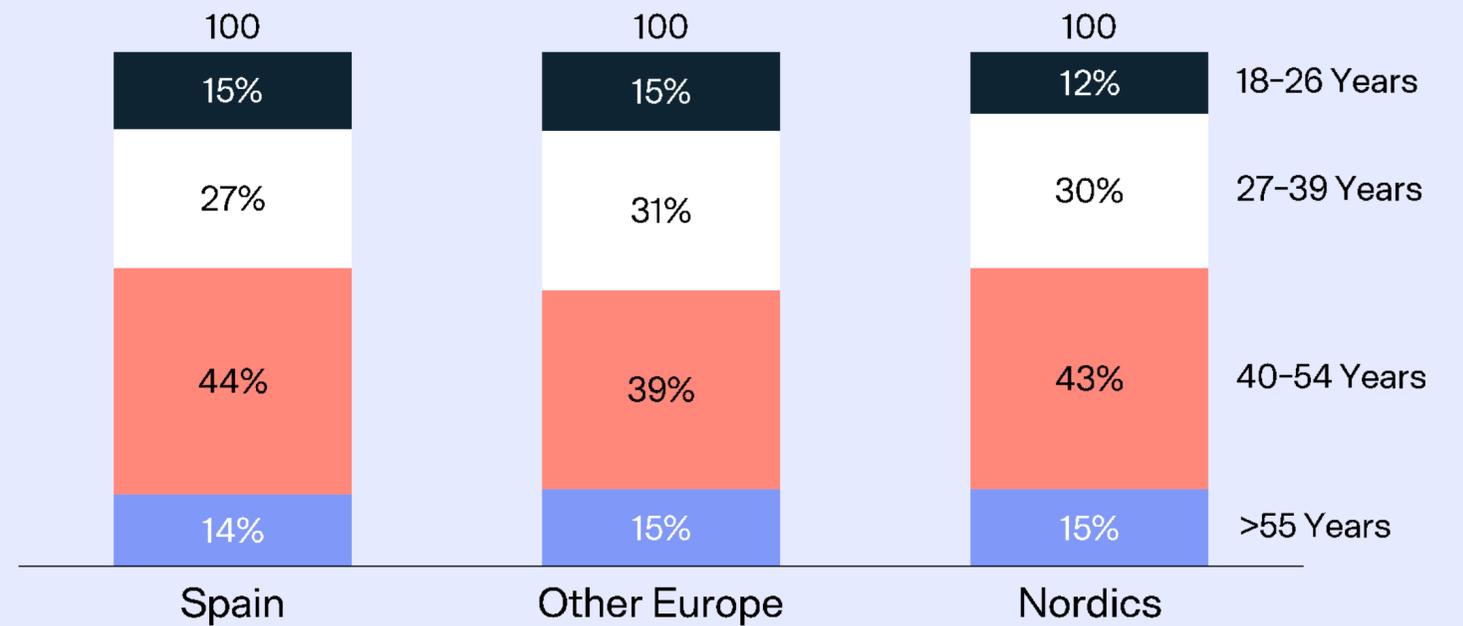


The beauty of this sport lies in its **accessibility and inclusivity**, transcending age boundaries regardless of whether its a young enthusiastic looking for a new challenge or a senior seeking some fun, low-impact activity: **padel invites everyone to the court**

### How long have you been playing padel?



### What is your age?



# Player behavior and dynamics

## Playtomic Survey Insights

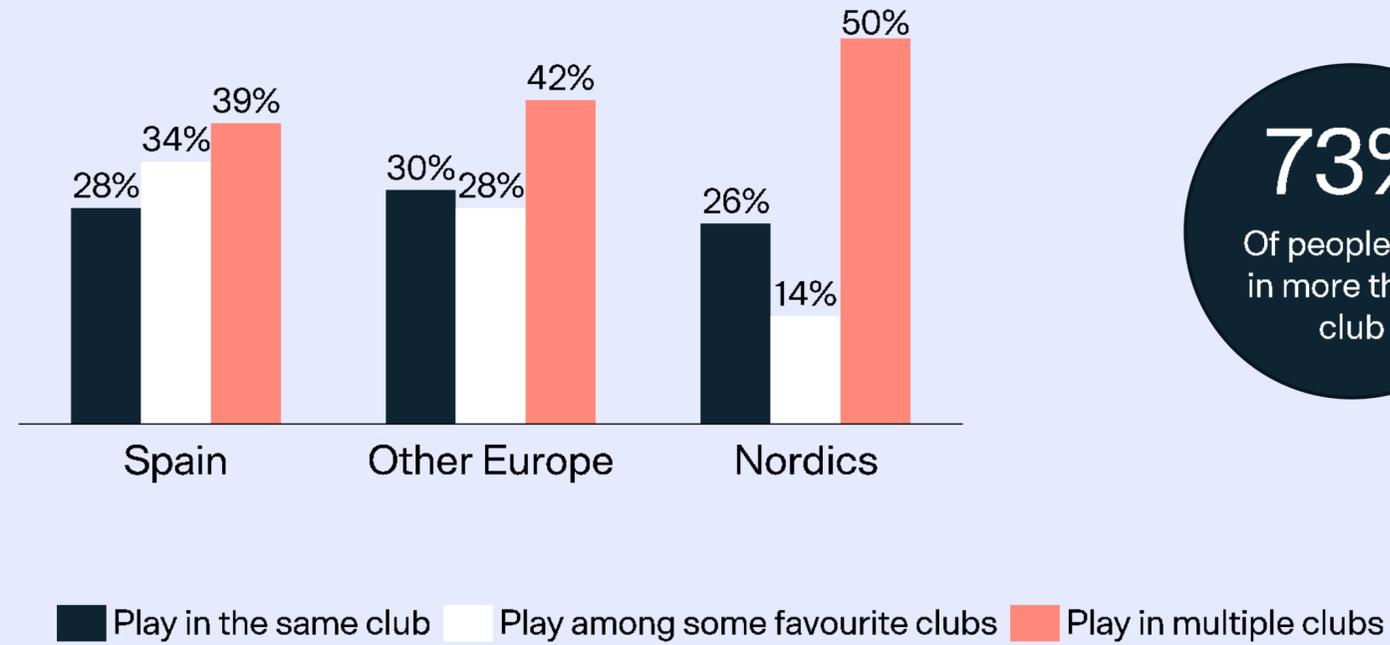


A significant number of players actively **engage in playing across multiple locations**, highlighting the flexibility of padel players and showing their **willingness to experience different environments** in order to be able to play when they want

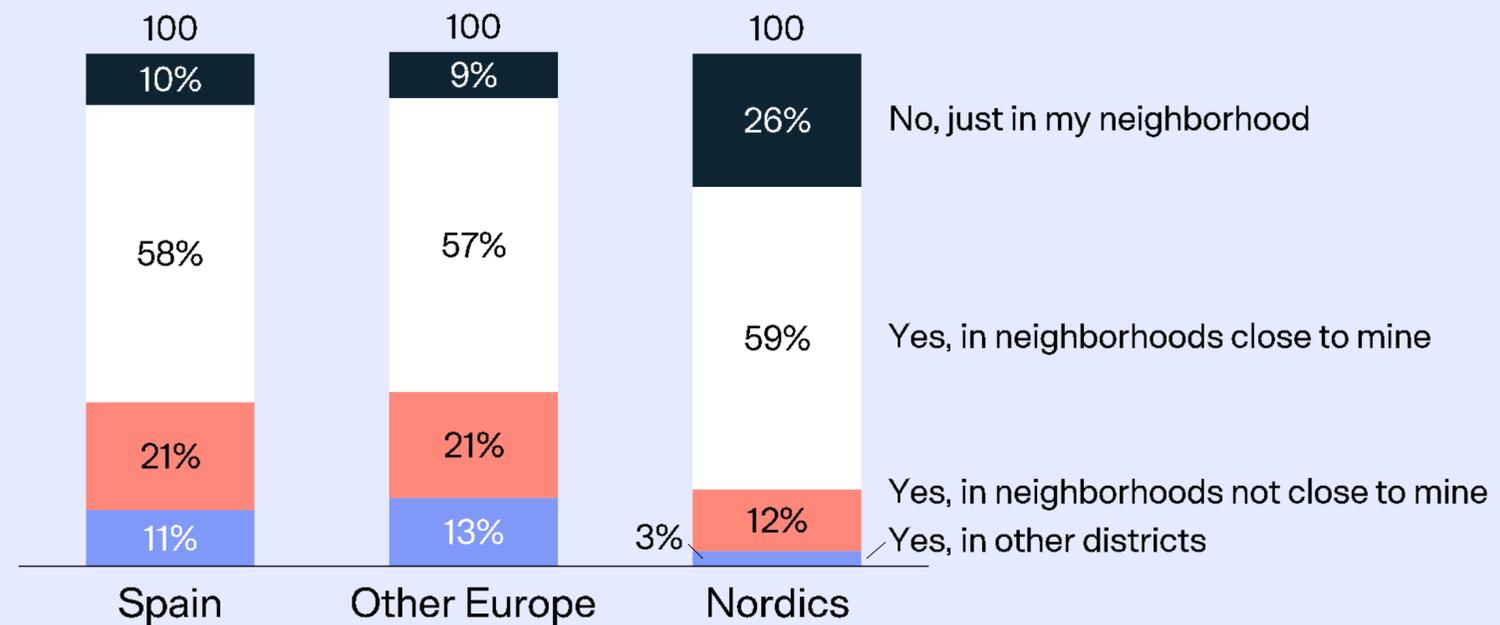


This adaptability extends beyond the boundaries of their local clubs, encouraging a **vibrant, interconnected community** of padel enthusiasts who are ready for a match, no matter where it might be

### What is your preference regarding padel clubs?



### Are you willing to move to play padel?



# Player behavior and dynamics

## Playtomic Survey Insights



There is a **strong desire to play more**, held back only by the constraints of time and scheduling conflicts, where finding a suitable time slot that aligns people and courts availability often poses a challenge

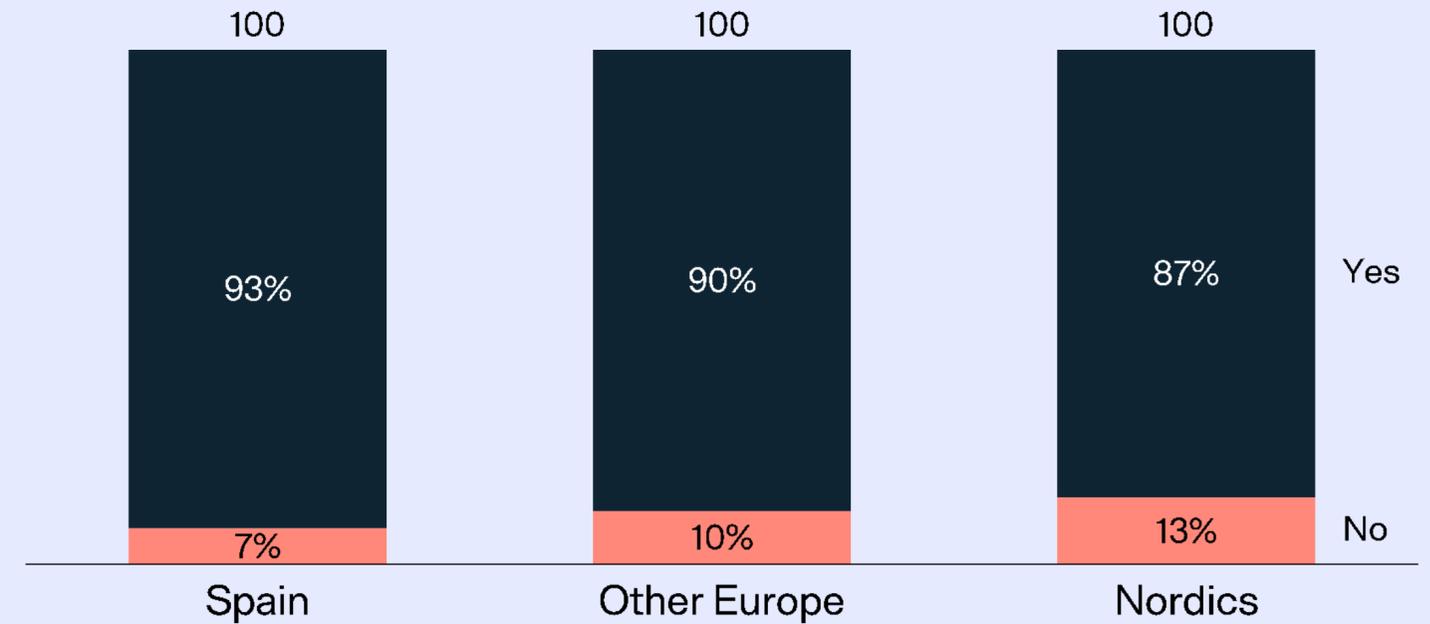


This underlines the **passion and dedication towards padel**, revealing a community that yearns for more opportunities to engage in the sport they love

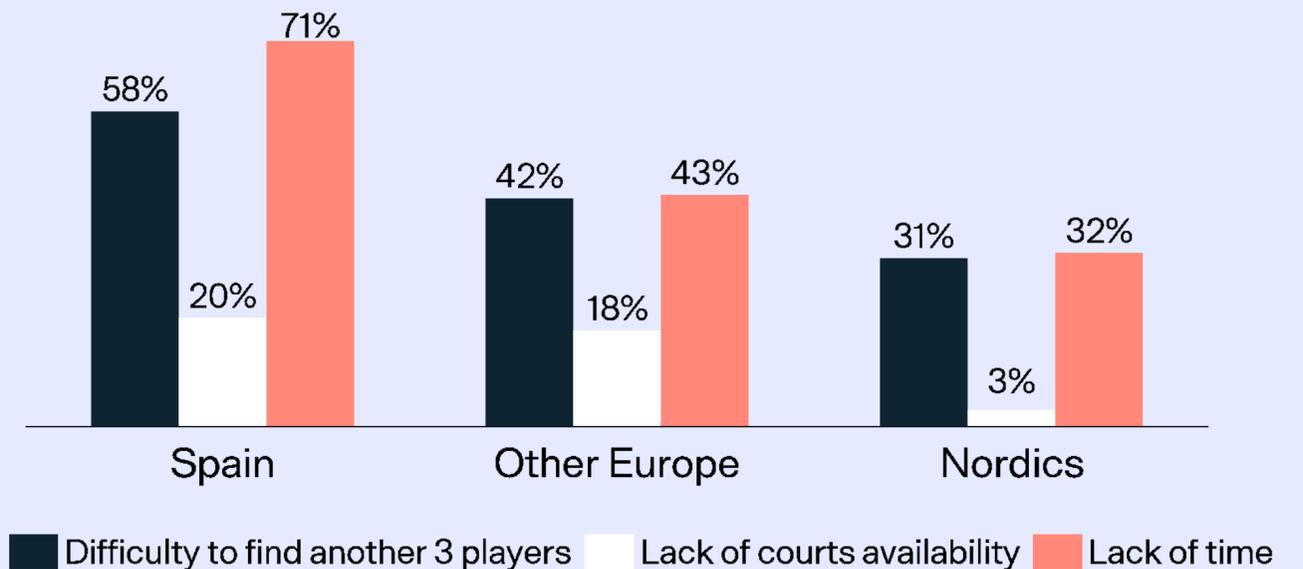
Source: Playtomic Proprietary Survey

Global Padel Report by Playtomic, Powered by Deloitte

### Would you like to play more padel?



### Why don't you play padel more?



# Player behavior and dynamics Playtomic Survey Insights



Padel is often a gateway to **socialization**, with many players (specially in Spain and other mature countries) **engaging in more activities after finishing their match**

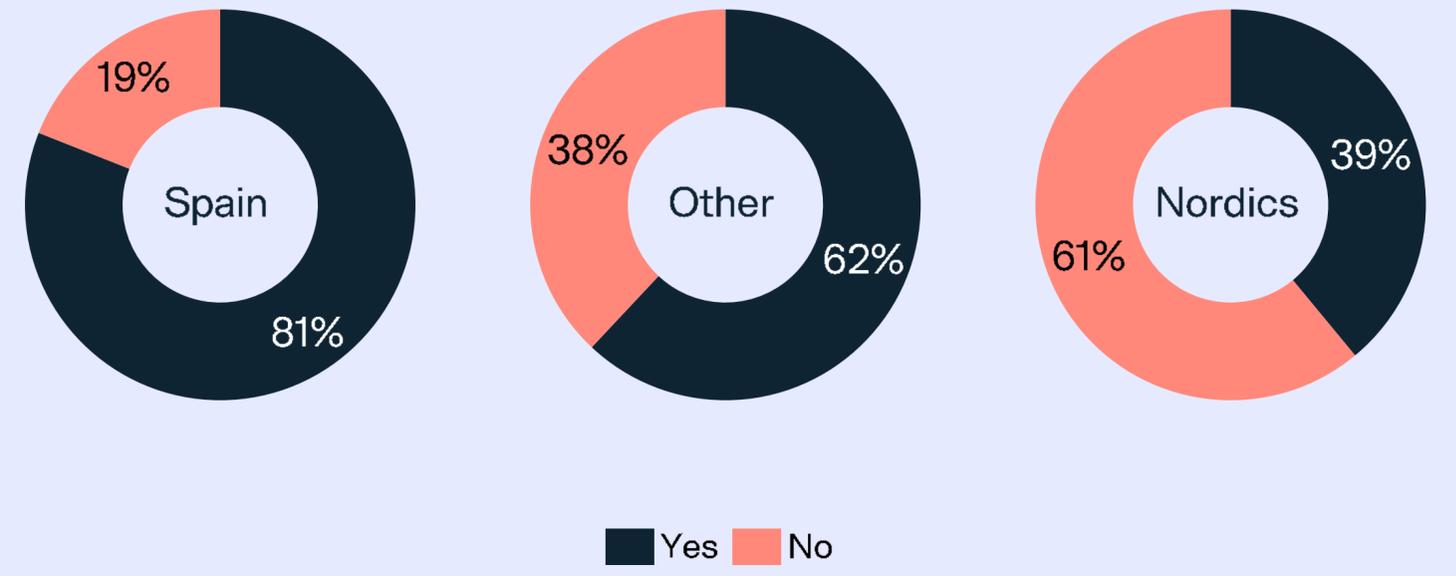


A substantial portion of players expressed enjoyment in mixing up their game partners, indicating a **willingness to continually meet and play with different people**

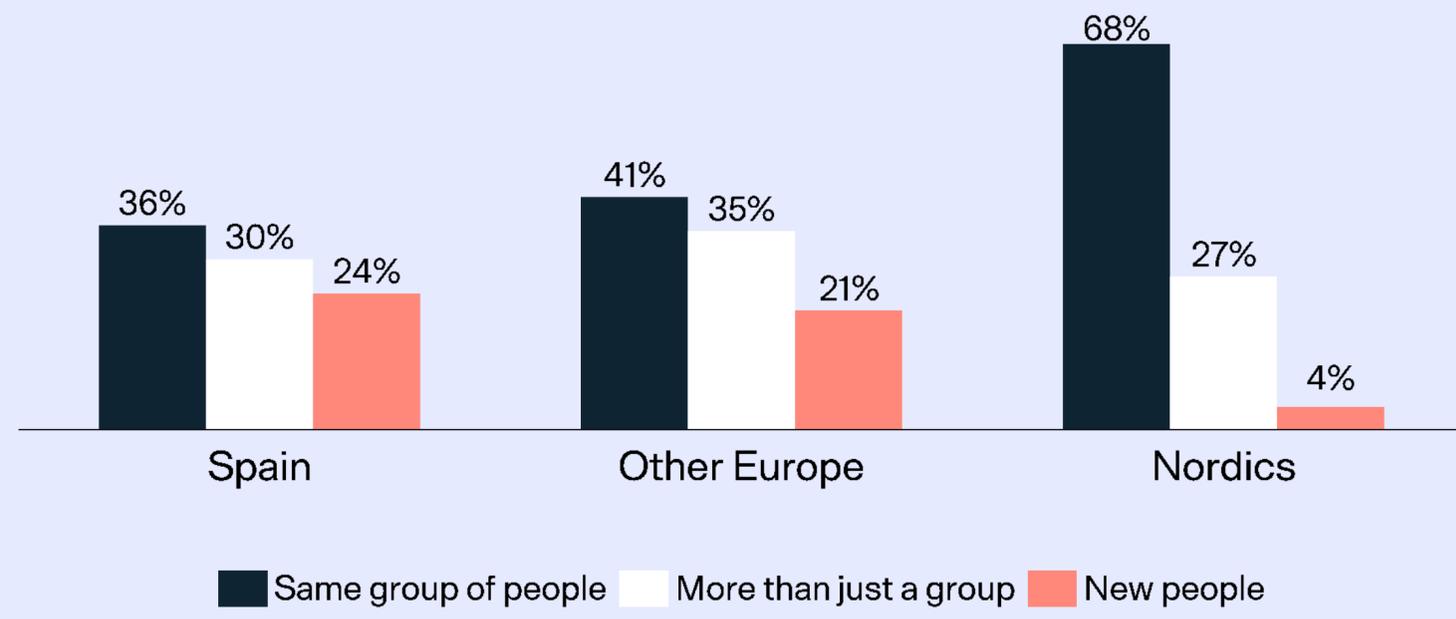


This highlights the dynamic, open, and social nature of padel, demonstrating how it **fosters new connections while promoting and active lifestyle**

## Do you plan more activities after playing padel?



## Who do you prefer to play with?



## Disclaimer

*This report, created by Monitor Deloitte in collaboration with Playtomic, is intended for informational purposes only and should not be considered as providing personalized advice or recommendations. It does not offer investment advice or recommend any specific course of action. This report is not an endorsement of any particular strategy, nor is it an assurance of profitability or success.*

*The accuracy, completeness, and validity of any statements made or information provided within this report depend heavily on the sources from which they were derived. Monitor Deloitte and Playtomic do not warrant the accuracy or completeness of the information, text, graphics, links, or other items contained within these materials. Monitor Deloitte and Playtomic disclaim any responsibility for any errors or omissions in the content of this report, regardless of the cause.*

*Forecasts and projections included in this report are based on the current market situation, and therefore subject to change. The future may not unfold as expected, due to various risks, uncertainties, and other factors, some of which are beyond our control. As such, Monitor Deloitte and Playtomic do not provide any guarantee or warranty, express or implied, with respect to the accuracy, relevance, or completeness of the future forecasts or projections included in this report.*

*Decisions based on information contained in this report are the sole responsibility of the reader. Monitor Deloitte and Playtomic shall not be liable for any damages or losses incurred as a result of actions taken based on the content of this report, including but not limited to direct, indirect, incidental, consequential, special, or similar damages.*

*By accessing this report, you acknowledge and accept that the use of the information presented is at your own risk. It is advised that you seek the advice of professionals, as appropriate, regarding the evaluation of any specific information, opinion, advice, or other content in this report.*

*Monitor Deloitte and Playtomic reserve the right to make changes or updates to this report at any time without prior notice. Your continued access or use of this report constitutes your acceptance of such changes or updates.*

## Methodology

*This report, prepared by Monitor Deloitte in collaboration with Playtomic, is based on a robust methodology conducted over the course of May 2023.*

*The majority of the information contained herein pertains to the calendar year 2022, as this is the most recent period for which reliable, unified data was available at the time of writing. While attempts were made to incorporate the most up-to-date data, due to the timing of various data releases and the report's preparation schedule, not all of the most recent data may have been incorporated.*

*Furthermore, insights regarding player behavior were derived from a comprehensive survey conducted in April 2023. This survey was administered to a sample of more than 10,000 respondents across six European countries. Although the sample size is significant, it may not be fully representative of all padel players or prospective players in these countries or elsewhere. The views and preferences of these respondents should not be taken as definitive or broadly applicable without further substantiation.*

*This report and the associated survey results should be viewed as general information. While every effort has been made to ensure the accuracy of the data and the integrity of the analysis, Monitor Deloitte and Playtomic make no warranties or representations as to the completeness, reliability, or accuracy of this information. All data, including survey results, are provided 'as is' with no guarantee of completeness, accuracy, timeliness, or of the results obtained from the use of this information.*

*The data sources, collection methods, and analysis techniques used in the creation of this report were selected based on their appropriateness for the task at hand and do not imply an endorsement of their universal applicability. Different methodologies could yield different results.*

*The responsibility for the interpretation and use of the information lies with the reader. Any conclusions drawn from this report or actions undertaken based on its contents are the sole responsibility of the user.*

*Monitor Deloitte and Playtomic reserve the right to amend or revise the methodology and associated findings as and when necessary, without prior notice.*

# About Us

## PLAYTOMIC

Playtomic is the largest community for rackets sports players and clubs worldwide. Through the app, players can easily find and book courts for padel, tennis or pickleball, meet new players, find rivals, join groups with other players or improve their game.

Playtomic is the leading racket sports marketplace in the world, the definitive link between the player and the sports club, connecting 3.1 million players with 4,800 partner clubs over 49 countries.

## Monitor Deloitte.

Monitor Deloitte is the multinational strategy consulting practice of Deloitte Consulting. Specializes in providing strategy consultation services to the senior management of major organizations and governments. It helps its clients address a variety of management areas, including Organic Growth, Strategic Transformation, Innovation and Ventures, Business Design and Configuration, Strategic Sensing and Insight Services.

To navigate the future with confidence, organizations need to make and act upon the right choices: clear, timely and inspirational choices that deliver growth in a dynamic, disrupted world. Monitor Deloitte's strategy practitioners combine deep industry insights with cutting edge methods to help leaders resolve their most critical decisions, drive value, and achieve transformational success.

