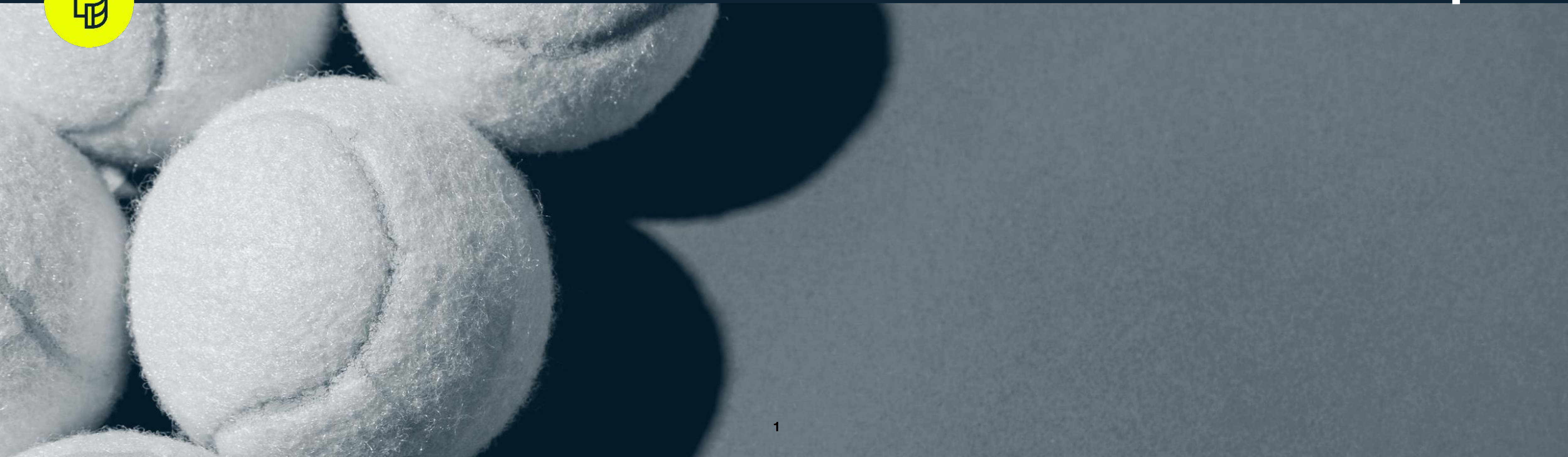


# GLOBAL PADEL REPORT



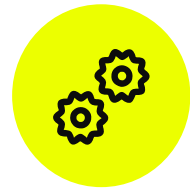
Monitor  
**Deloitte.**

PLAYTOMIC



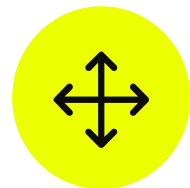


# Index



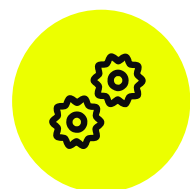
## Introduction

- Playtomic information and general knowledge



## Market analysis

- Clubs and courts
- Competitions and federations
- Brands, sponsors and public figures



## World trends and conclusions





# Global Padel Report

## INTRODUCTION

### HOW PLAYTOMIC IS SUPPORTING THE WORLD'S FASTEST GROWING SPORT

**Any new product or innovation must at its heart, do one thing: solve a problem. Food delivery, booking travel, banking, all these and many more everyday activities have been made far easier by the process of digitisation.**

One consumer vertical that has demanded digitisation is the process of booking to play sports. If you want to reserve a court or pitch, this simplifies the process of availability and reduces the time pressure on clubs and players to organise this manually. Playtomic was, in our experience, the first platform to do this for Padel. And they did it with a sleek, easy-to-use product that brought with it the opportunity to become a leader in a relatively new, but rapidly growing industry.

**Per Roman**  
Chair, Playtomic and  
Managing Partner, GP Bullhound





Playtomic allows you to have access to any court in your city, as well as to see the full schedule and availability on your smartphone. Users do not have to be members of a club to play, nor do they need to check with each club individually. This aggregation of supply and demand in one single platform also improves the club's offering, as they compete for the consumer. Clubs also expand their addressable market to the entire Playtomic userbase, maximising court occupancy.

The accelerated penetration of technology in our lives during the pandemic made the consumer more demanding in terms of app quality, aesthetics, and ease-of-use. Playtomic makes the booking and matching experience fast and simple, meeting new standards of the post-Covid digital consumer.

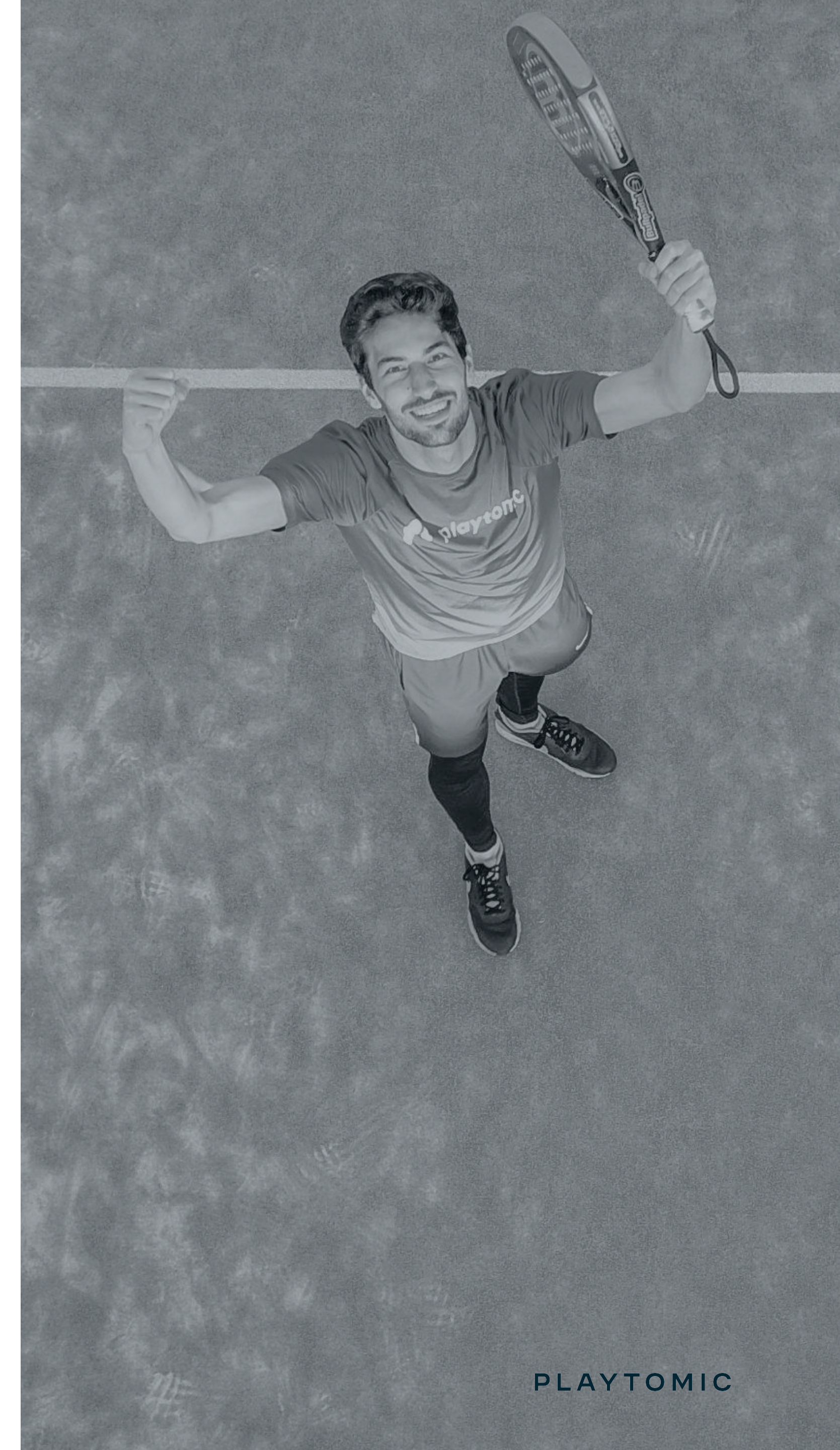
This, combined with changing social habits, has been an influential factor in both Playtomic and Padel's growth. Following lockdown restrictions, many people have experienced increased social anxiety, particularly in large groups. Individual sports are perfect activities for our health and social lives, which overcome the 'screen fatigue' that has affected us all over the past two years.

What I like most is how social and fun Padel is. Beginners can get up to speed fast and challenge more experienced players, allowing for more social events around the sport with people of different skill levels. Playtomic takes this to the next level. Beyond being a court-booking app, we want to enhance the social aspect of the sport and allow people to meet and play with other fans.

Padel has been a very popular sport in Spain and some Latin American countries for many years now. But as the research in this report shows, it is the fastest growing sport in the world. I believe this is related to globalisation and the movement of people between countries, who bring their hobbies with them.

But the growth of Padel's popularity has not moved at the same pace as the growth in facilities to play it. While there is an abundance of courts in Spain, our colleagues across GP Bullhound's offices in other locations really struggle to find available courts – they must book several weeks in advance!

Additionally, we see the impressive growth that our partners in the sportswear and court construction industries have experienced around Padel over the last couple of years, and it now sits as a core part of their strategy going forward.







We have also seen celebrities and influencers, such as Zinedine Zidane, Zlatan Ibrahimovic, Andy Murray and Gianluca Vacchi speak about and invest Padel clubs. By accelerating its virality, we are seeing further significant growth, with social media an important tool in increasing awareness about the sport, and increasing curiosity. As a result, more corporates are beginning to sponsor Padel and the World Padel Tour (WPT) specifically.

As a result, I think Padel can begin to compete globally with other racket sports in terms of popularity. Every tennis court can fit more than two Padel courts, which always has four players, so the economics are better for the clubs. Meanwhile, the premises are simpler than for indoor racket sports, like squash and badminton. Additionally, the actual playtime is significantly higher than in tennis, and it involves less running and more hitting the ball, so people have more fun. That is what it is all about.

We hope that Padel continues to capture new fans globally, so that more people can discover how fun and easy to play it is. To this market, Playtomic will offer not only a highly-efficient bookings platform, but also the opportunity to find available matches in your city, meet new people and track their progress. By offering the best experience possible to players and clubs, we believe that we will win over this large and growing market.



# Global Padel Report

# INTRODUCTION

## MORE POPULAR AND MORE COMPETITIVE: HOW PADEL IS REACHING MORE PEOPLE

**Padel has been a part of my life since childhood. I grew up in a family that played the sport and it was not for me to do the opposite!**

I was 14 when I began to dedicate myself exclusively to Padel over other extracurricular activities. It was not necessarily with a long-term plan in mind, but one thing I always believed was that I could become the number one player in the world.

If I were starting out today however, that might have been a more distant dream. We are now in the 10th season of the women’s World Padel Tour (WPT) and the level of competition and standard of play makes it a completely different sport to the one I played growing up. Now, it is much more physical, fast and aggressive!

**Martita Ortega**  
Former WPT world number one

PLAYTOMIC





The WPT has helped to transform the sport and I believe that sooner rather than later, Padel will be in the Olympics, with a global following. Whereas once this was a sport played at a high level almost exclusively

in Spain, we are noticing an increased numbers of courts and clubs opening across Europe. As a result, the standard of players is significantly improving and while 66% of the top professionals are Spanish, other countries are becoming competitive.

Sweden is perhaps the most noteworthy of these. For the past four or five years, Spanish players like myself have considered their players our main rivals. They have some leading players and are in great physical condition with an incredible desire to learn and improve. As the research shows, this is translating into significant investment in clubs and courts in the country, so they are certainly ones to keep an eye on!

Padel is a sleeping giant in countries like Sweden that perhaps goes un-noticed simply because it is not as widely followed as sports like tennis, for example. But as we see in

Playtomic's research, the number of players is exponentially growing and, in some countries, including Spain and Sweden, more people are practicing Padel than tennis.

I also compare Padel to soccer, which fills giant stadiums, making it the world's most popular sport. But how many people who watch a meaningful way? Padel is unique because if you go to the final of a major competition, I would expect that 90% of the crowd play it seriously on a weekly basis. It is inclusive and it is accessible.

Its rise has also been helped by a tragedy – or perhaps the aftermath of a tragedy – the pandemic. In people's desire to re-connect following lockdowns, Padel has been an outlet for many who have wanted to increase their exercise levels, socialise and try something new. In Spain, it was one of the first sports that could be played when we started going out again and we have seen similar in other countries. It is no wonder Playtomic statistics show that 60% of Padel players have picked up the sport in the last two years.

I also know from my own experience that anyone who plays Padel is hooked instantly. Once you have played a couple of times it does not take long to become a regular.







Social media is another great representation of the sport's growth. I am so fortunate to have an amazing following and truly supportive fans who follow me and write to congratulate me after a victory, and those who offer support and solidarity after a defeat. I try and respond to as many people as possible, because if they can spend a few minutes of their time encouraging me, then the least I can do is engage with them. But what helps me to know that Padel is growing in popularity is that it becomes increasingly challenging to speak with everyone.

The WPT has helped to transform the sport and I believe that sooner rather than later, Padel will be in the Olympics, with a global following. Whereas once this was a sport played at a high level almost exclusively

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# Global Padel Report

## INTRODUCTION

### HOW TO REACH THE TOP OF YOUR GAME

**I pursued Padel from the age of 10. Growing up, we had a sports club where I would play football and in the same place, there was a Padel court. It captured my attention immediately and what started as a hobby, a way of having fun, became my career. I began playing professionally just five years later and by 22, I was the youngest player to reach world number one – a title I held for 16 years.**

Being number one was a phenomenal achievement, but the maximum satisfaction I get is not from this, it is the feeling that every day I give the most of myself. I could never have imagined having the career I have had for almost 30 years and I continue to train every day with the belief that the best days are still to come.





I would give that same advice to anyone starting out in Padel today, who harbours ambitions of becoming a professional. You must train incredibly hard to achieve your dreams, treating everyday like it is the last of your career. That is how you reach the top.

This is an image I aim to portray to my fans across my social media accounts. One of hard work and fundamental values, so that they can identify with me and see who I really am. I aim to also share other sides to my personality, such as my family, hobbies and anxieties. But most importantly, I want to demonstrate my love of Padel and hope that this helps the sport to reach new audiences.

When I look back at my career, it is amazing to see how much the sport has changed. While we are only in the 10th year of the WPT Tour, professional Padel has existed for four times that long. It is a sport that like everything in our lives, is constantly evolving and has done through each of these decades. The last 10 years may be the most transformative time for the sport we have ever seen, but I imagine it will only continue to change again in the next decade.

One of these changes, particularly highlighted by Playtomic's research, is the countries in which Padel is most popular. Of course, Spain leads the way, but we are seeing worldwide growth. The report highlights Europe as a hotspot of this, which for sure is happening. But while Sweden and Italy are seeing the fastest rise in new courts and clubs, there is great potential in countries such as Germany and Switzerland, which are yet to make the most of the possibilities.

I also have personal experience of Padel's popularity in my native Argentina, which I believe will continue to produce top players. But I think most of all we need to really watch out for two regions: Asia and the USA. Asian and American players are going to take us by surprise in the next five years, with the sport becoming a phenomenon there and increasingly well-known. Expect to see players from these areas rising up the rankings in the years to come.





The Covid-19 pandemic and lockdowns around the world have for sure played a part in Padel's growth, particularly at an amateur level. Many who used to play other sports, perhaps in larger teams, were drawn to Padel once restrictions were lifted as it could be done in smaller groups and in most countries, outdoors. It is also in relative terms, an easy sport to play casually, making it good for simple exercise and socialising.

We can see in Playtomic's statistics how much the sport has risen in popularity over the last two years particularly. And while many of these players may not have experienced Padel before, they are continuing to play today. This is why the growth in years to come will be exponential, because as more people get involved, they will encourage their friends to take it up too. This will be made much easier as more facilities open around the world too.

We must capitalise on this increased interest in playing the sport to boost the popularity of professional Padel for spectators. I would call for free airing and streaming of matches, perhaps on YouTube, in order to promote it to audiences

around the world, so that anyone can see a game of Padel.

There is a lot of talk that Padel could soon become an Olympic sport, which would be well deserved and truly open it up to a global audience. Sadly, I think it will come too late for my career as I probably have a maximum of three years left in professional Padel. But for the players at their peak now it is an exciting opportunity and I think the opportunity to win an Olympic gold medal will increase investment in clubs globally.



But there is still work to be done. While I praise the sport's evolution, we must be on top of all the rules and consolidate the professional game by resisting too many unnecessary changes. For me, Padel is the sport of the future. And as more people begin to play and in turn, watch, I believe the world will see this.

Padel is also a family sport, which can integrate all members of the household – something that is impossible in other individual sports that require a higher physical condition to play even at an amateur level. As long as you can find a partner with a similar standard to your own, fun is guaranteed, and Playtomic is an important tool to help people find where and who to play.

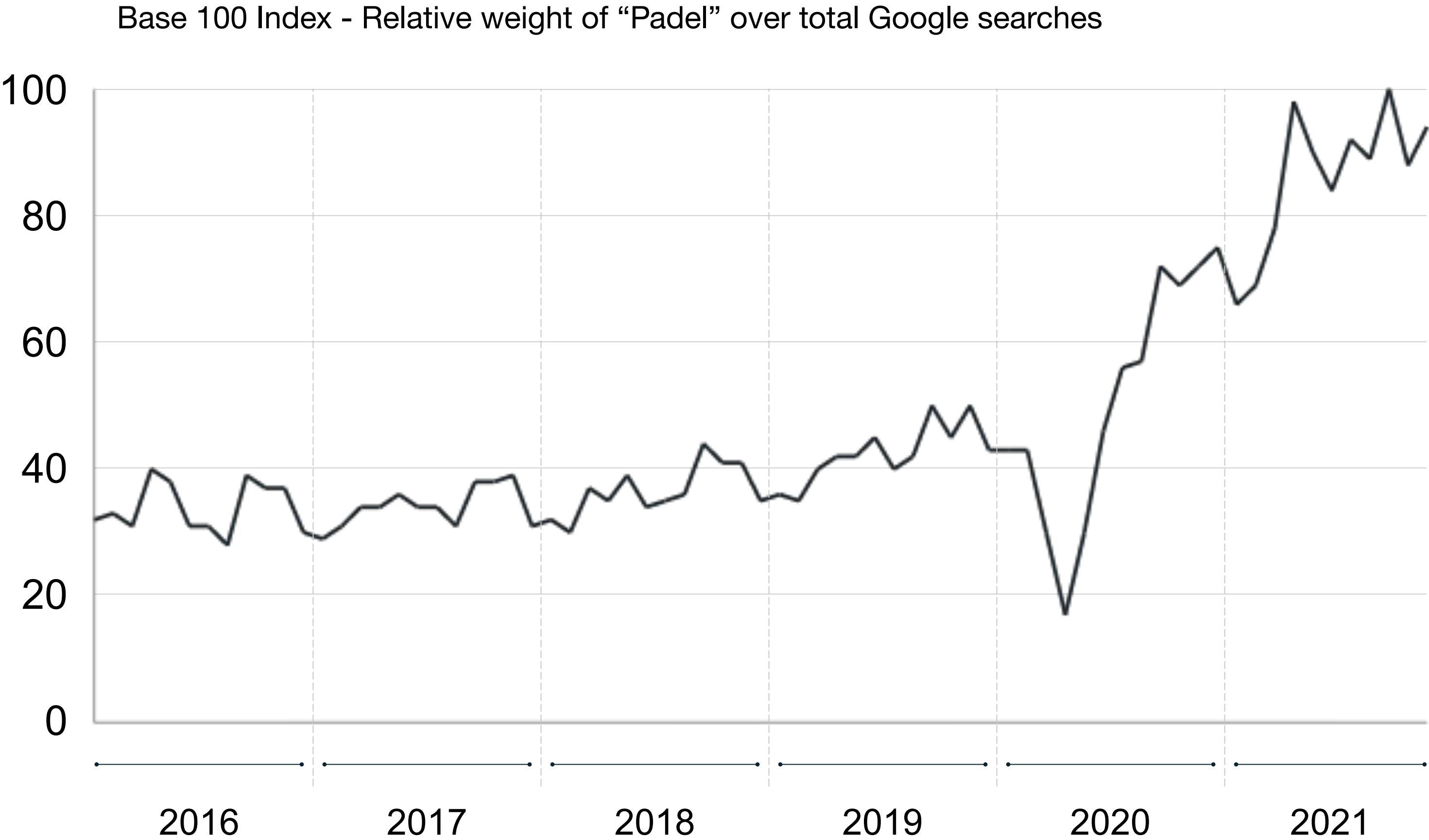
With all this progress in mind, we still have a long way to go. The sport must continue to grow internationally, which will hopefully lead to a more diverse range of nationalities in the top 50. To achieve this, the WPT will do everything possible to collaborate with the federations to grow the game at a grassroots level to encourage more people into the professional field.

With this, the dream of becoming an Olympic sport and sitting alongside sporting entities such as the UEFA Champions League, Formula 1 and Moto GP, can be made real. That must be our challenge: to be amongst the best.



# Worldwide Padel Phenomenon

## EVOLUTION OF “PADEL” WORD SEARCH IN GOOGLE



3x

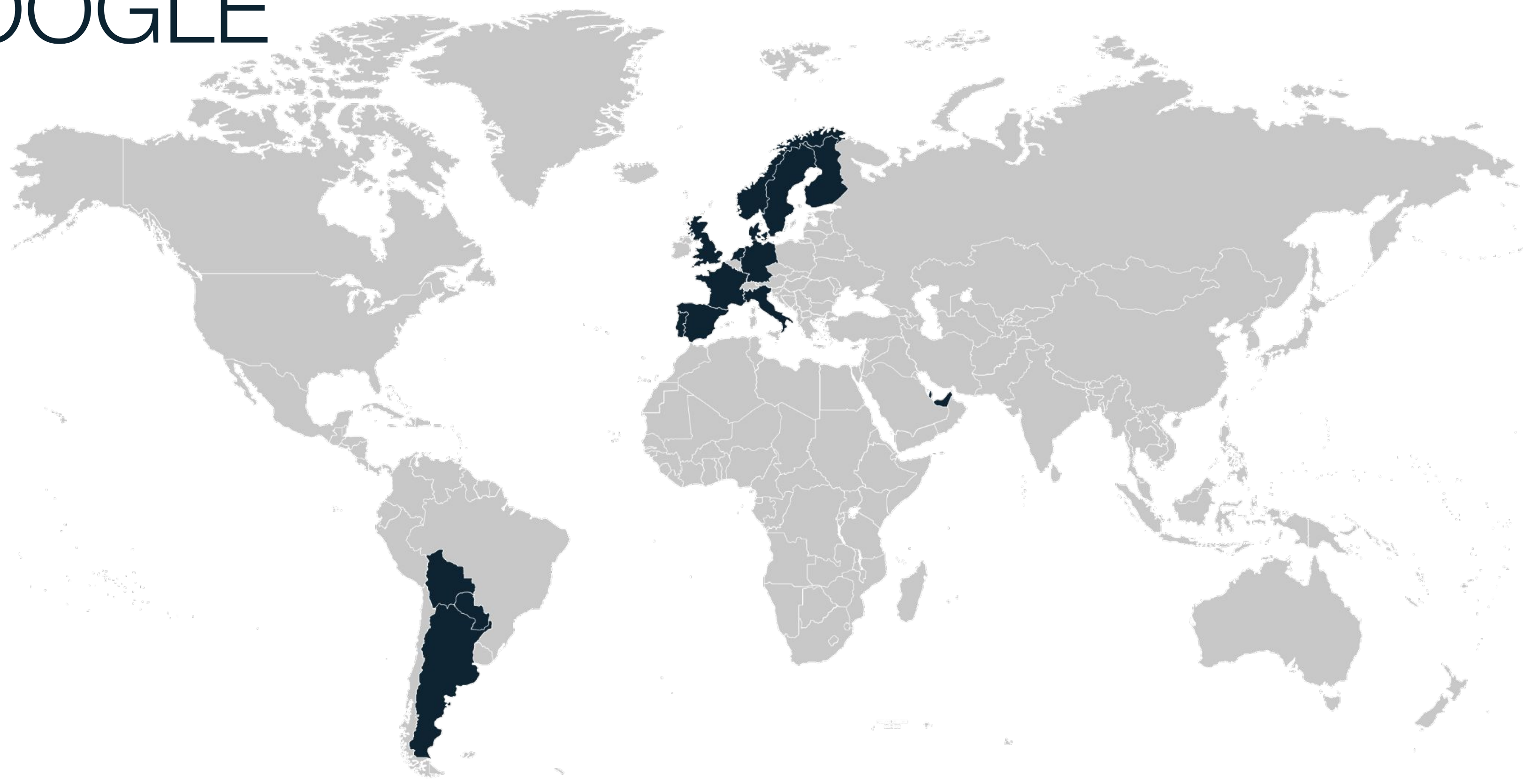
The volume of “Padel” Google searches has grown significantly since 2016, which shows an increasing worldwide interest in this sport

Source: Google Search Console for the key word “Padel”



# Worldwide Padel Phenomenon

## EVOLUTION OF “PADEL” WORD SEARCH IN GOOGLE



“Tennis” is searched **x5** more than “Padel”, therefore, there is still a **huge growth potential** for padel in terms of visibility

Ranking of word “Padel” searches in Google	
#1	Spain
#2	Sweden
#3	Finland
#4	Paraguay
#5	Portugal
#6	Italy
#7	Denmark
#8	Argentina
#9	Norway
#10	Qatar
#11	Netherlands
#12	Chile
#13	UAE
#14	Uruguay
#15	France

Source: Google Search Console for the key word “padel” and “tennis” on 2021  
Monitor  
**Deloitte.**



# Worldwide Padel Phenomenon

## PADEL IN NUMBERS

### IN THE PRESENT

**+90** Countries

### Padel Courts & Players

**51**  
National Federations in FIP

**+18 M**  
Active Padel Players

**300 K**  
Federated Players

### IN THE FUTURE



PADEL strives to become WORLDWIDE & an EXHIBITION SPORT in the Olympics of 2024



Source: International Federation of Padel (FIP)

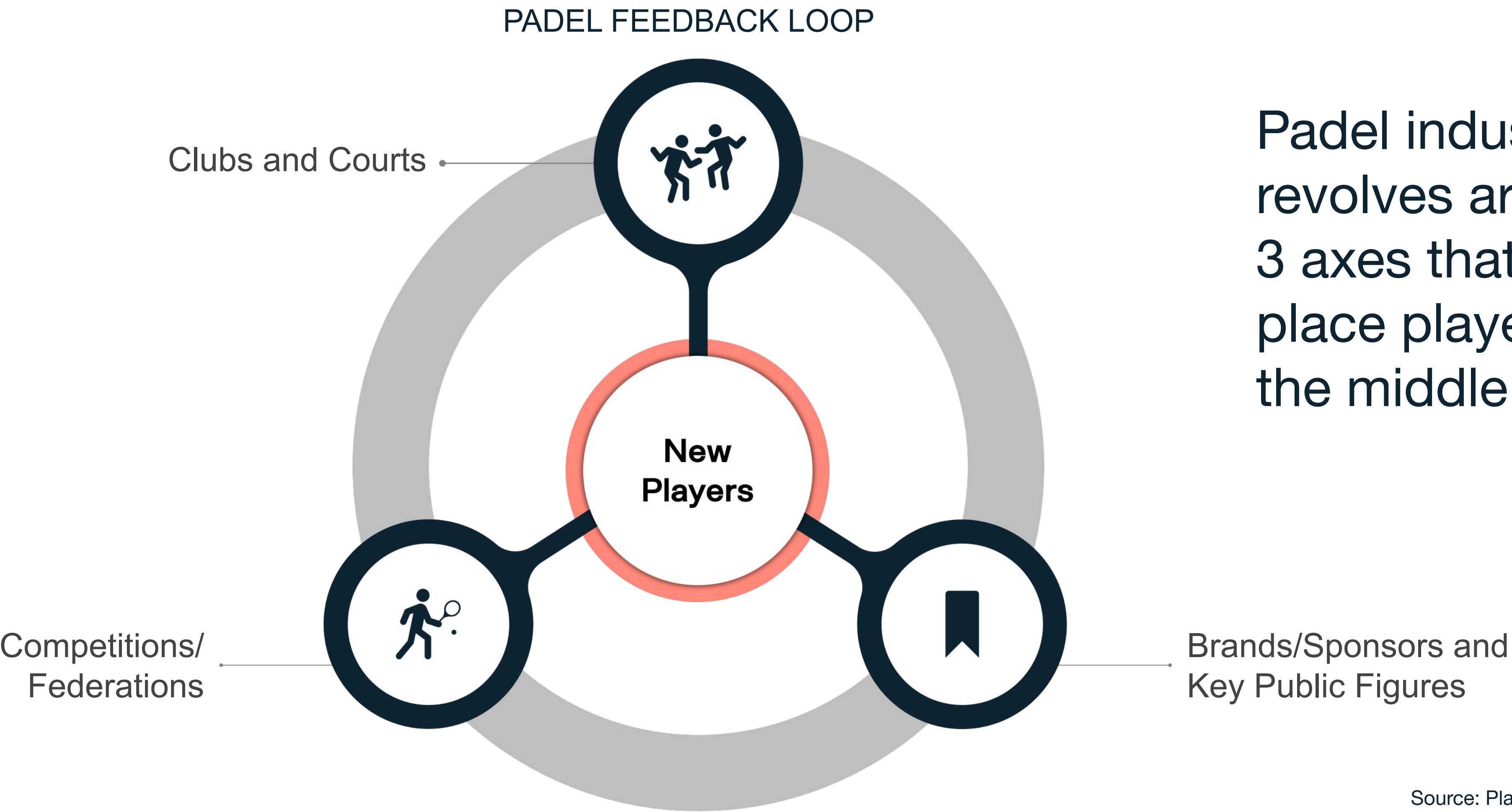


# MARKET ANALYSIS





# THE THREE SIDES OF THE PADEL PHENOMENON



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

Source: Playtomic, Monitor Deloitte



# MARKET ANALYSIS



## 1.1. Clubs and courts



# INSIGHTS

- Padel is an *indoor* sport that can be played *outdoor*. It offers great versatility, as it is possible to build courts anywhere in the world regardless of the weather
- The cost of court construction and maintenance is lower than other sports, as the materials are not very sophisticated





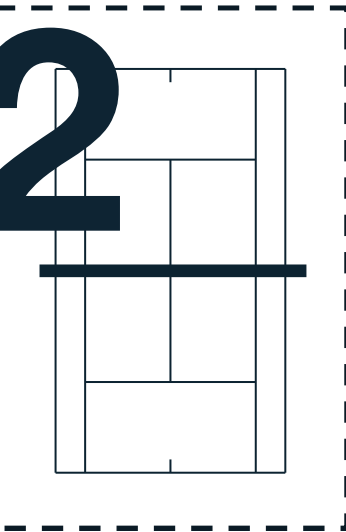
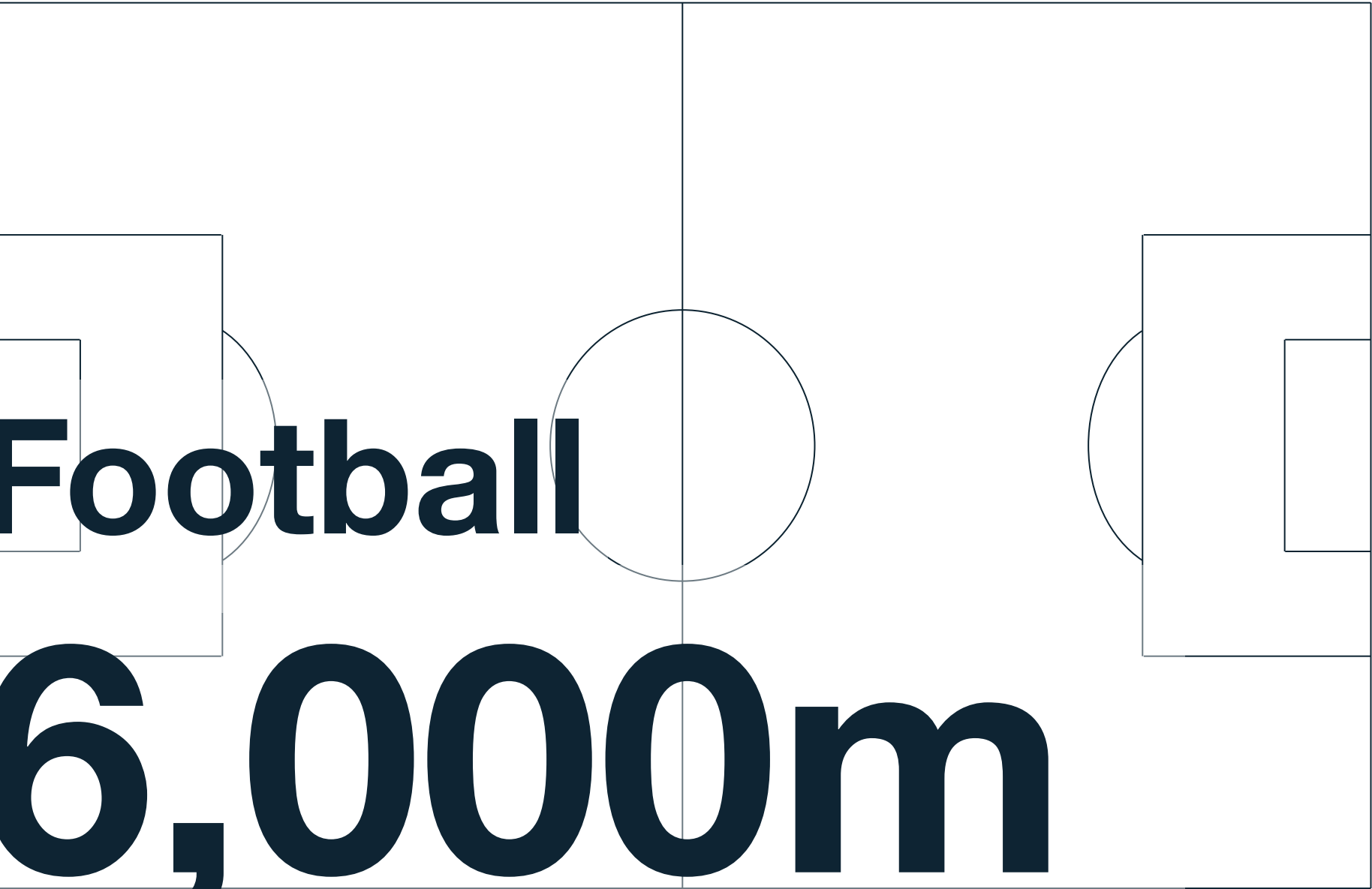
# INSIGHTS



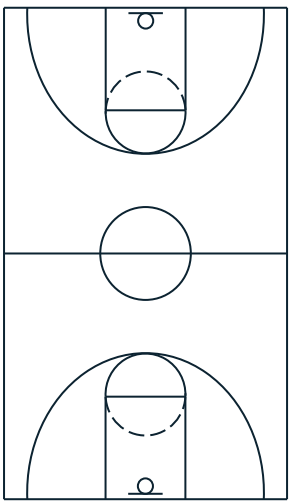
- There is exponential growth in the number of courts and clubs being built (*CAGR +22% 2016-2021*), with more investors and court builders entering the market
- Clubs play a broad social interaction role as they organize events, classes, tournaments, and many of them have a restauration service. 57% of Playtomic players "have a drink after playing"<sup>(1)</sup>
- The high development of tennis in the world is encouraging the growth of padel due to the similarity between both sports



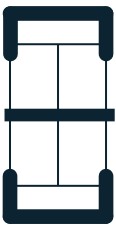
# MAIN SPORTS COURT SIZES



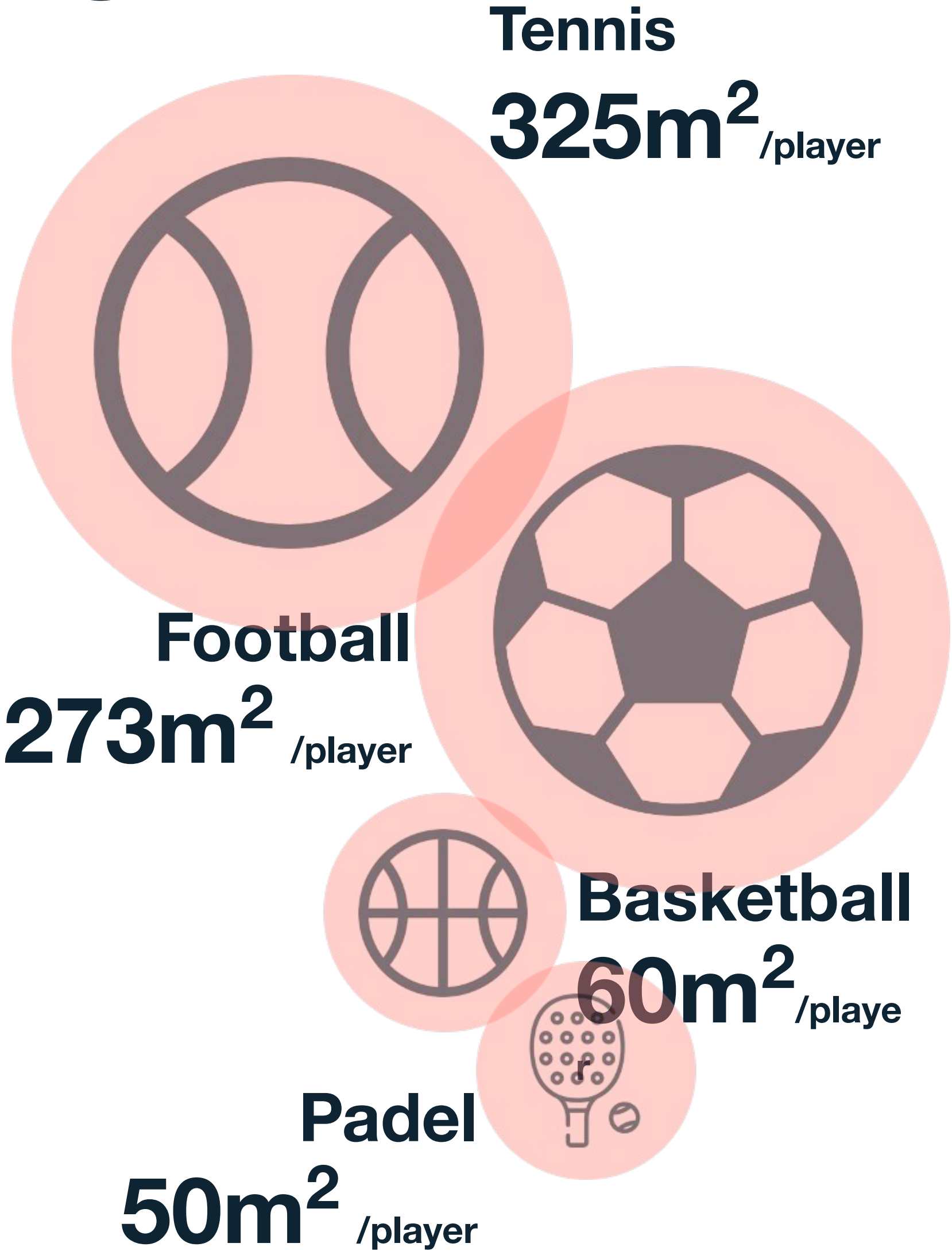
**Tennis**  
**650m<sup>2</sup>**



**Basketball**  
**600m<sup>2</sup>**



**Padel**  
**200m<sup>2</sup>**





Clubs and courts

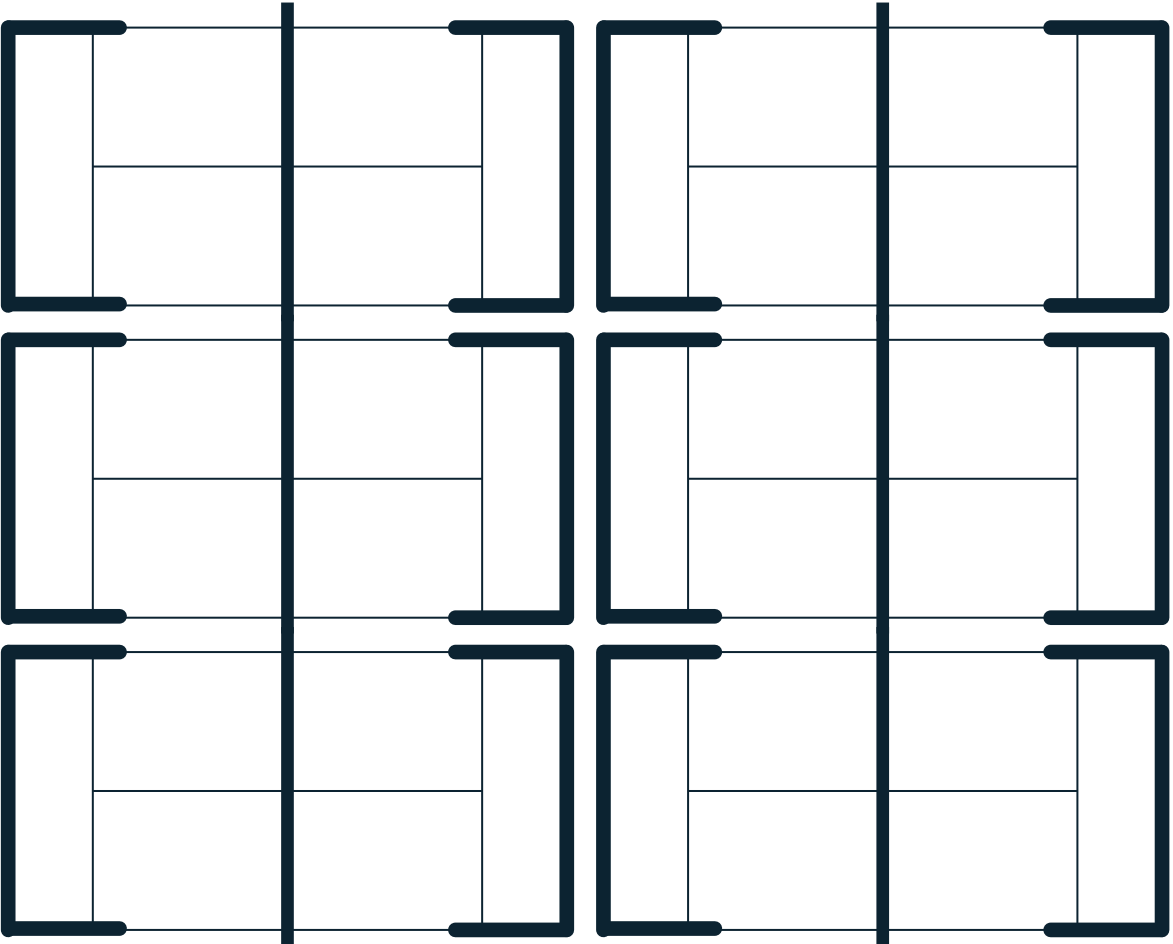
# EVOLUTION OF PADEL CLUBS AND COURTS IN EUROPE<sup>(1)</sup>

Courts



**+10,147**  
courts in the last 2  
years

Clubs



**+2,994**  
clubs in the last  
2 years

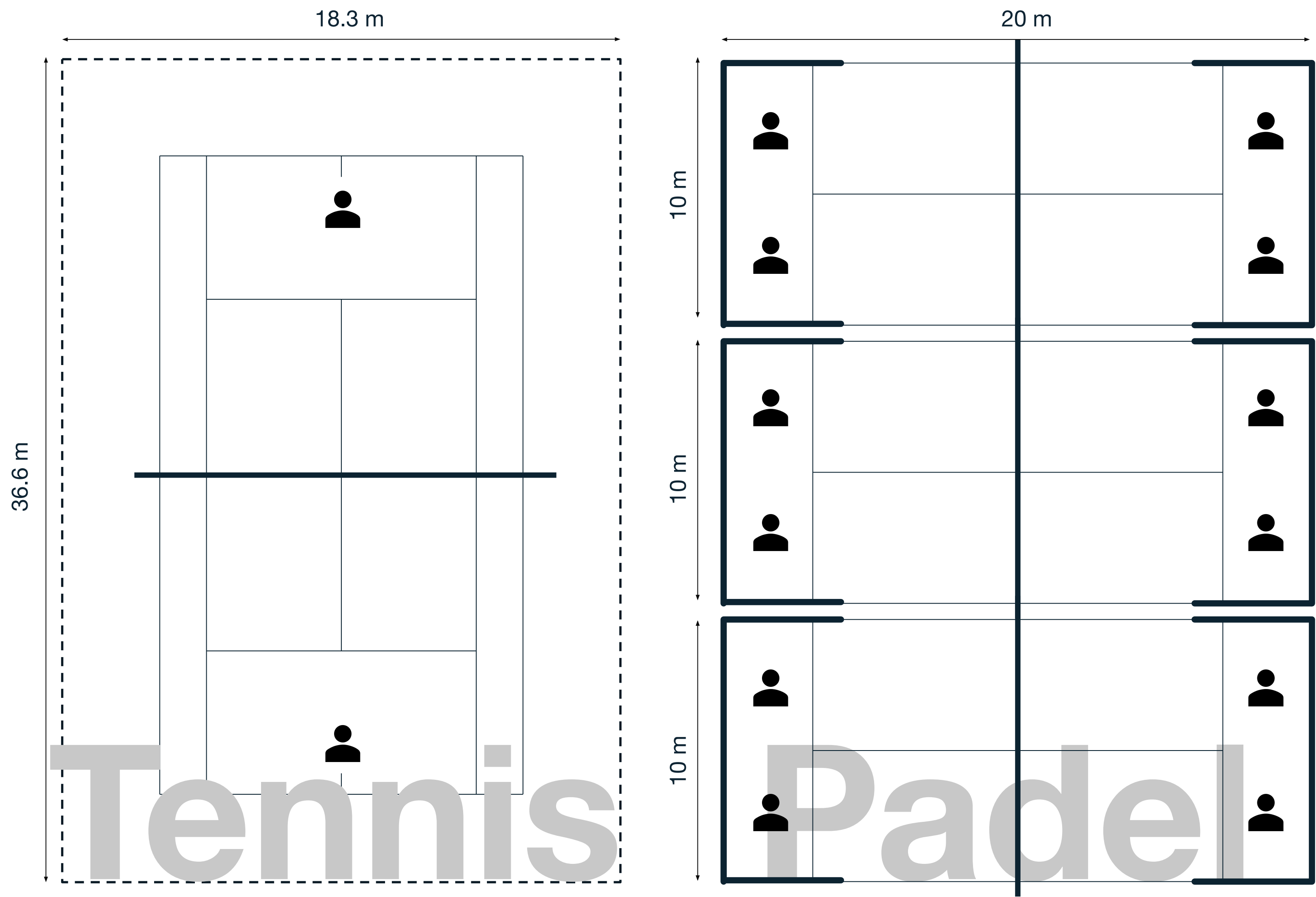
**98** new courts opened every week

**29** new clubs opened every week

(1) Considering the following countries: Spain, Italy, Belgium, Netherlands, France, Portugal, Germany, UK, Sweden, Finland, Denmark, Norway  
Source: Padel Lands, All For Padel, Local federations



# PADEL VS TENNIS COMPARISON



In the same space of a tennis court, 3 padel courts can be built, thus being able to multiply by 6 the income per hour



Clubs and courts

# CONSTRUCTION OF A PADEL COURT

Total construction cost:

**18,000€ - 30,000€**

Upfront costs:

Court Cost:  
**14,000€ - 20,000€**

Floor Cost:  
**2,000€ - 4,000€**

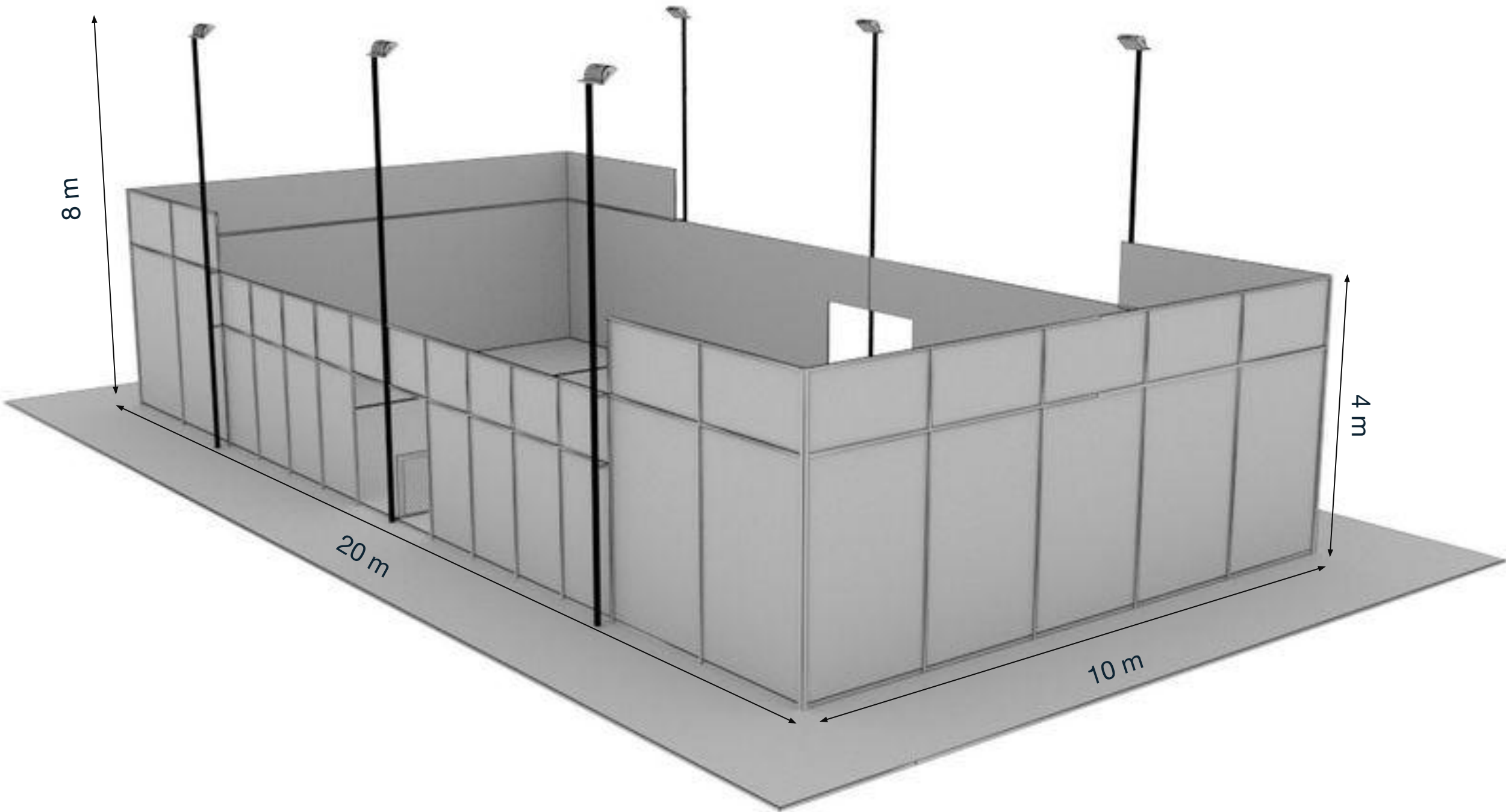
Transportation Cost<sup>(1)</sup>:  
**1,000€ - 3,000€**

Installation Cost<sup>(1)</sup> :  
**1,000€ - 3,000€**

(1) Transportation and installation costs depend on distance from manufacturer and average court  
(2) Padel courts floor can be replaced every 4 years

Source: Market data

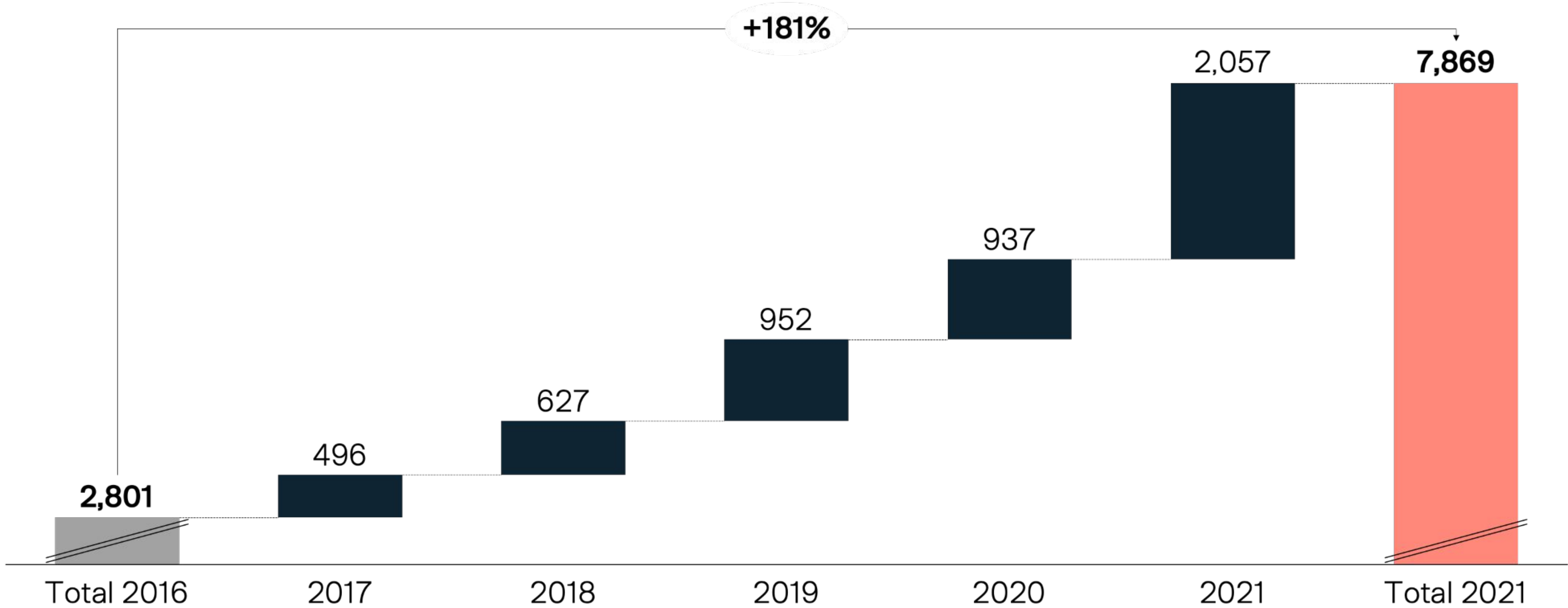
Main Construction Companies





Clubs and courts

# EVOLUTION OF PADEL CLUBS GROWTH IN EUROPE<sup>(1)</sup>



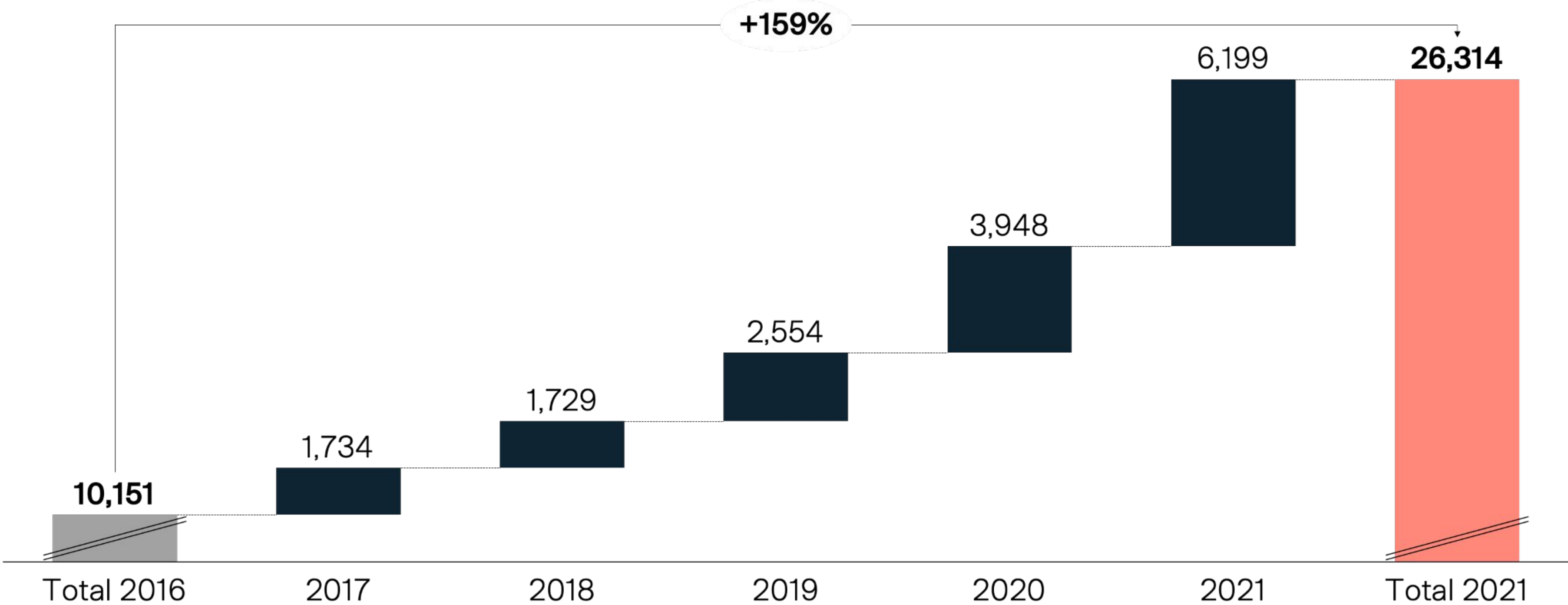
There has been an exponential growth in the creation of clubs since 2016

(1) Considering the following countries: Spain, Italy, Belgium, Netherlands, France, Portugal, Germany, UK, Sweden, Finland, Denmark, Norway  
Source: Padel Lands, All For Padel, Local federations



Clubs and courts

# EVOLUTION OF PADEL COURTS GROWTH IN EUROPE<sup>(1)</sup>



Almost 25% of total courts in selected countries have been constructed in 2021

(1) Considering the following countries: Spain, Italy, Belgium, Netherlands, France, Portugal, Germany, UK, Sweden, Finland, Denmark, Norway  
Source: Padel Lands, All For Padel, Local federations

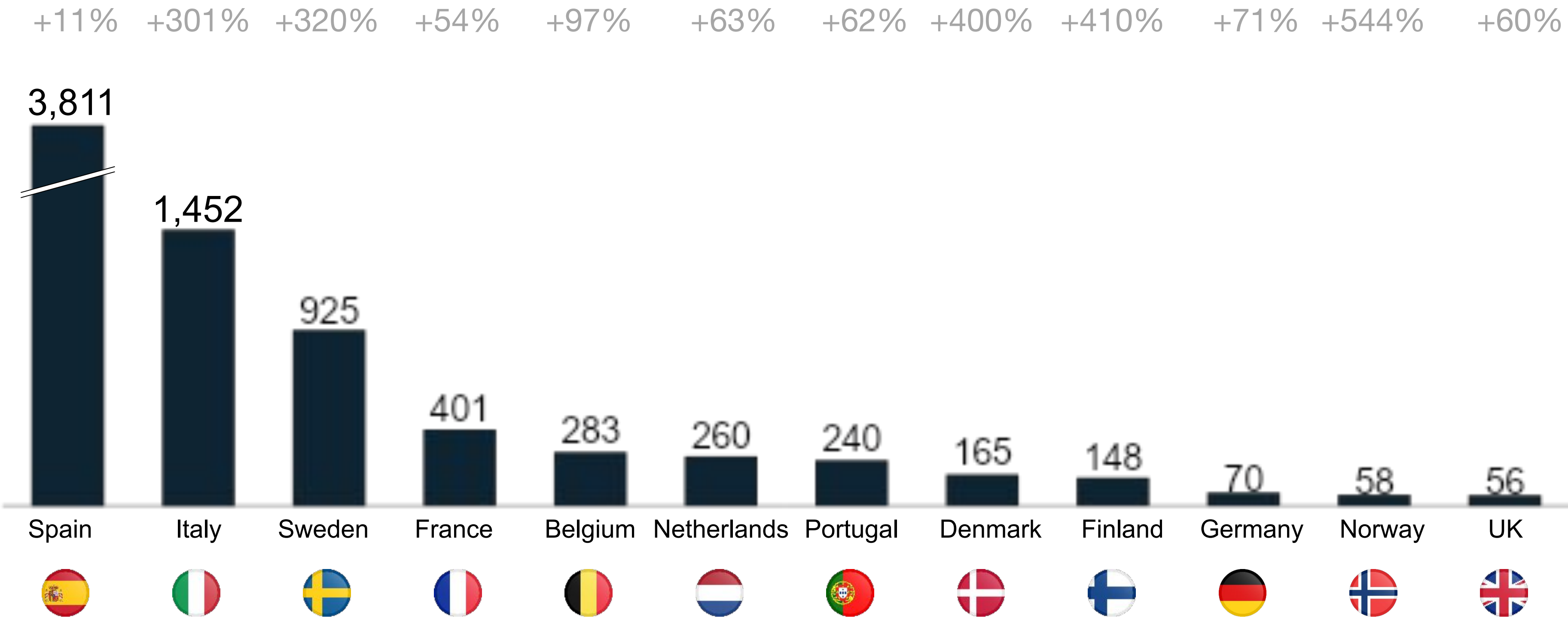


# PADEL CLUBS GROWTH BY COUNTRY



Increase from  
2019 to 2021

Total # of clubs  
in 2021

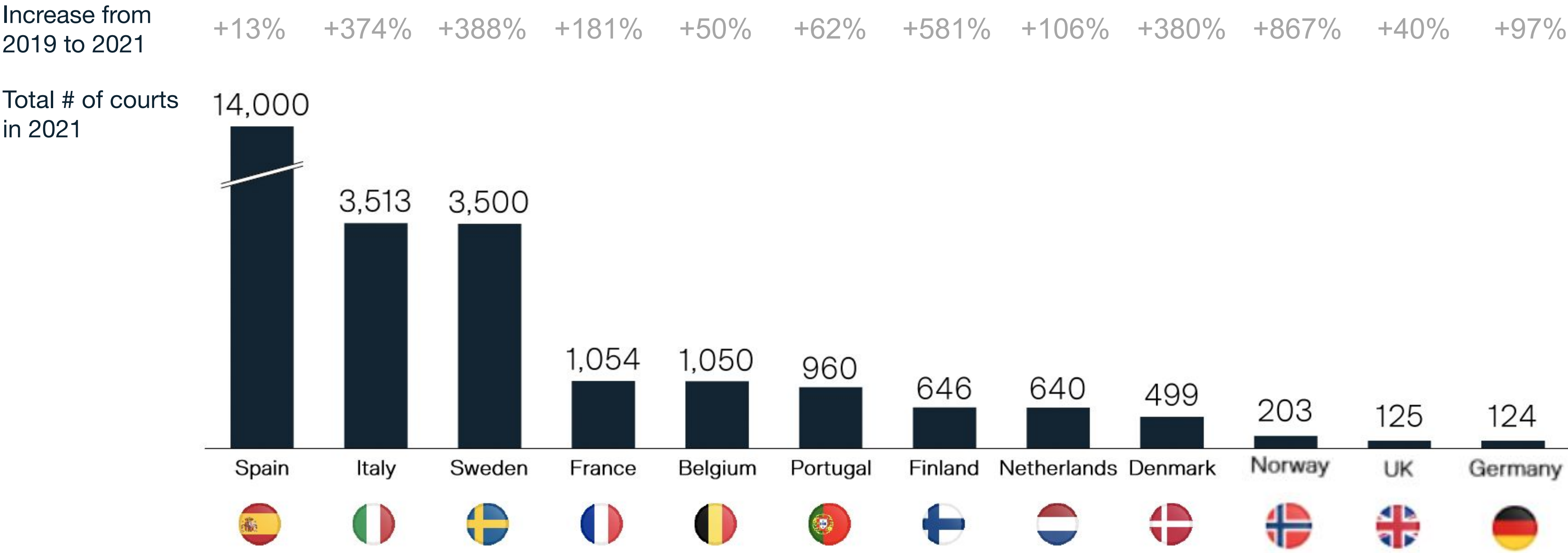


Source: Padel Lands, All For Padel, Local federations



# Clubs and courts

## PADEL COURTS GROWTH BY COUNTRY



Source: Padel Lands, All For Padel, Local federations



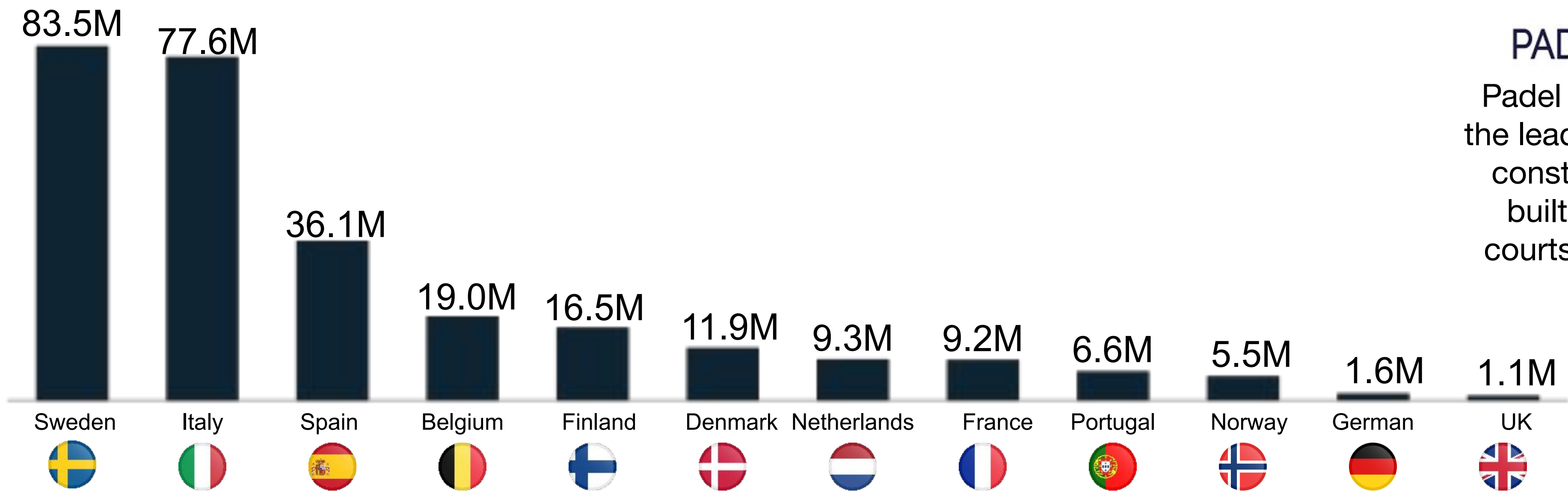
# Clubs and courts

## INVESTMENTS MADE IN THE LAST 2 YEARS



Increase in the  
# of courts

2,783	2,772	1,638	679	551	395	330	352	368	182	61	36
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PADEL GALIS®

Padel Galis, one of the leading European constructors, has built **3,000** new courts in the last 2 years

The total investment in padel courts construction in the last 2 years was **279M€** (1)












(1) Considering the following countries: Spain, Italy, Belgium, Netherlands, France, Portugal, Germany, UK, Sweden, Finland, Denmark, Norway (2) Considering the following court construction prices (€): Portugal (18K), Spain (22K) France and Germany (26K), Italy, Netherlands, Belgium (28K), Sweden, Finland, Norway, Denmark and UK (30K)

Source: Padel Lands, All For Padel, Padel Galis, Market experts interviews



# Clubs and courts

## COURTS BY TYPE 2021

		Indoor	Outdoor	Roofed
Spain		32%	55%	14%
Italy		20%	61%	19%
Sweden		73%	26%	1%
France		40%	50%	10%
Netherland		67%	27%	6%
Portugal		30%	31%	24%
Finland		61%	38%	1%
Denmark		86%	14%	0%
Norway		90%	9%	1%
Germany		33%	67%	0%
Belgium		16%	69%	15%
Total average		37%	50%	11%



Spain and Italy, the countries with the highest number of courts are also the ones with higher percentage of outdoor courts (55%-61%)

In Nordic countries padel has grown mainly as an indoor sport due to unfavourable weather conditions



# Clubs and courts

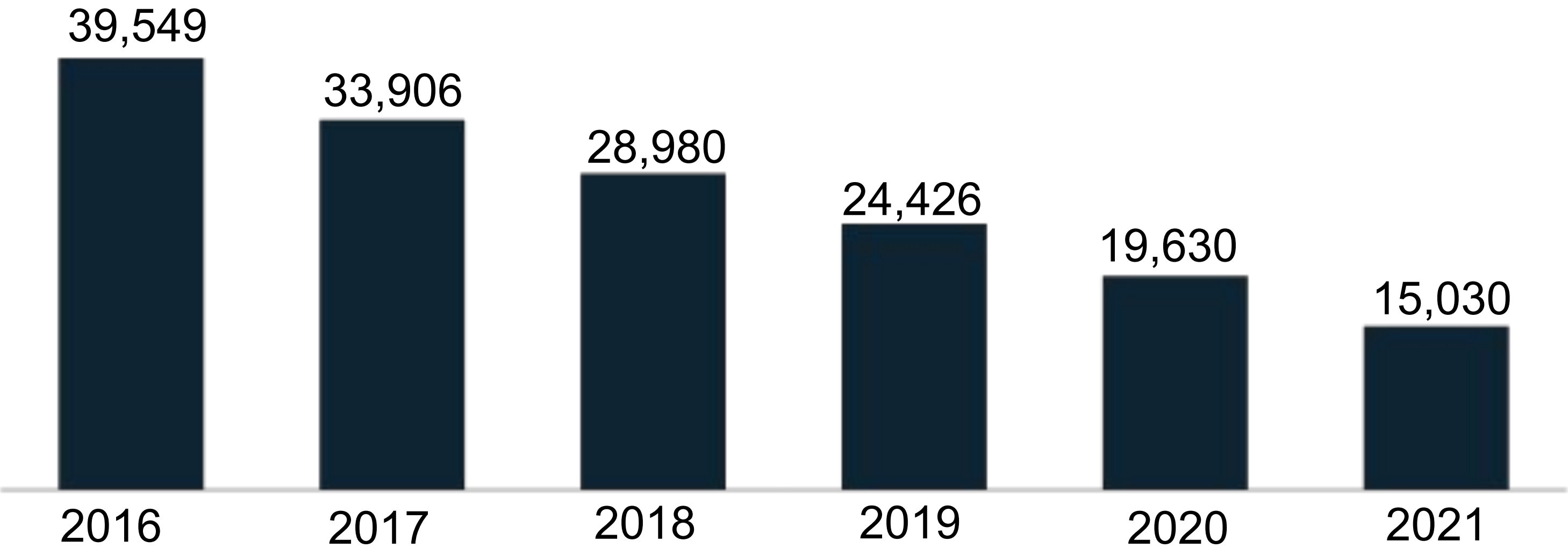
## EUROPEAN OVERVIEW



# Clubs 7,885 # courts 26,185

Average # of courts per club 3.3 Population / Court 15,030

### Evolution of population / court



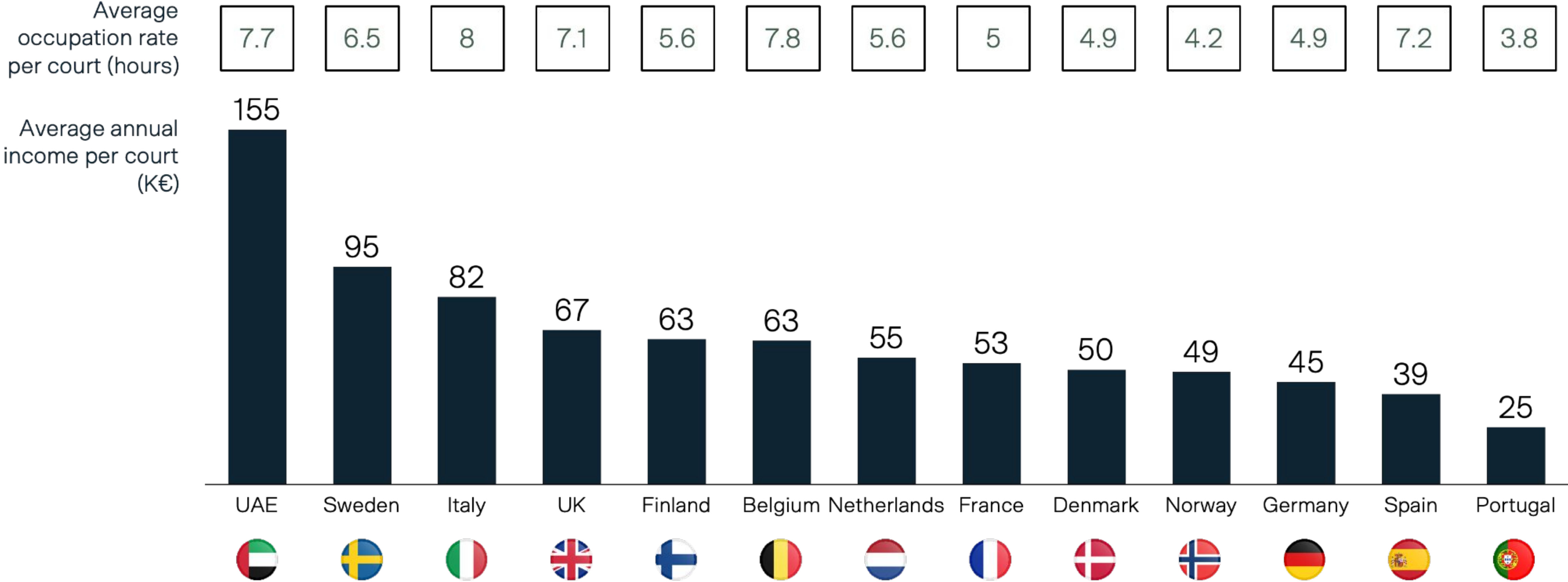
There is still a huge room for growth in the construction of new courts to reach the level of well developed markets: in Spain and Sweden there is **1 court for every 3,500 citizens**

Considering the following countries: Spain, Italy, Belgium, Netherlands, France, Portugal, Germany, UK, Sweden, Finland, Denmark, Norway  
Source: Padel Lands, All For Padel, Local federations, Monitor Deloitte  
Monitor  
**Deloitte.**



# Clubs and courts

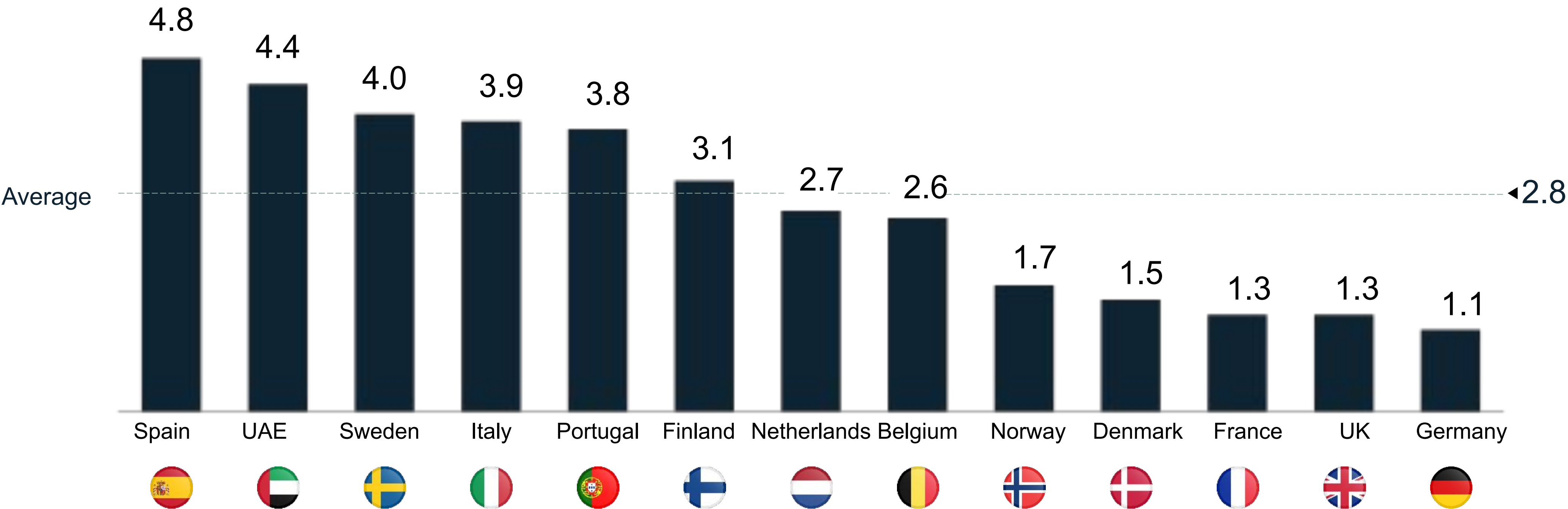
## ANNUAL INCOME PER COURT BY COUNTRY



Source: Average occupation: Playtomic; Average reservation price: Playtomic and padel clubs website information



# AVERAGE NUMBER OF CLUBS VISITED BY PLAYER



Source: Playtomic

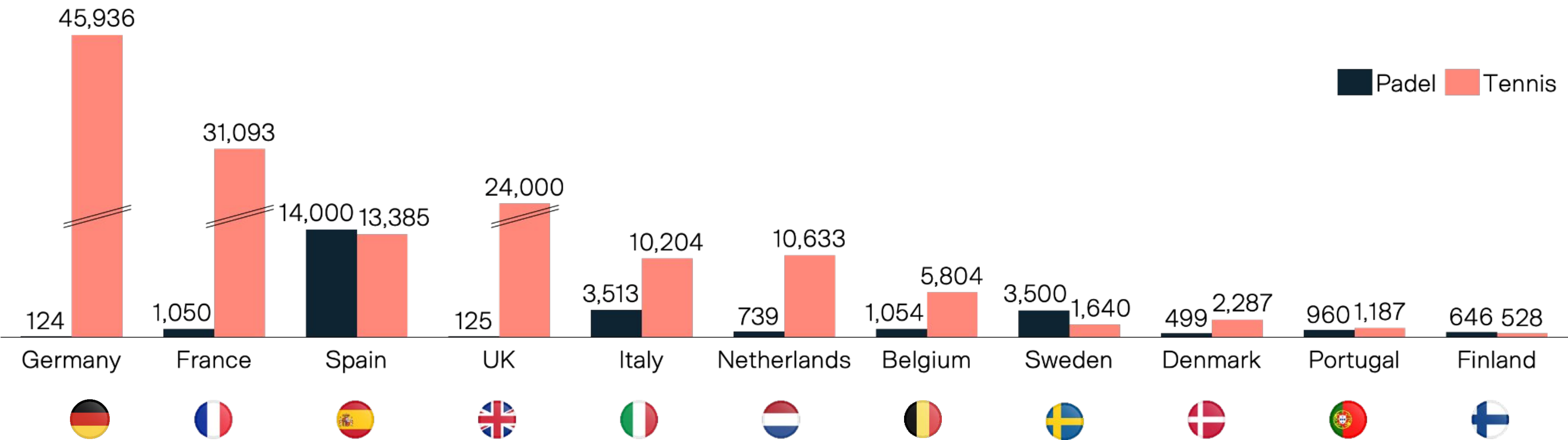


# Clubs and courts

## PENETRATION OF PADEL COURTS



Total number of courts in 2021



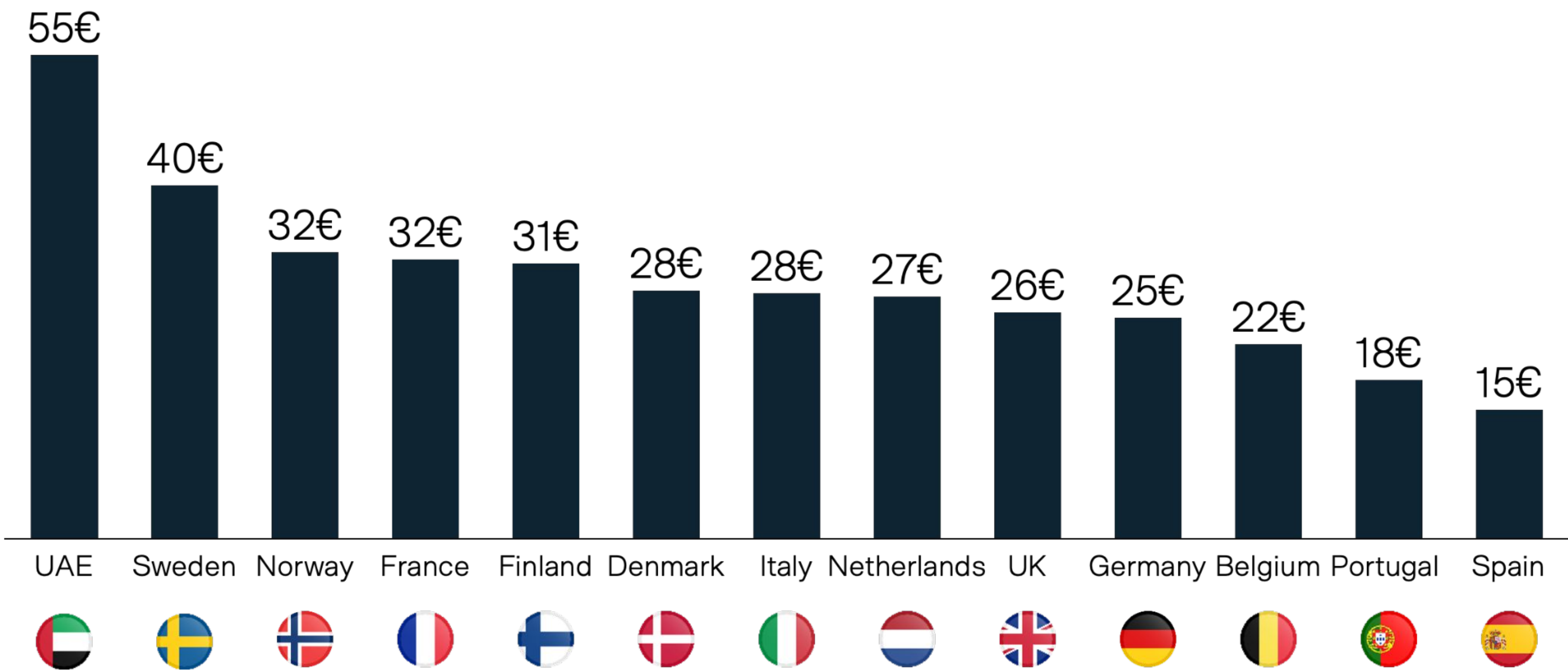
While in some mature markets like Spain, Sweden and Finland the number of padel courts has surpassed the number of tennis courts, others like Germany, France and the UK have a high growth potential

Source: Padel Lands, All For Padel, International Tennis Federations (ITF)



# Clubs and courts

## AVERAGE PADEL COURT 60' RENTAL PRICE BY COUNTRY IN 2021



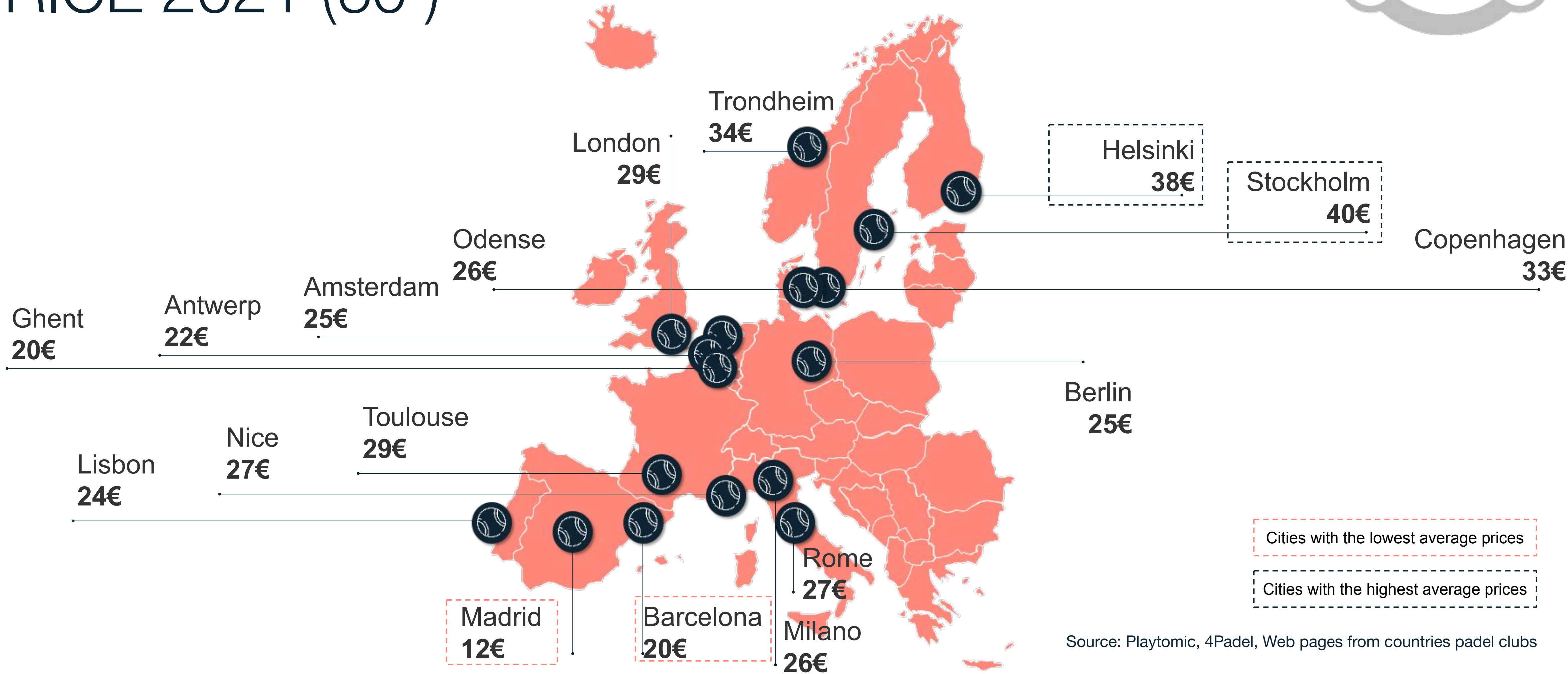
The highest average cost for 60' is UAE due to high demand and low supply of courts and clubs

UAE is followed by Sweden, a country where average prices are higher than in other countries due to socioeconomic differences

Spain has the lowest average booking price although it varies from city to city. This is partly due to high supply of courts



# TOP CITIES IN EUROPE AND COURT RENTAL PRICE 2021 (60')



Cities with the lowest average prices

Cities with the highest average prices

Source: Playtomic, 4Padel, Web pages from countries padel clubs



# Clubs and courts

## AVERAGE RESERVATION ANTICIPATION

#1	Belgium		<b>8.5 days</b>
#2	Netherlands		<b>6.4 days</b>
#3	Germany		<b>6.2 days</b>
#4	Italy		<b>6.1 days</b>
#5	Finland		<b>5.4 days</b>
#6	Denmark		<b>4.7 days</b>
#7	Sweden		<b>4.7 days</b>
#8	France		<b>4.6 days</b>
#9	United Kingdom		<b>4.5 days</b>
#10	Spain		<b>3.6 days</b>
#11	Portugal		<b>3.1 days</b>
#12	UAE		<b>3.0 days</b>
#13	Norway		<b>2.0 days</b>



Belgium is the country where players book with the highest anticipation followed by the Netherlands (both have approximately 500 courts in the country)

Spain is the country with the largest number of courts and with one of the lowest reservation anticipation

The reservation anticipation is affected by cultural differences and availability of courts

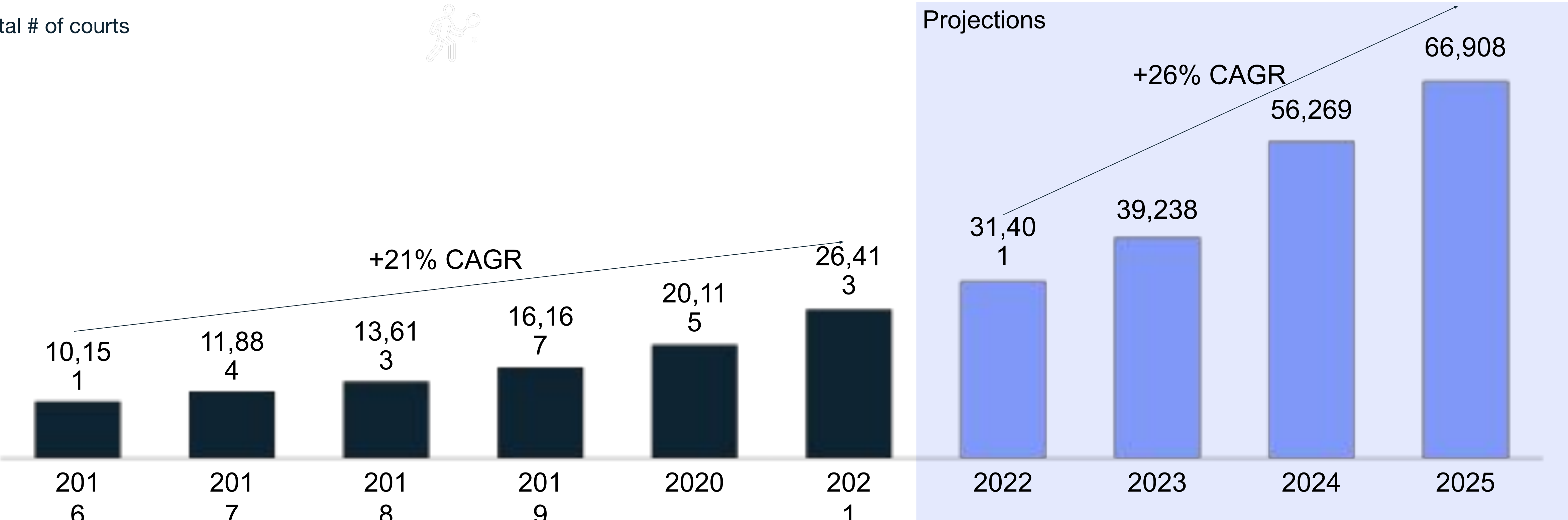
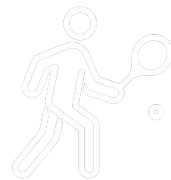


# PADEL COURTS GROWTH IN EUROPE<sup>(1)</sup>



The total number of padel courts in Europe will increase significantly at an average annual growth rate of 26% from 2021 to 2025 (vs 21% from 2016 to 2021)

Total # of courts



(1) Considering the following countries: Spain, Italy, Belgium, Netherlands, France, Portugal, Germany, UK, Sweden, Finland, Denmark, Norway

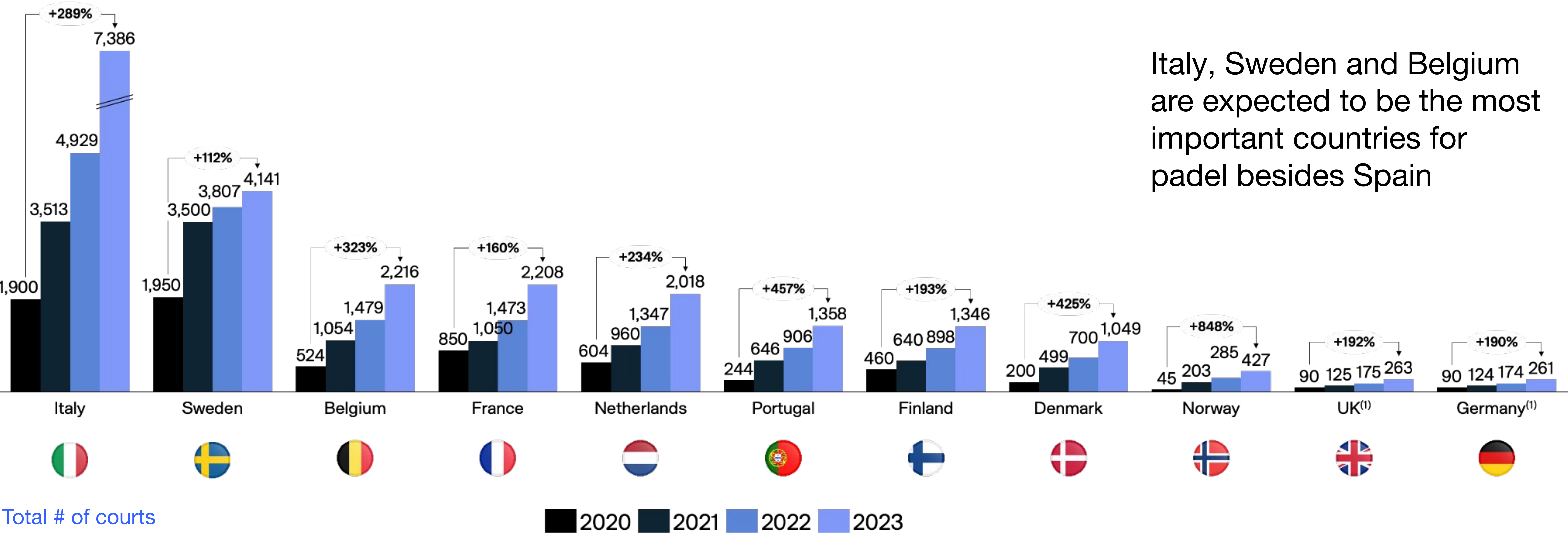
Source: Padel Lands, All For Padel, Local federations

> 1.000M €  
Investment in padel courts



# Clubs and courts

## PADEL COURTS GROWTH IN EUROPE FROM 2020 TO 2023



(1) Due to current low penetration UK and Germany are not expected to have an accelerated growth until short after the forecasted period (c.900 courts each in 2025)  
Source: Monitor Deloitte's team analysis, Padel Lands, All For Padel, Local federations



Clubs and courts

# SMART CLUBS



Just **2%** of clubs are using domotics, a growing trend that helps save energy and reduces costs

In Nordics, this ratio scales up to **15%**, which implies there are great business opportunities in this segment



# Clubs and courts

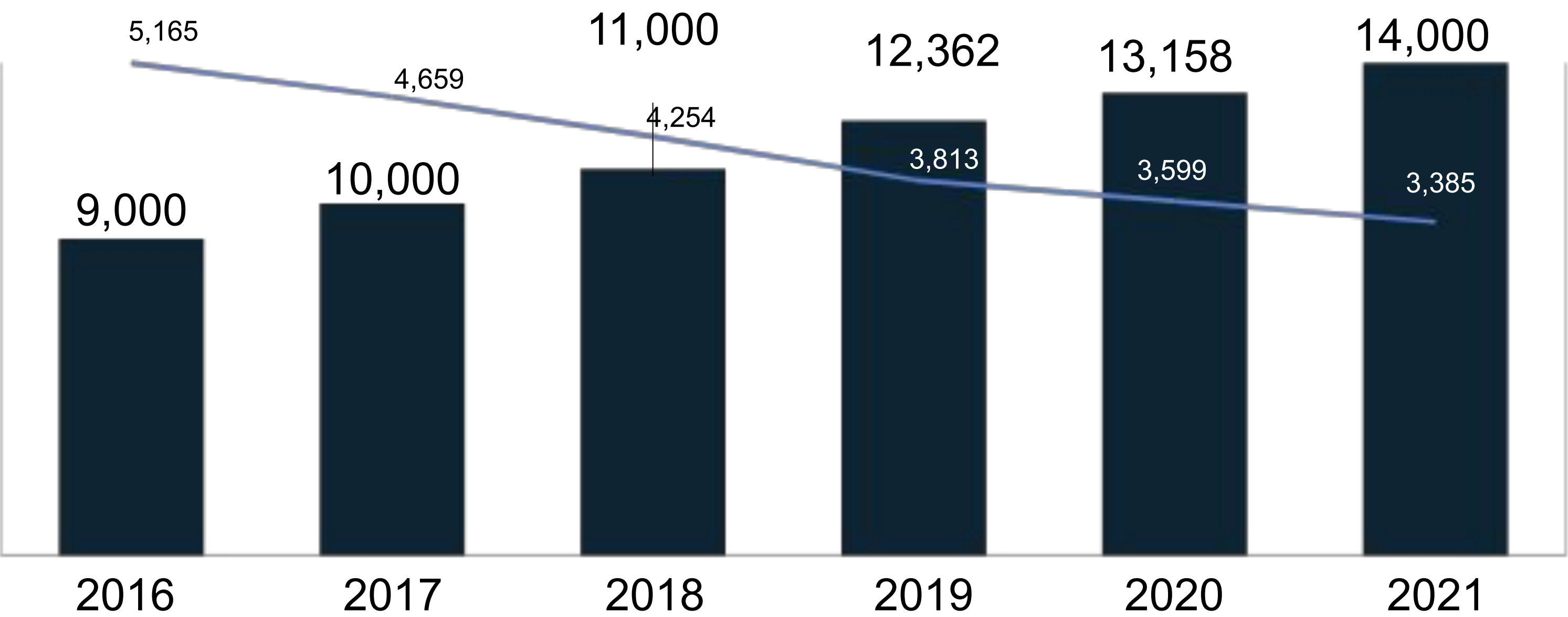
## SPAIN



# Clubs 3,811 # courts 14,000

Average # of courts per club 3.7 Population / Court 3,385

### Evolution of padel courts



After a first boom from 2007 to 2012, padel has experienced a heavy growth again in 2019

However, the growth rate of padel in Spain is currently stabilizing, reaching a high population by court ratio (3,385)

Source: Padel Lands, All For Padel, International Tennis Federations (ITF), Monitor Deloitte  
Monitor  
**Deloitte.**

Population / Court



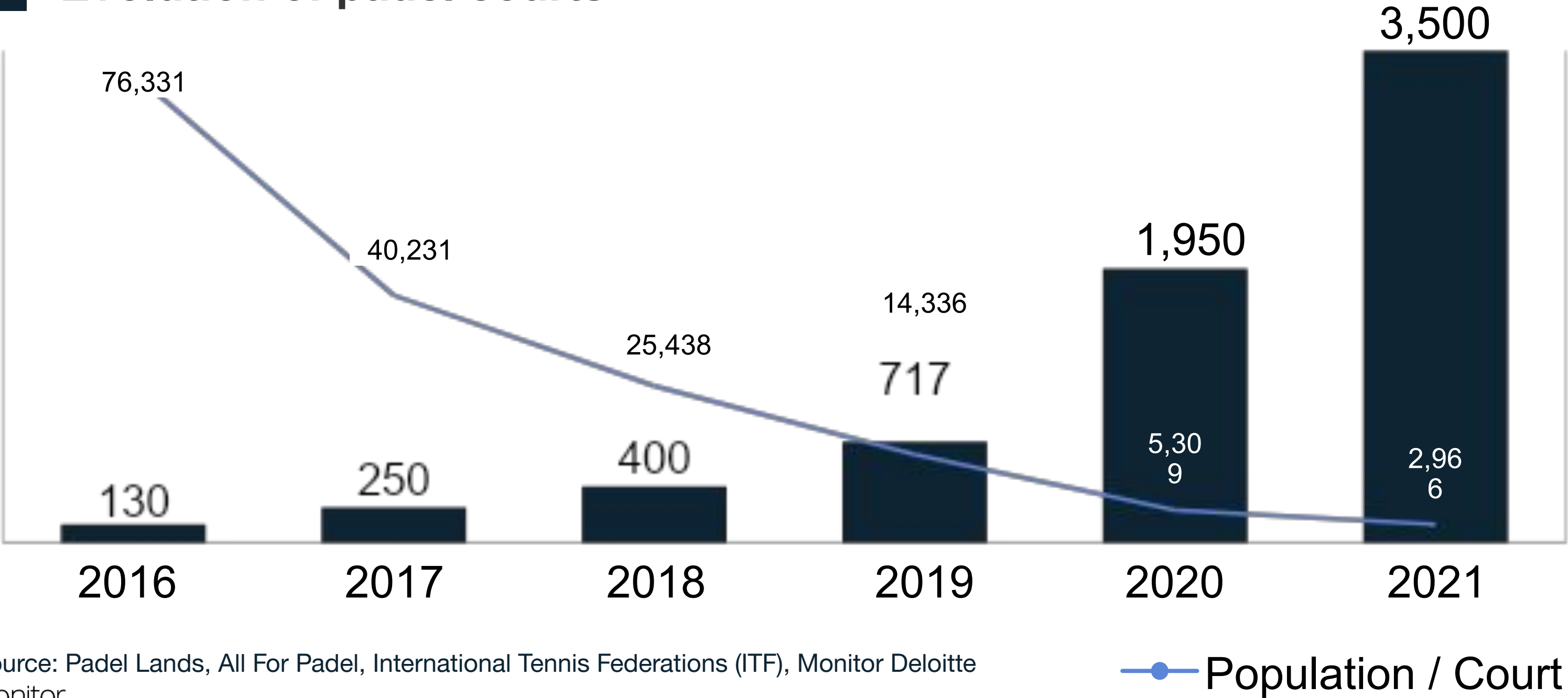
# Clubs and courts

## SWEDEN



# Clubs	925	# courts	3,500
Average # of courts per club	3.8	Population / Court	2,966

### Evolution of padel courts



Source: Padel Lands, All For Padel, International Tennis Federations (ITF), Monitor Deloitte  
Monitor  
**Deloitte.**

Sweden has experienced a rapid growth since 2019, surpassing Spain's population/court rate

The market for new court constructions is becoming saturated, so the largest clubs are merging to create bigger chains



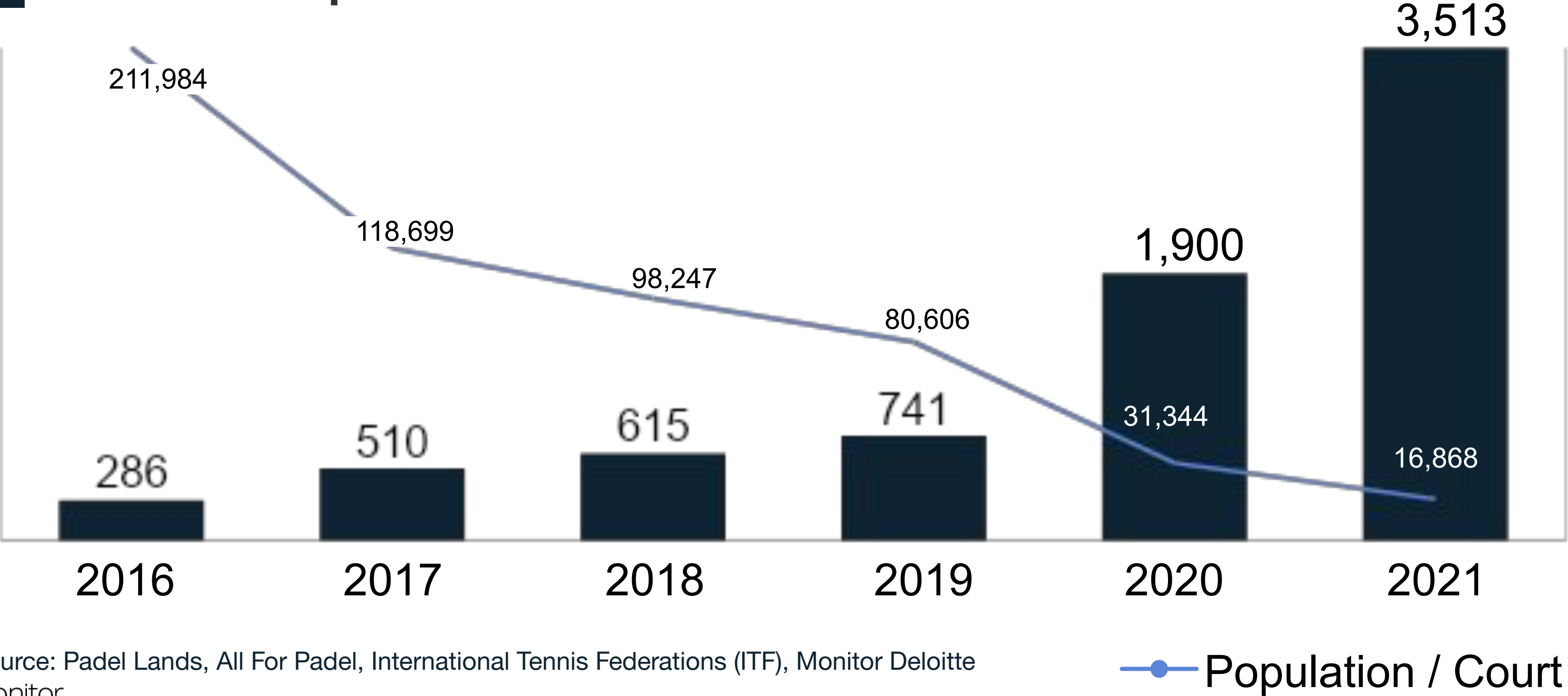
# Clubs and courts

## ITALY



# Clubs	1,452	# courts	3,513
Average # of courts per club 2.4		Population / Court	16,868

### Evolution of padel courts



Source: Padel Lands, All For Padel, International Tennis Federations (ITF), Monitor Deloitte  
Monitor  
**Deloitte.**

The Italian market is very similar to the Spanish one as they both share many demographic and behavioral characteristics

At the moment, it is considered to be 5 years behind Spain in terms of market development. Therefore, there is still room for new investments and construction of new clubs

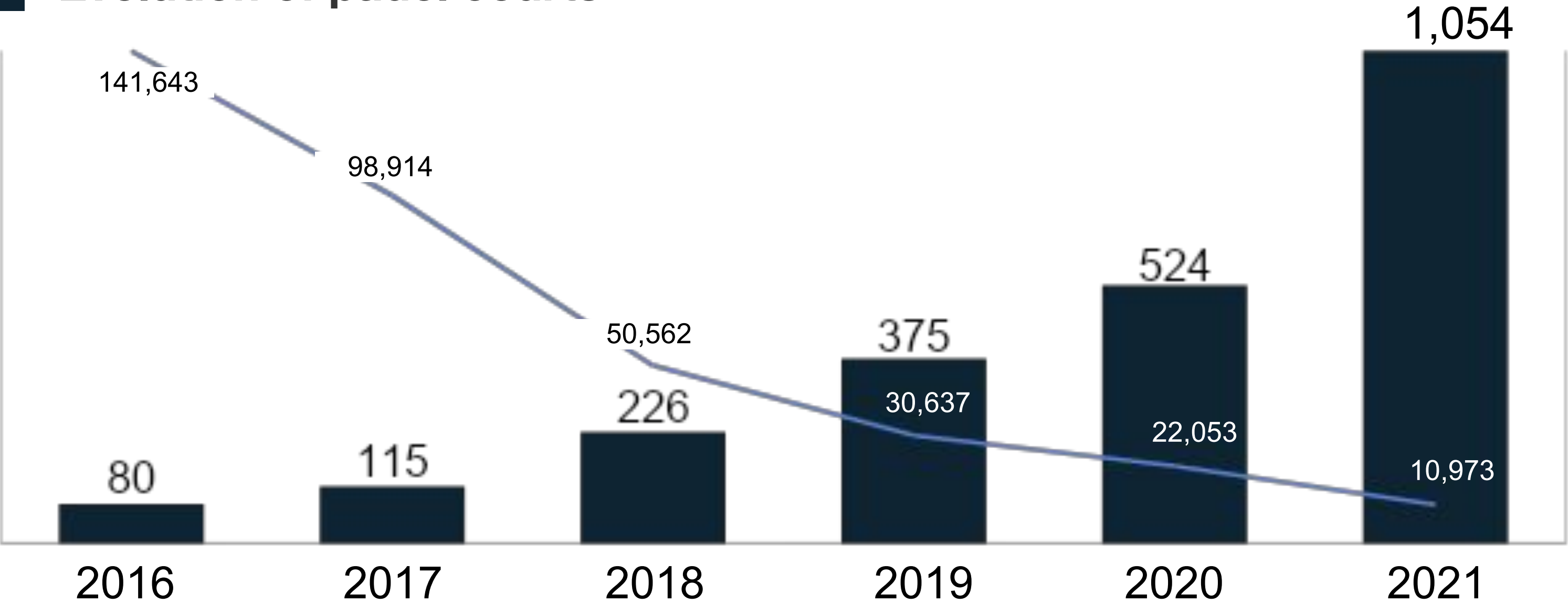
# Clubs and courts

## BELGIUM



# Clubs	283	# courts	1,054
Average # of courts per club	3.7	Population / Court	10,973

### Evolution of padel courts



The market is divided into two different regions: Wallonia and Flanders, with a greater development in the latter

An increasing number of courts are expected to be built in the coming years, promoted by the Belgian Padel Federation

Source: Padel Lands, All For Padel, International Tennis Federations (ITF), Monitor Deloitte  
Monitor  
**Deloitte.**

Population / Court



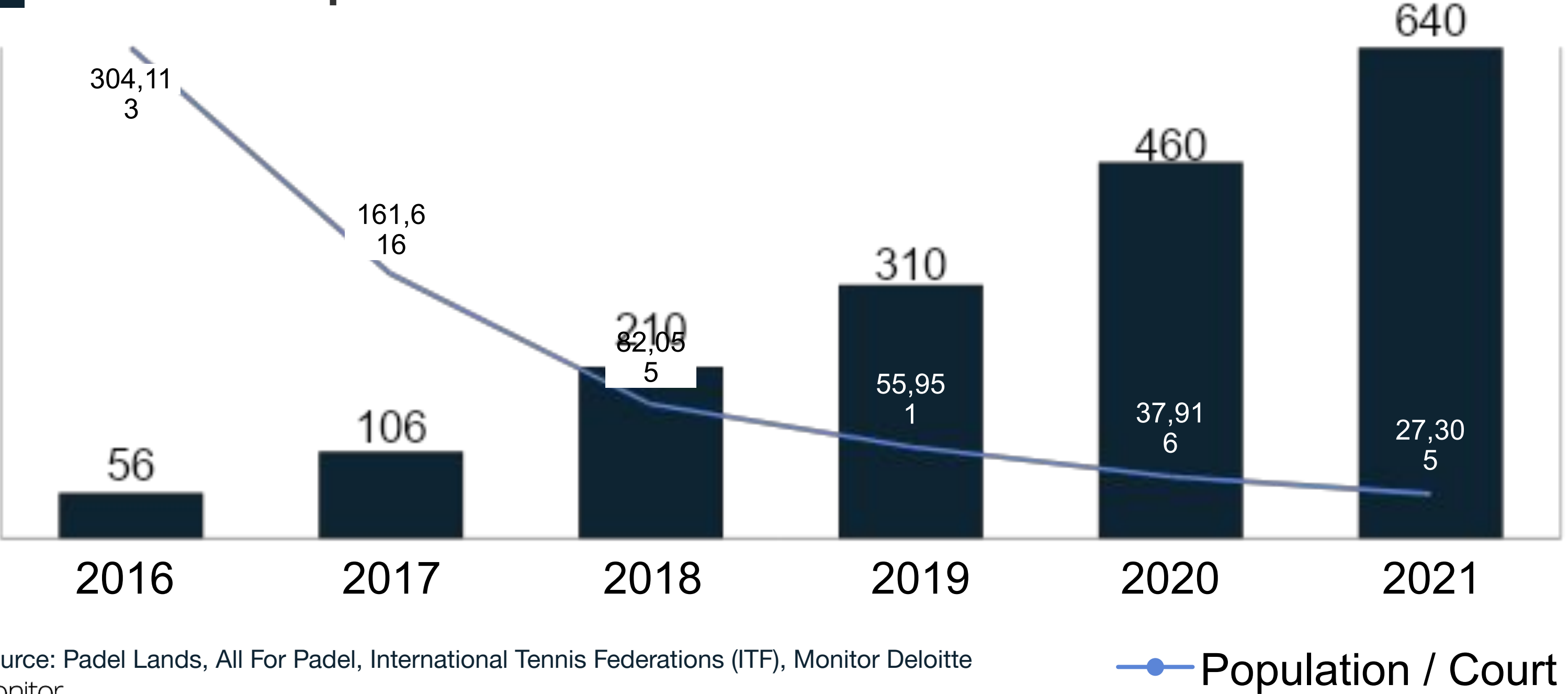
# Clubs and courts

## NETHERLANDS



# Clubs	260	# courts	640
Average # of courts per club	2.5	Population / Court	27,305

### Evolution of padel courts



According to the International Federation of Padel, Netherlands is the 3<sup>rd</sup> most active country within the international tournament program, which is boosting the creation of new padel chains

The number of courts is expected to double by 2024

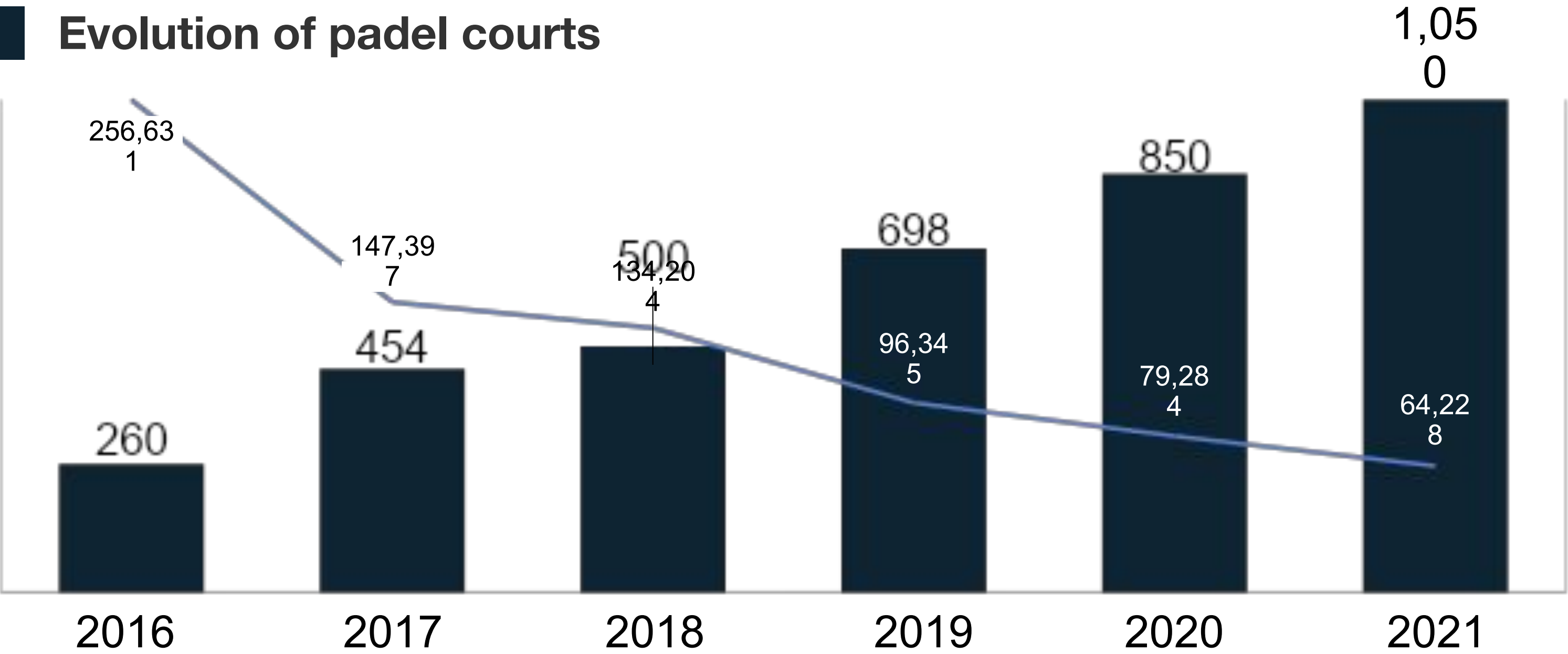
# Clubs and courts

## FRANCE



# Clubs	401	# courts	1,050
Average # of courts per club	2.6	Population / Court	64,228

### Evolution of padel courts



The advanced development of tennis in this country is fostering the growth of padel (there are c.31,000 tennis courts in the country)

In the upcoming years there is expected a strong substitution of tennis courts by padel courts, increasing the return on the investment of club owners

Source: Padel Lands, All For Padel, International Tennis Federations (ITF), Monitor Deloitte  
Monitor  
**Deloitte.**

Population / Court



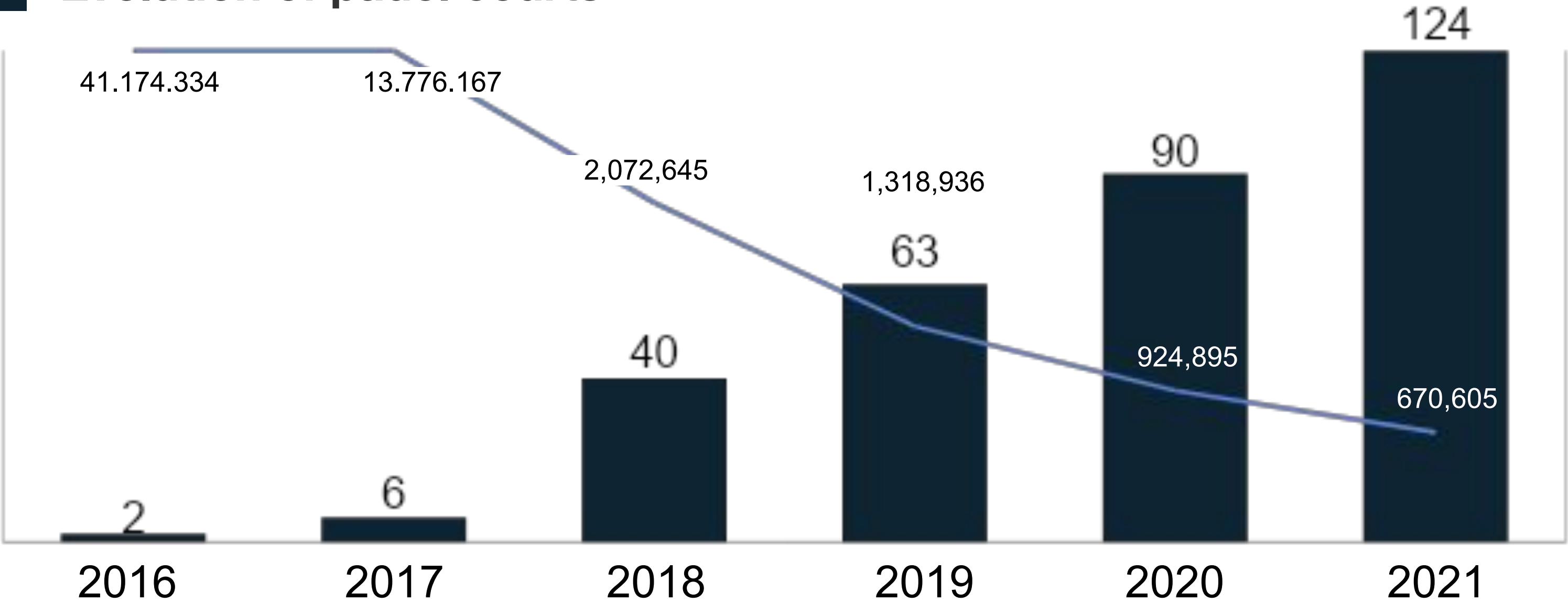
# Clubs and courts

## GERMANY



# Clubs	70	# courts	124
Average # of courts per club	1.7	Population / Court	670,605

### Evolution of padel courts



Padel is not expanded in Germany although it has a high growth potential due to the large number of tennis courts (45,936)

Source: Padel Lands, All For Padel, International Tennis Federations (ITF), Monitor Deloitte  
Monitor  
**Deloitte.**

Population / Court

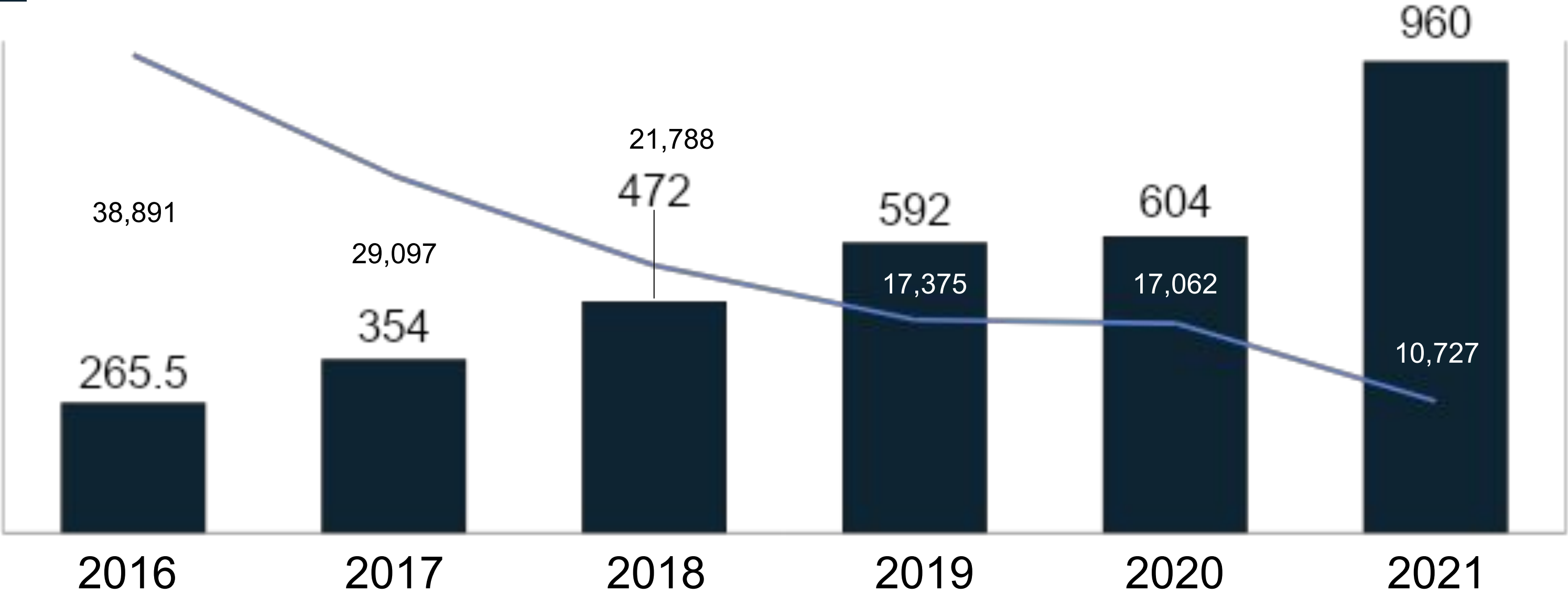
# Clubs and courts

## PORTUGAL



# Clubs	240	# courts	960
Average # of courts per club	4	Population / Court	10,727

### Evolution of padel courts



Source: Padel Lands, All For Padel, International Tennis Federations (ITF), Monitor Deloitte  
Monitor  
**Deloitte.**

Population / Court

Padel is well developed in Portugal, mainly due to the socioeconomic and demographic conditions that shares with Spain

In the last year, it has experienced an strong growth in terms of courts construction. IT is expected that the number of padel courts surpasses that of tennis courts in early 2022

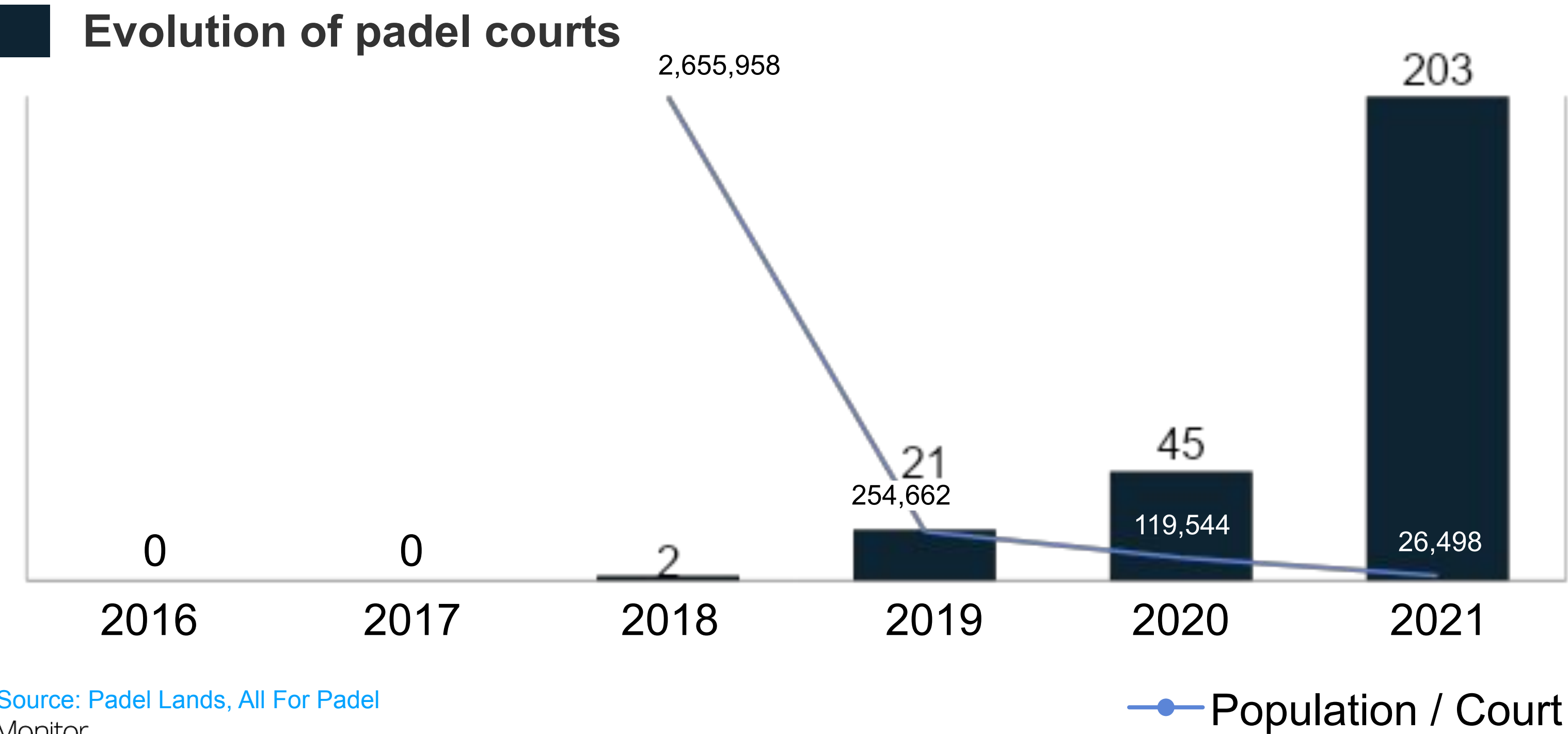


# Clubs and courts

## NORWAY



# Clubs	58	# courts	203
Average # of courts per club	3.5	Population / Court	26,498



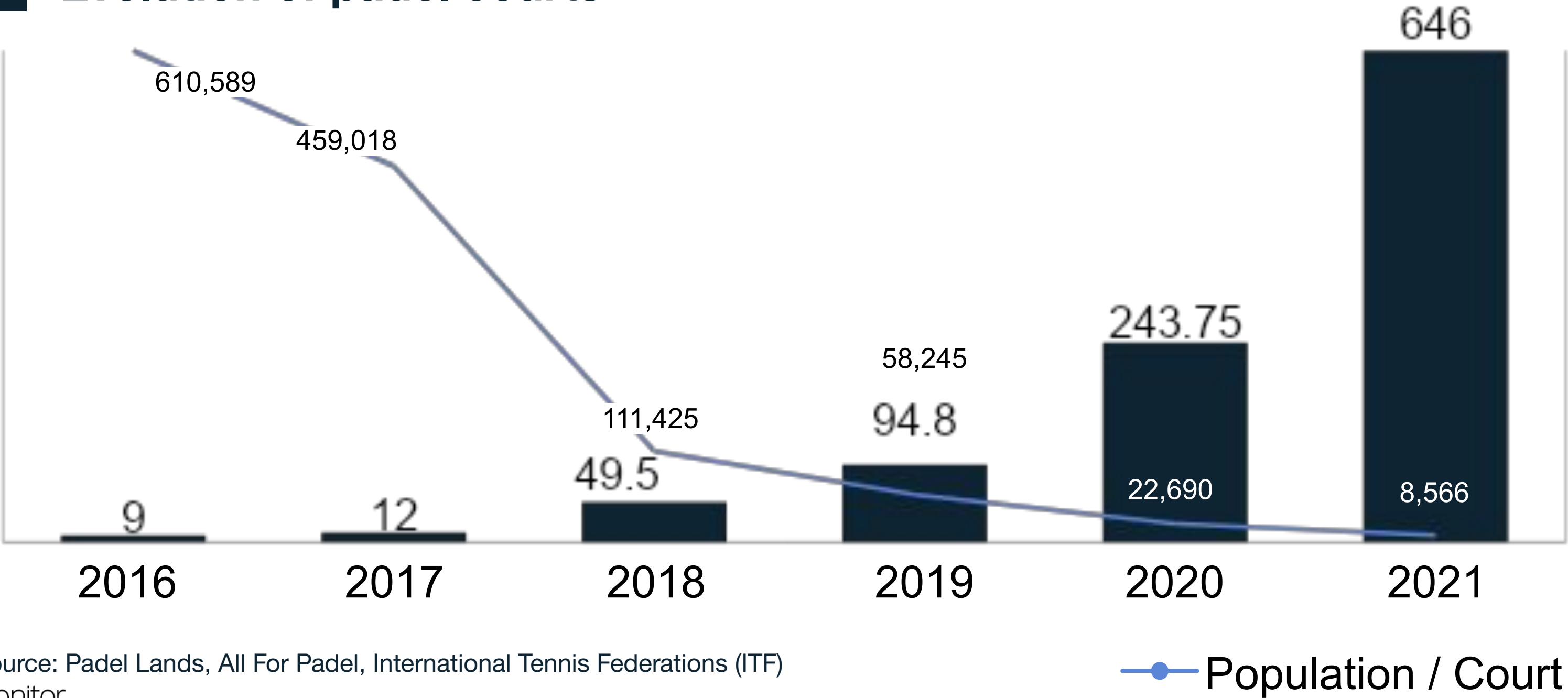
Currently, although there is low penetration of the sport there is high potential since it is expected to grow exponentially, with a similar behaviour to other Nordic countries (Finland and Sweden)

# Clubs and courts FINLAND



# Clubs	148	# courts	646
Average # of courts per club	4.3	Population / Court	8,566

## Evolution of padel courts



The construction of padel clubs has tripled and the number of courts has grown by 165% in the last year

The number of padel courts is close to surpassing the number of tennis courts in the country (528)



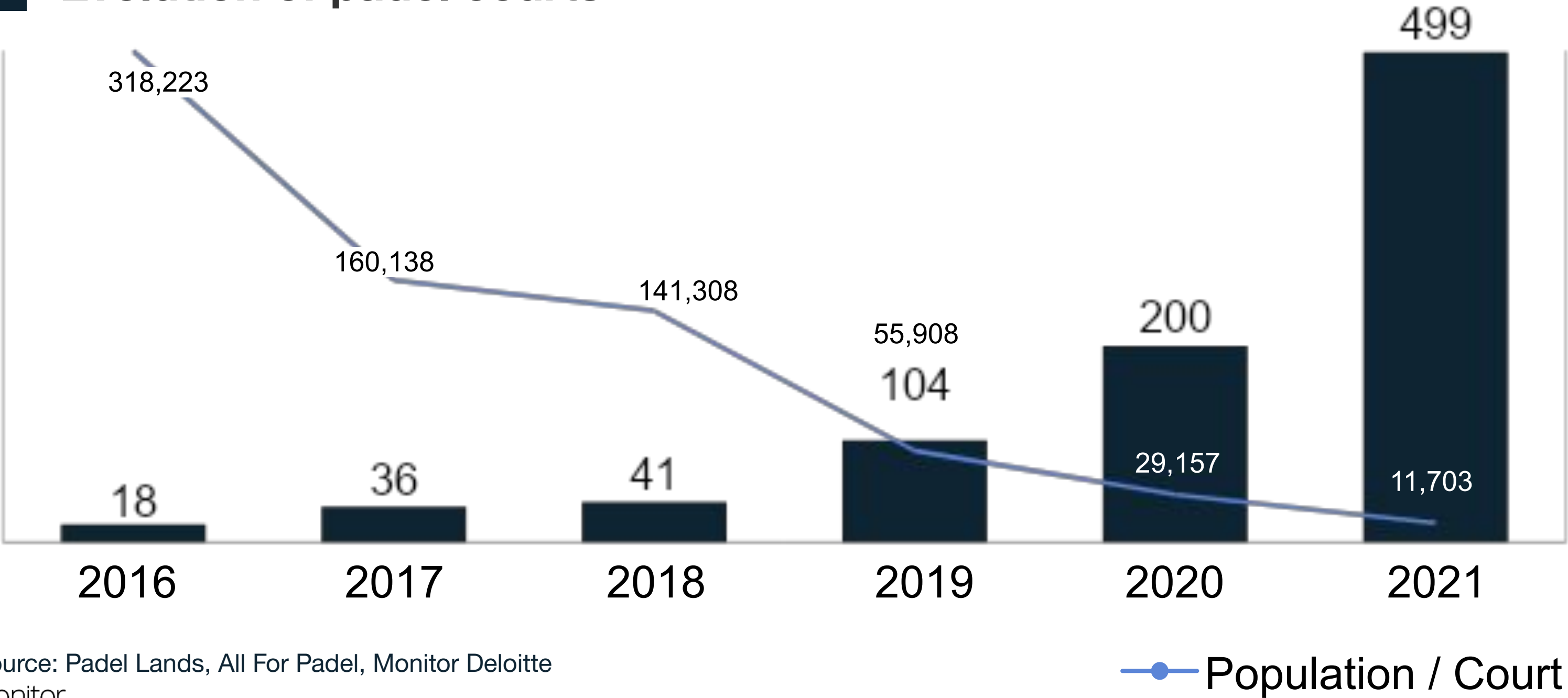
# Clubs and courts

## DENMARK



# Clubs	165	# courts	499
Average # of courts per club	3	Population / Court	11,703

### Evolution of padel courts



Denmark has experienced a rapid increase of construction of padel courts in the last 2 years.

There is an expected growth rate in construction of padel courts of 43% annually (CAGR 21-25)

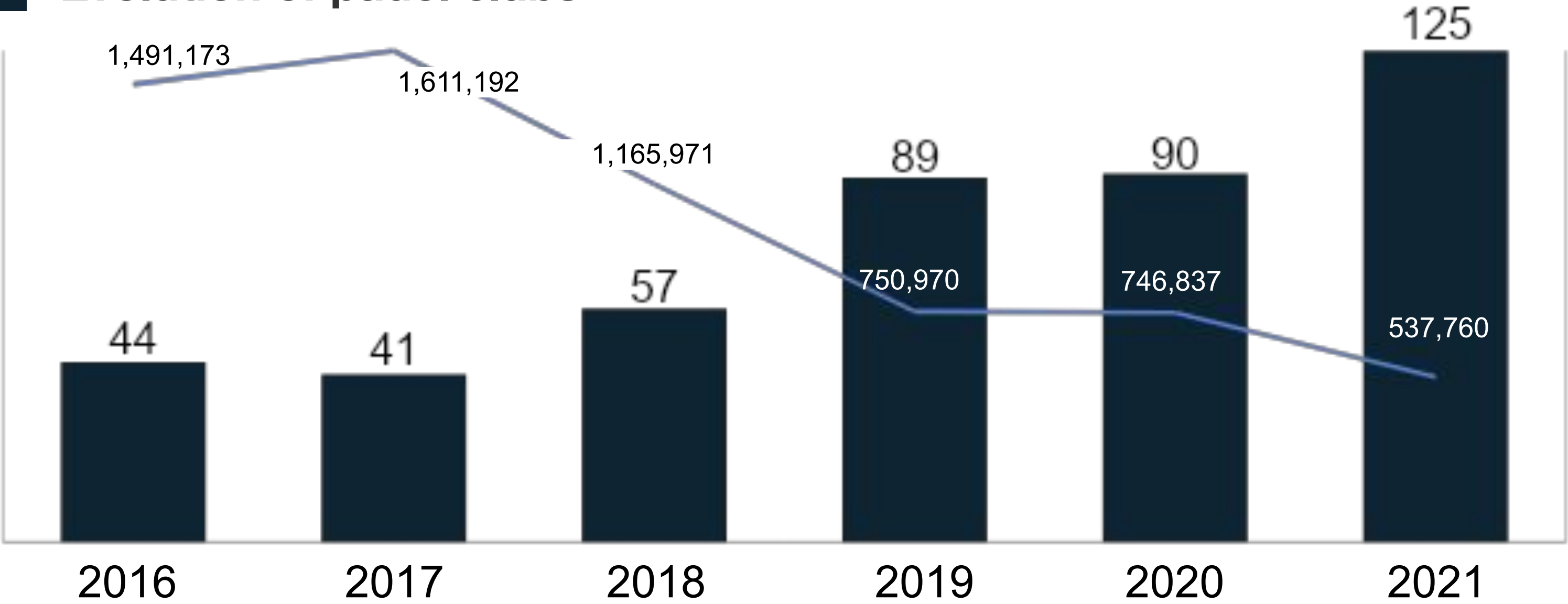
# Clubs and courts

## GREAT BRITAIN



# Clubs	56	# courts	125
Average # of courts per club	2.2	Population / Court	537,760

### Evolution of padel clubs



Although the growth of the sport has been limited for the last years there is great potential in the country. The UK has an extended tennis culture and has over 24,000 courts



# MARKET ANALYSIS

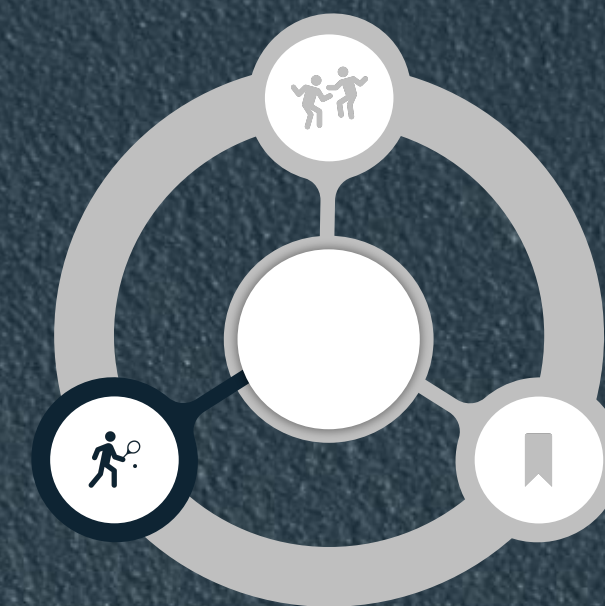


## 1.2. Competitions and federations



# Competitions and federations

# INSIGHTS

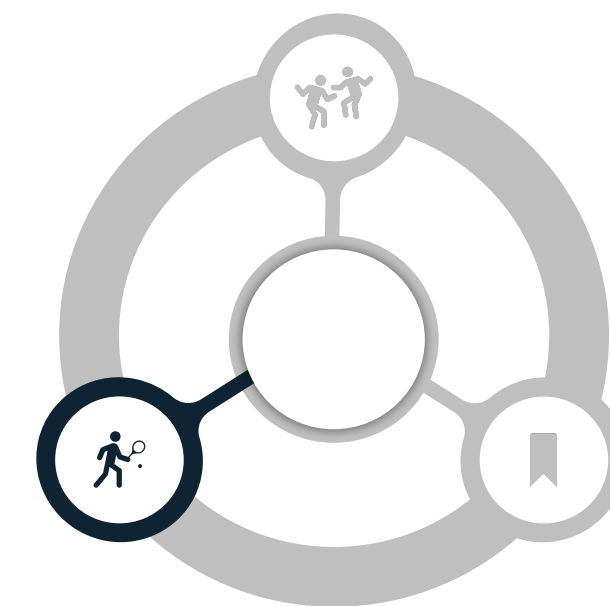


● In some countries padel growth has been driven by local and global federations (FIP):

- They create local competitions with licensed players
- Consequently, the number of licenses has increased exponentially in the last years
- These federations put in contact high level players to encourage their sport development
- Through these same federations padel classes can be booked



# INSIGHTS

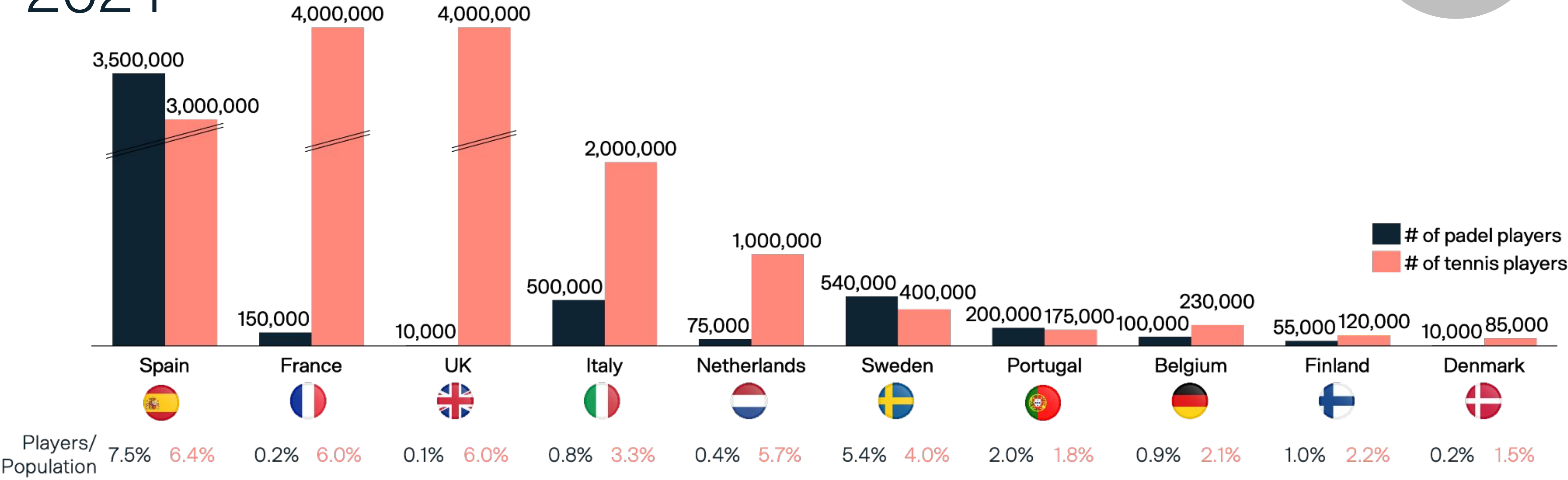
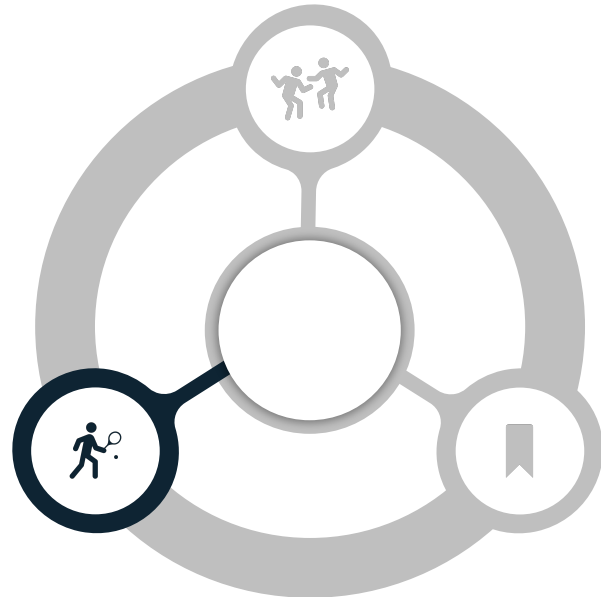


- The creation of the WPT competition has been a real leap forward in the sport:
  - Amateur players have flagship figures to look up to
  - In recent years more professional players have been able to make a living from the sport and be recognized as international athletes
  - For this reason, WPT global audiences and the level of play has grown in recent years

# Competitions and federations

## TOTAL NUMBER OF PLAYERS BY COUNTRY

### 2021

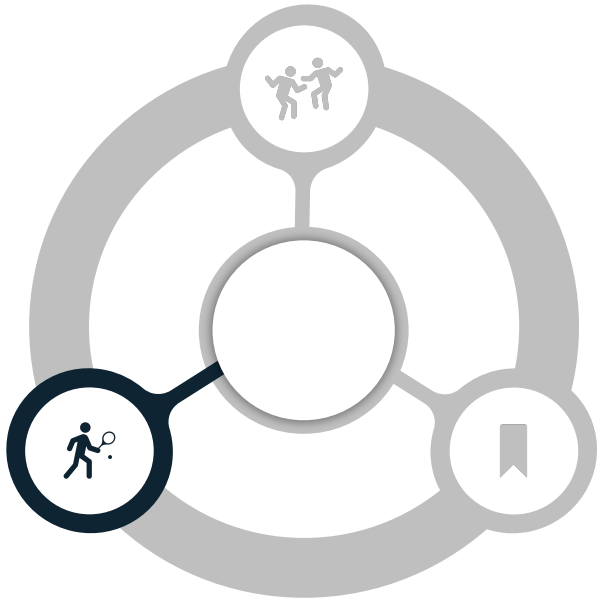


In Spain, Sweden and Portugal the number of padel players has surpassed that of tennis players. In other countries like France, UK, Italy or the Netherlands there are considerably less padel players than tennis players, leaving room for a huge growth potential



# Competitions and federations

# WORLD PADEL TOUR



## SPONSORSHIP

MAIN  
PARTNER



PREMIUM  
SPONSORS



OFFICIAL  
SPONSORS



TECHINICAL  
SPONSORS



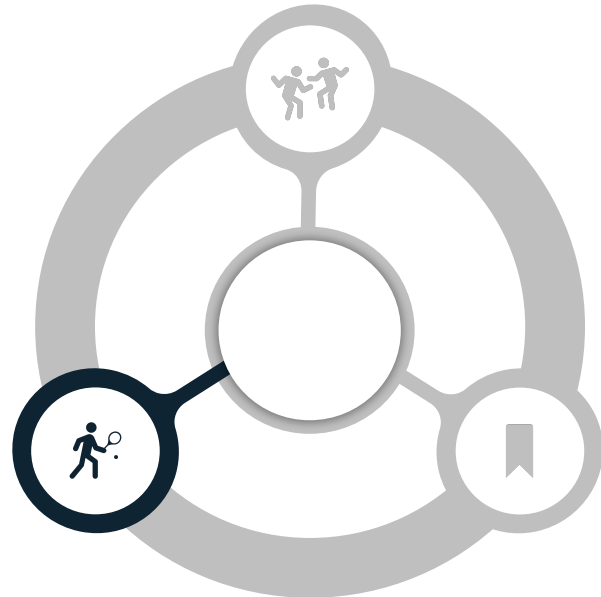
Source: World Padel Tour  
Monitor  
**Deloitte.**



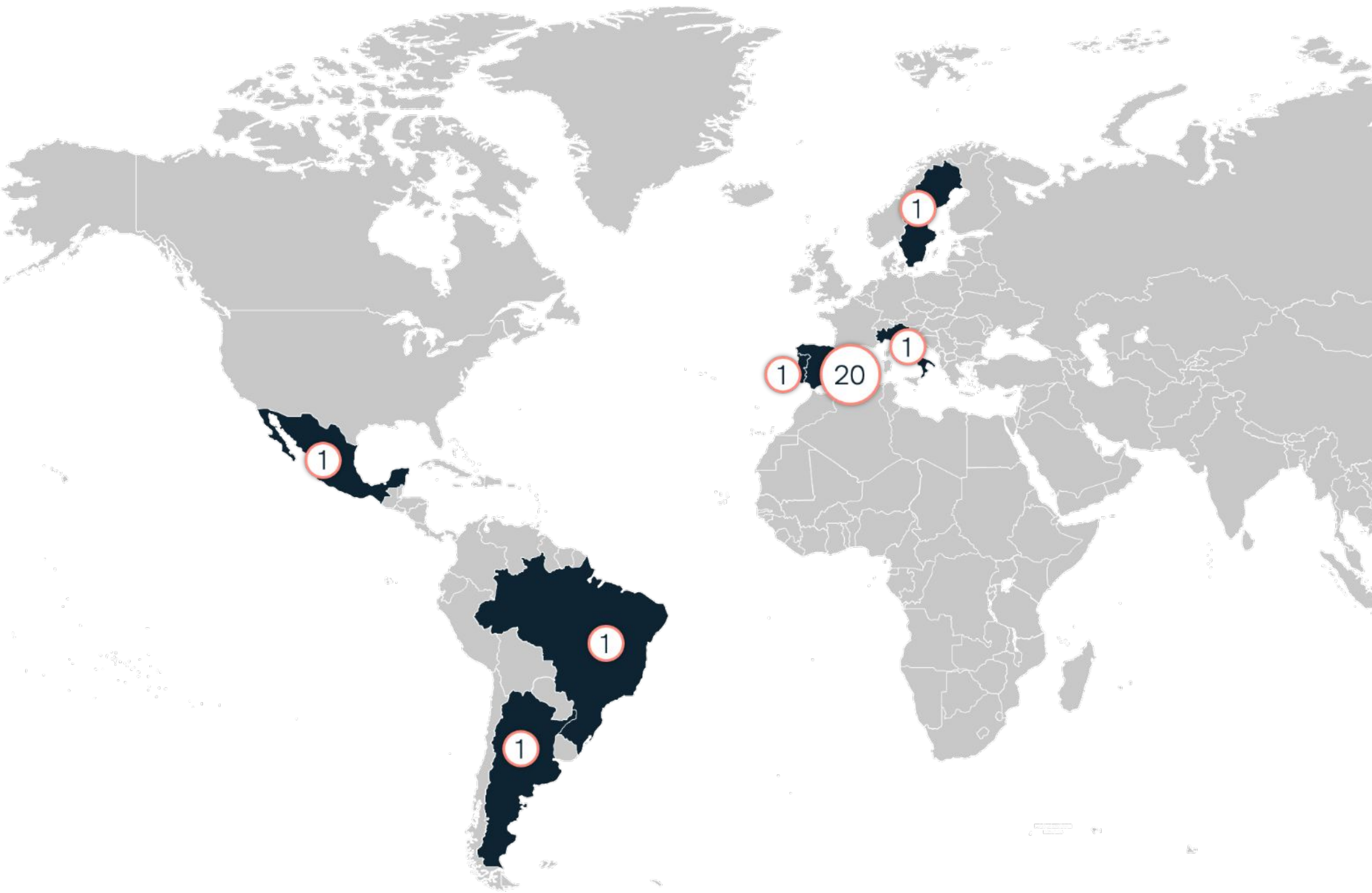


# Competitions and federations

## WPT COMPETITIONS PER COUNTRY



WPT competitions per country 2021

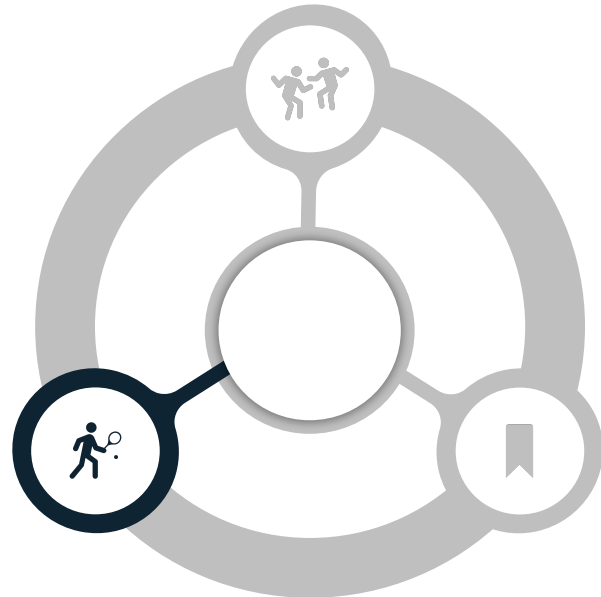


	2018	2019	2020	2021
Belgium	1	1	-	-
Netherlands	-	-	-	-
France	1	1	-	-
Spain	18	15	10	20
Italy	-	-	1	1
Denmark	-	-	-	-
Finland	-	-	-	-
Sweden	1	1	-	1
Germany	-	-	-	-
Great Britain	1	1	-	-
UAE	-	-	-	-
Portugal	2	1	-	1
Andorra	1	-	-	-
Argentina	1	1	-	1
Mexico	1	1	-	1
Brazil	-	1	-	-

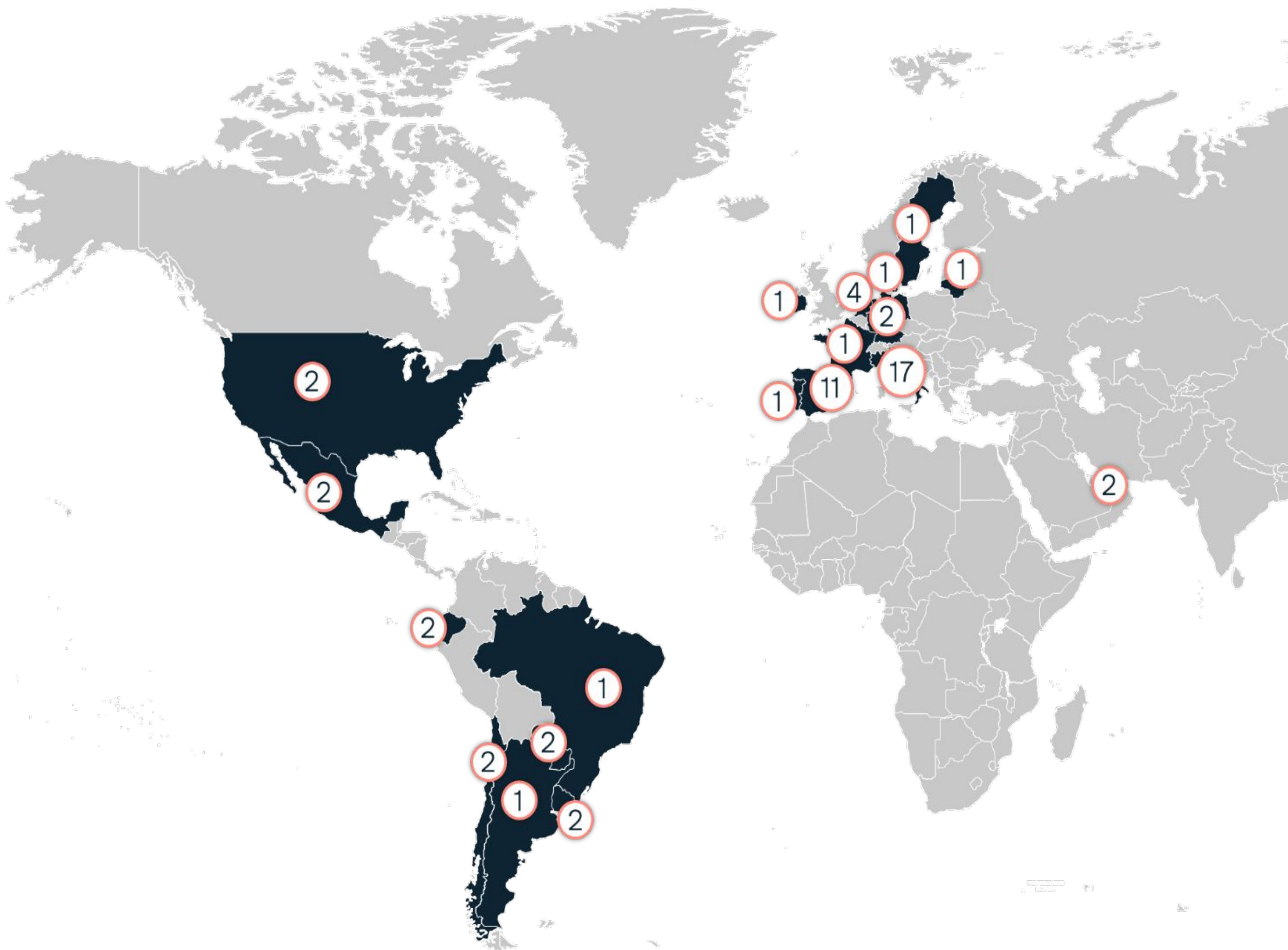


# Competitions and federations

## FIP COMPETITIONS PER COUNTRY 2021



FIP competitions per country 2021  
(Mid level + high level competitions)



Source: International Padel Federation (FIP)

	Mid-Level and promotion	High-Level
Spain	4	7
Qatar	1	1
Italy	9	8
USA	2	-
Sweden	-	1
Ecuador	2	-
Mexico	2	-
Germany	2	-
Brazil	1	-
Uruguay	2	-
Netherlands	4	4
Lithuania	1	-
Paraguay	2	-
Chile	2	-
Ireland	1	-
Argentina	1	-
France	1	-
Denmark	1	-

# Competitions and federations

## FIP EUROPEAN PADEL CHAMPIONSHIP 2021



### Female Ranking

#1		Spain	#10		Great Britain
#2		France	#11		Lithuania
#3		Italy	#12		Poland
#4		Sweden	#13		Russia
#5		Belgium			
#6		Denmark			
#7		Netherlands			
#8		Germany			
#9		Finland			

### Male Ranking

#1		Spain	#10		Netherlands
#2		Italy	#11		Finland
#3		France	#12		Switzerland
#4		Sweden	#13		Monaco
#5		Belgium	#14		Lithuania
#6		Great Britain	#15		San Marino
#7		Germany	#16		Russia
#8		Poland	#17		Austria
#9		Denmark	#18		Norway

Source: International Padel Federation (FIP); FIP European Padel Championship was held in Marbella



















# Competitions and federations

















## FIP WORLD PADEL CHAMPIONSHIP 2021



### Female Ranking

#1		Spain	#9		Netherlands
#2		Argentina	#10		Paraguay
#3		Italy	#11		Uruguay
#4		France	#12		USA
#5		Brazil	#13		Denmark
#6		Belgium	#14		Japan
#7		Mexico	#15		Chile
#8		Germany	#16		Great Britain

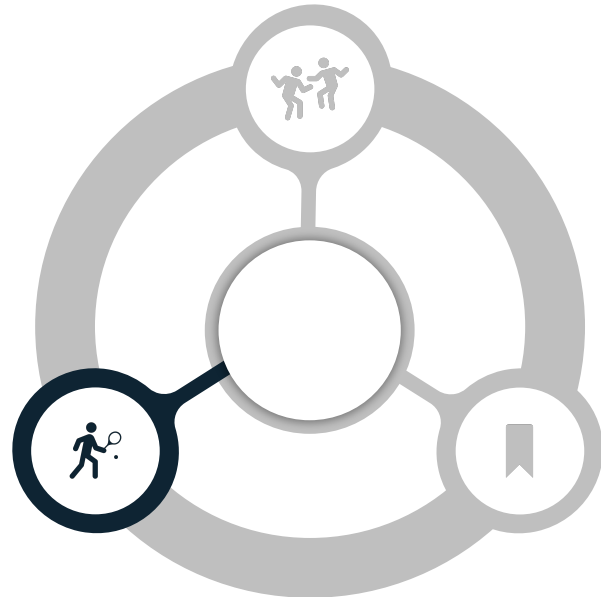
### Male Ranking

#1		Spain	#9		Belgium
#2		Argentina	#10		Germany
#3		Brazil	#11		Great Britain
#4		France	#12		Poland
#5		Italy	#13		Mexico
#6		Paraguay	#14		Denmark
#7		Uruguay	#15		USA
#8		Chile	#16		Qatar

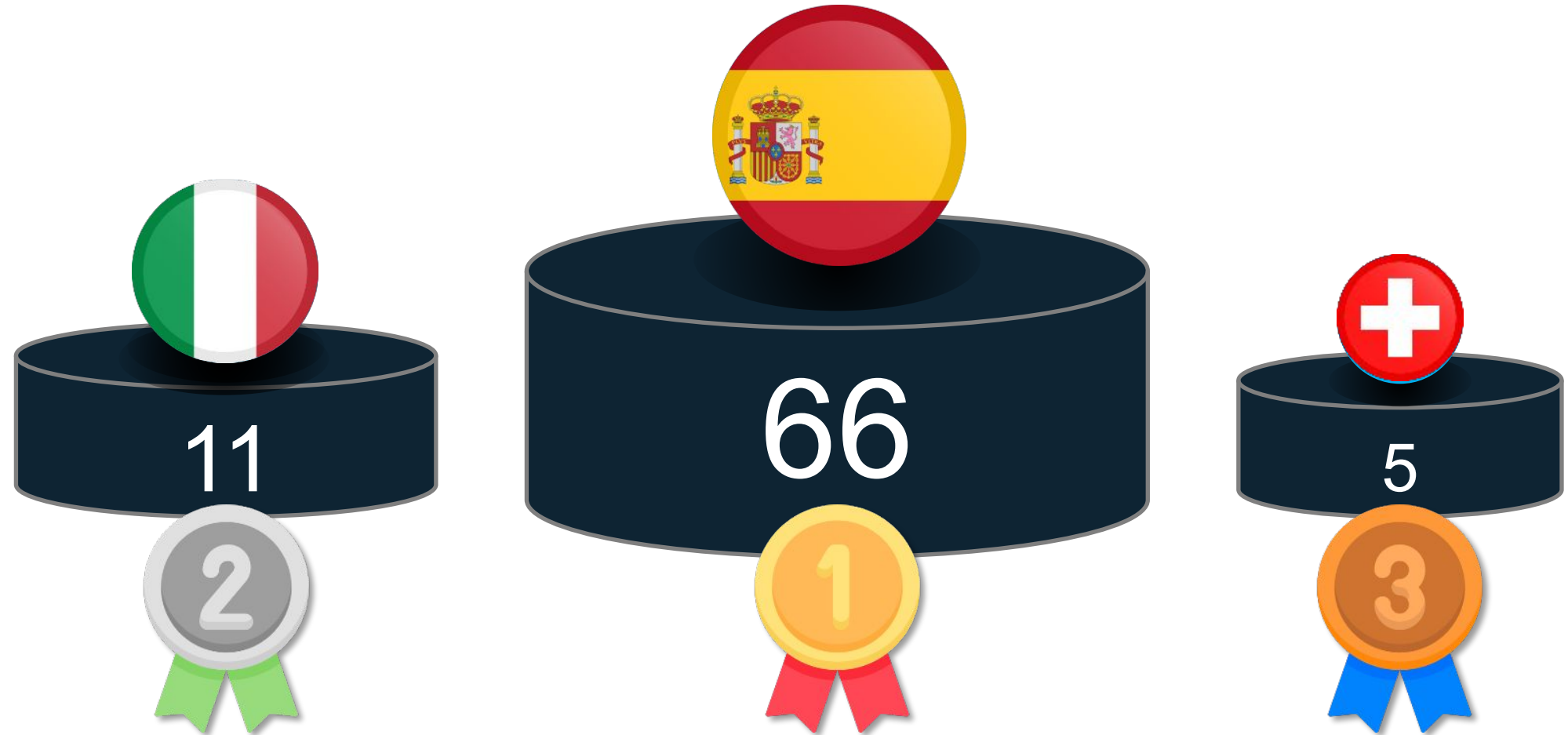
Source: International Padel Federation (FIP); FIP World Padel Championship was held in Qatar

Competitions and federations

# WPT RANKING DISTRIBUTION TOP 300 PLAYERS

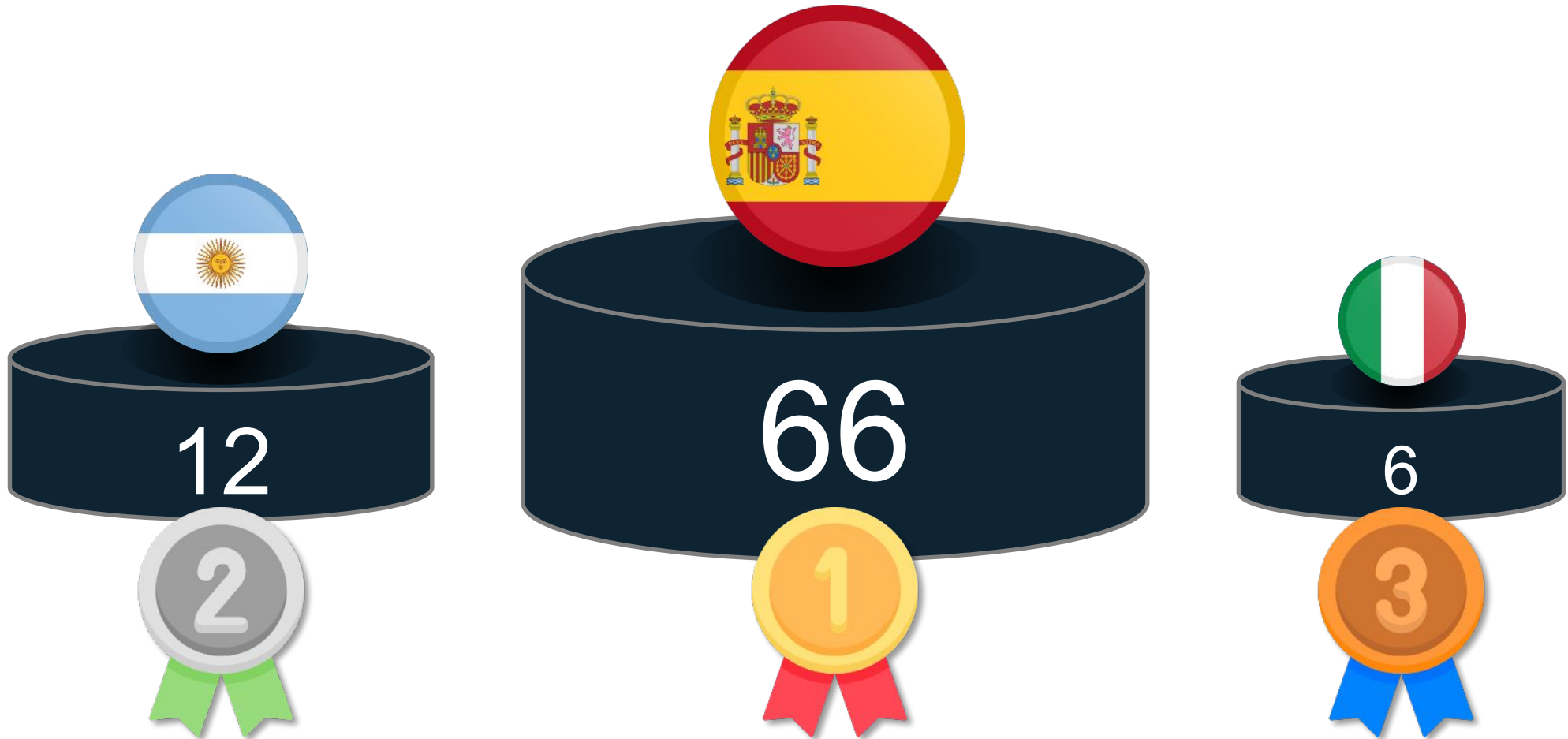


Female ranking



#4		Argentina	4%
#5		Portugal	4%
#6		Netherlands	2%
#7		France	2%
#8		Russia	1%
#9		Mexico	1%
#10		Uruguay	1%
#11		Brazil	1%

Male ranking



#4		Chile	2%
#5		Brazil	2%
#6		Portugal	2%
#7		France	2%
#8		Mexico	1%
#9		Qatar	1%
#10		Switzerland	1%
#11		Paraguay	1%



# MARKET ANALYSIS



## 1.3. Brands, sponsors and key public figures

# Brands, sponsors and key public figures

# INSIGHTS



- The involvement of great sport figures has boosted the development of padel worldwide. Some of these figures are retired from their former sports, which encourages people from various age groups to take up padel
- Previous fans of these figures (soccer, tennis...) follow in their footsteps and are willing to start a new sport



Brands, sponsors and key public figures

# INSIGHTS



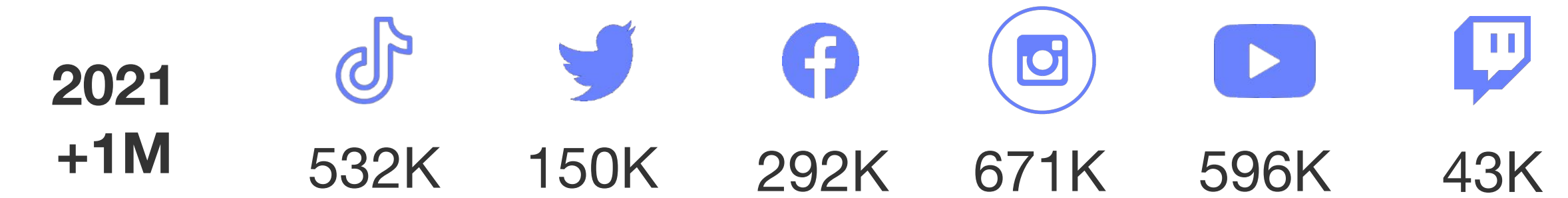
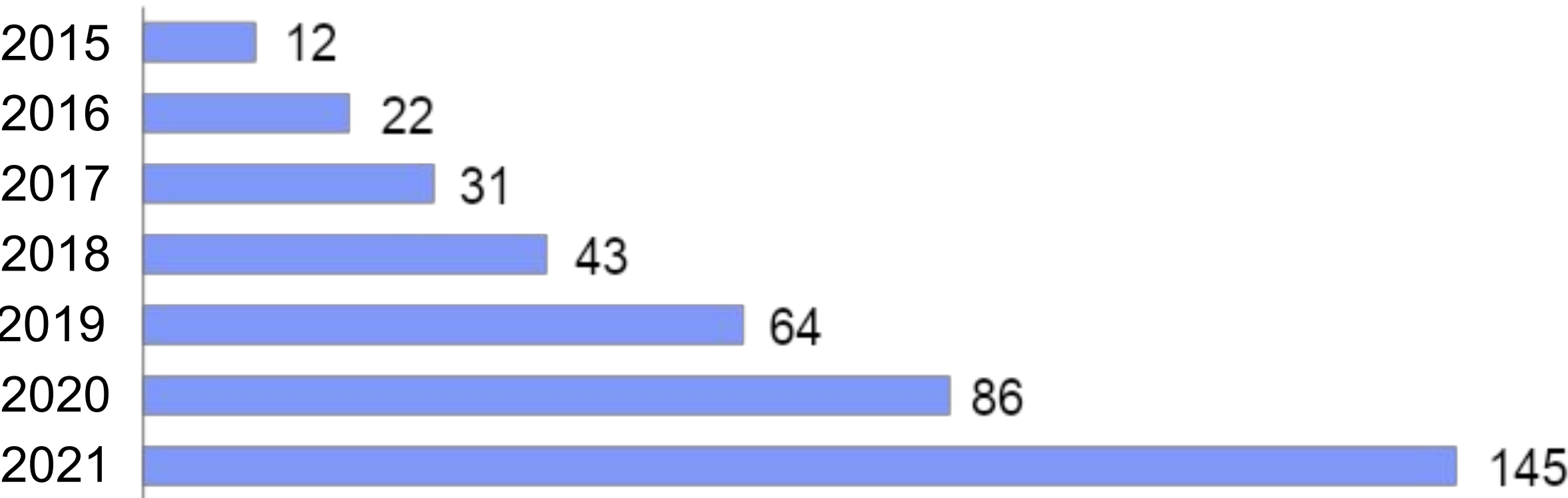
- On the one hand, there are multisport brands that are heavily investing on padel through the creation of sports equipment (mainly rackets and balls), which causes great attraction to the public that is already used to these brands
- On the other hand, there are specialist brands dedicated exclusively to creating padel and tennis equipment to offer a more personalized experiences to the players
- Finally, there are sponsors that invest in padel for two reasons:
  - To capture additional income in a sport with great growth potential
  - To make themselves known to a large target audience by offering a young and healthy image



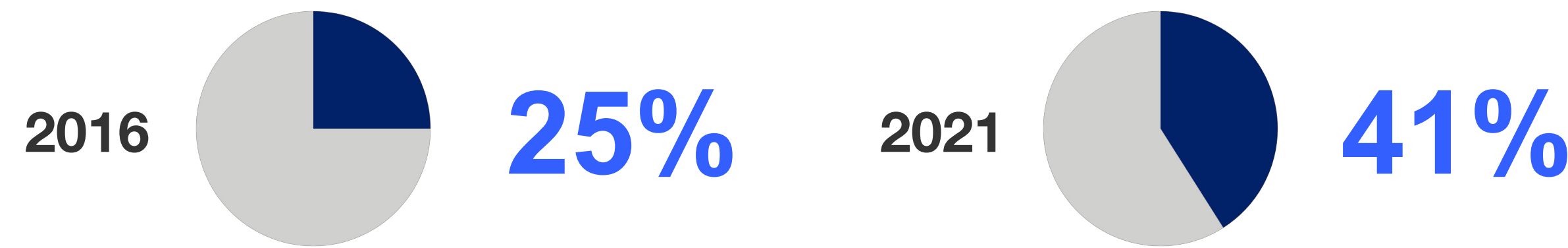
# Brands, sponsors and key public figures

## WPT SOCIAL ENGAGEMENT

Views in YOUTUBE per year



% INTERNATIONAL Connections



Source: World Padel Tour



### TV



Spain



South America

**+ 6.6 M**  
TOTAL VIEWS  
In Madrid Open  
2021 in Youtube



Italy



France

**+ 9,500**  
ATTENDANTS  
Madrid Master  
Final 2021



Sweden, Finland & Denmark

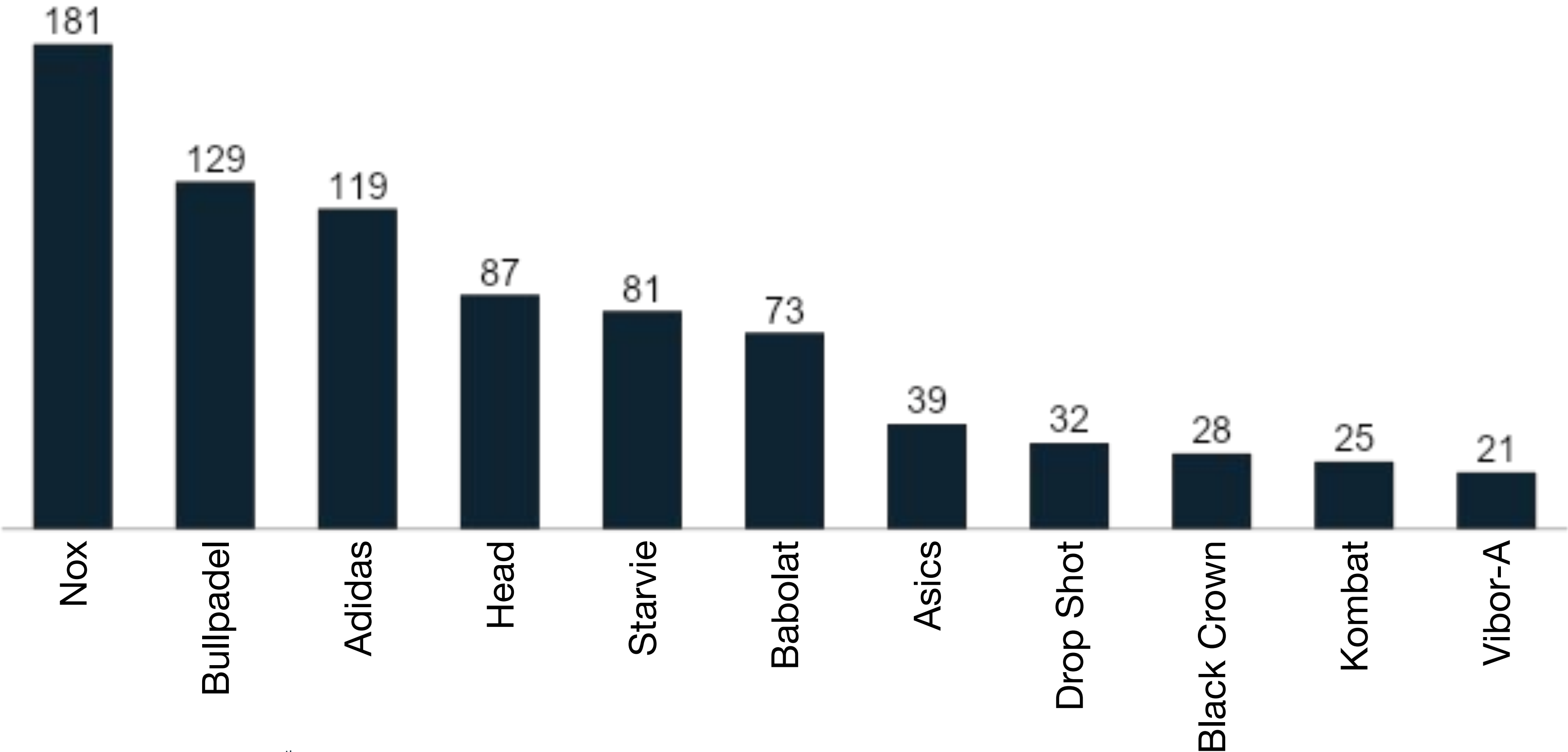


Belgium



Brands, sponsors and key public figures

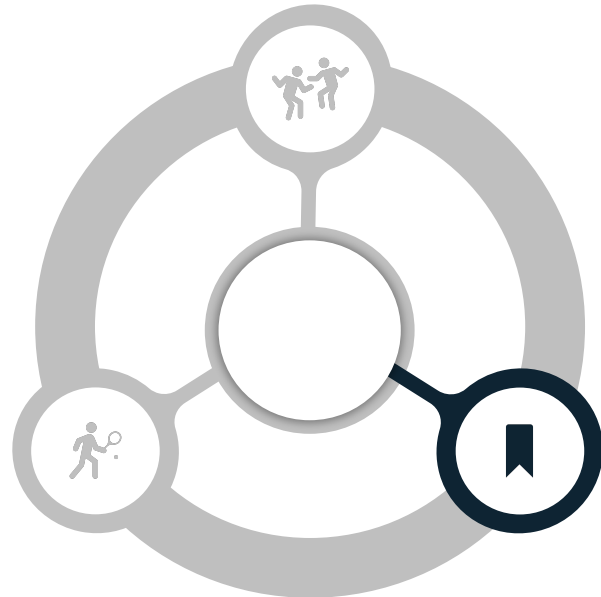
# TOP PADEL BRANDS RANKING ON INSTAGRAM



The most popular padel brand on Instagram

Brands, sponsors and key public figures

# MOST FOLLOWED WPT PLAYERS (MALE) 2021



Paquito Navarro  
**421,394**  
+158%



Fernando Belasteguín  
**307,104**  
+135%



Juan Lebrón  
**293,057**  
+321%



Alejandro Galán  
**242,633**  
+293%



Agustín Tapia  
**192,467**  
+322%



Sanyo Gutiérrez  
**184,077**  
n.a.



Franco Stupaczuk  
**141,139**  
+121%



Martín Di Nenno  
**130,406**  
+777%



Juan Martín Díaz  
**101,025**  
+51%



Maxi Sánchez  
**97,695**  
+55%

Growth from 2019 to 2021

Source: Instagram, December 10<sup>th</sup> 2021



Brands, sponsors and key public figures

# MOST FOLLOWED WPT PLAYERS (FEMALE) 2021



Marta Ortega  
**160,597**  
+125%



Beatriz González  
**142,415**  
+494%



Alejandra Salazar  
**116,214**  
+95%



Marta Marrero  
**95,071**  
+70%



Victoria Iglesias  
**94,590**  
+113%



Ariana Sánchez  
**94,327**  
+115%



Gemma Triay  
**85,723**  
+197%



Delfina Brea  
**66,410**  
n.a.



Paula Josemaría  
**59,635**  
+51%

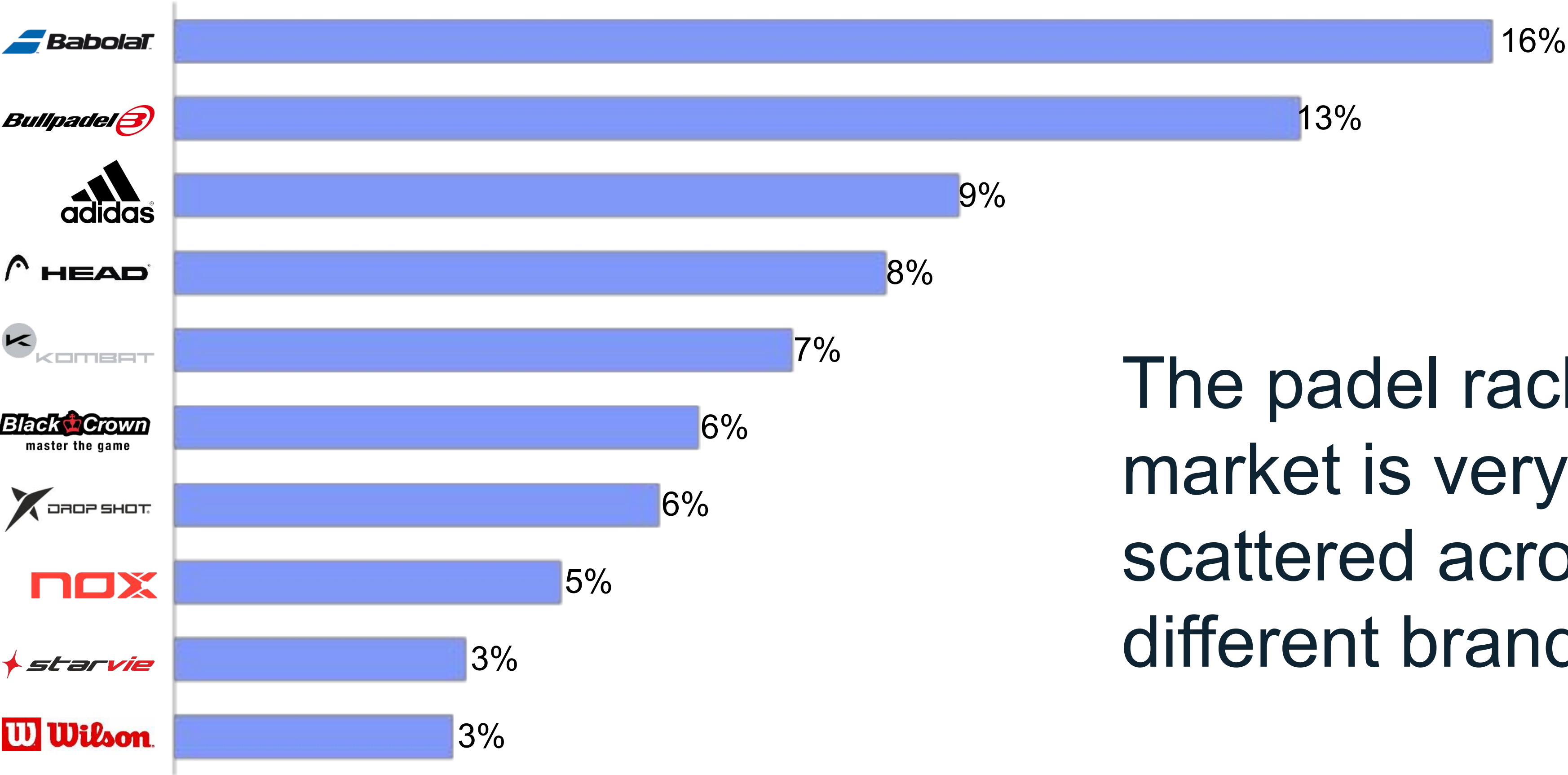


Lucía Sainz  
**49,723**  
+113%

Growth from 2019 to 2021

Brands, sponsors and key public figures

# MAIN RACKET BRANDS USED BY PLAYTOMIC PLAYERS IN EUROPE



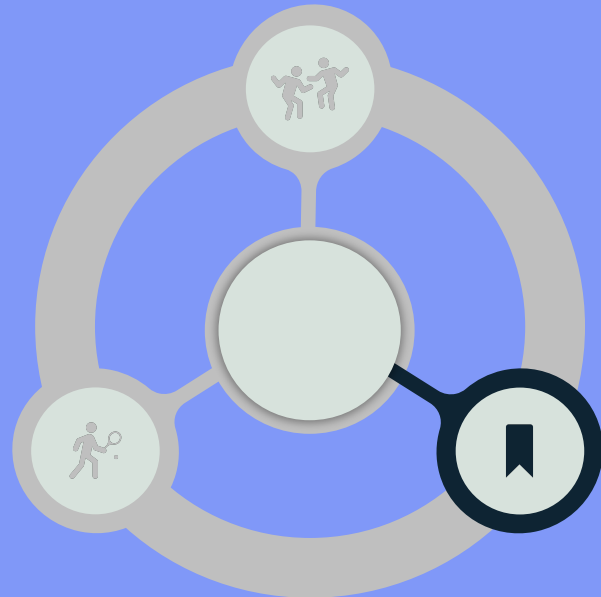
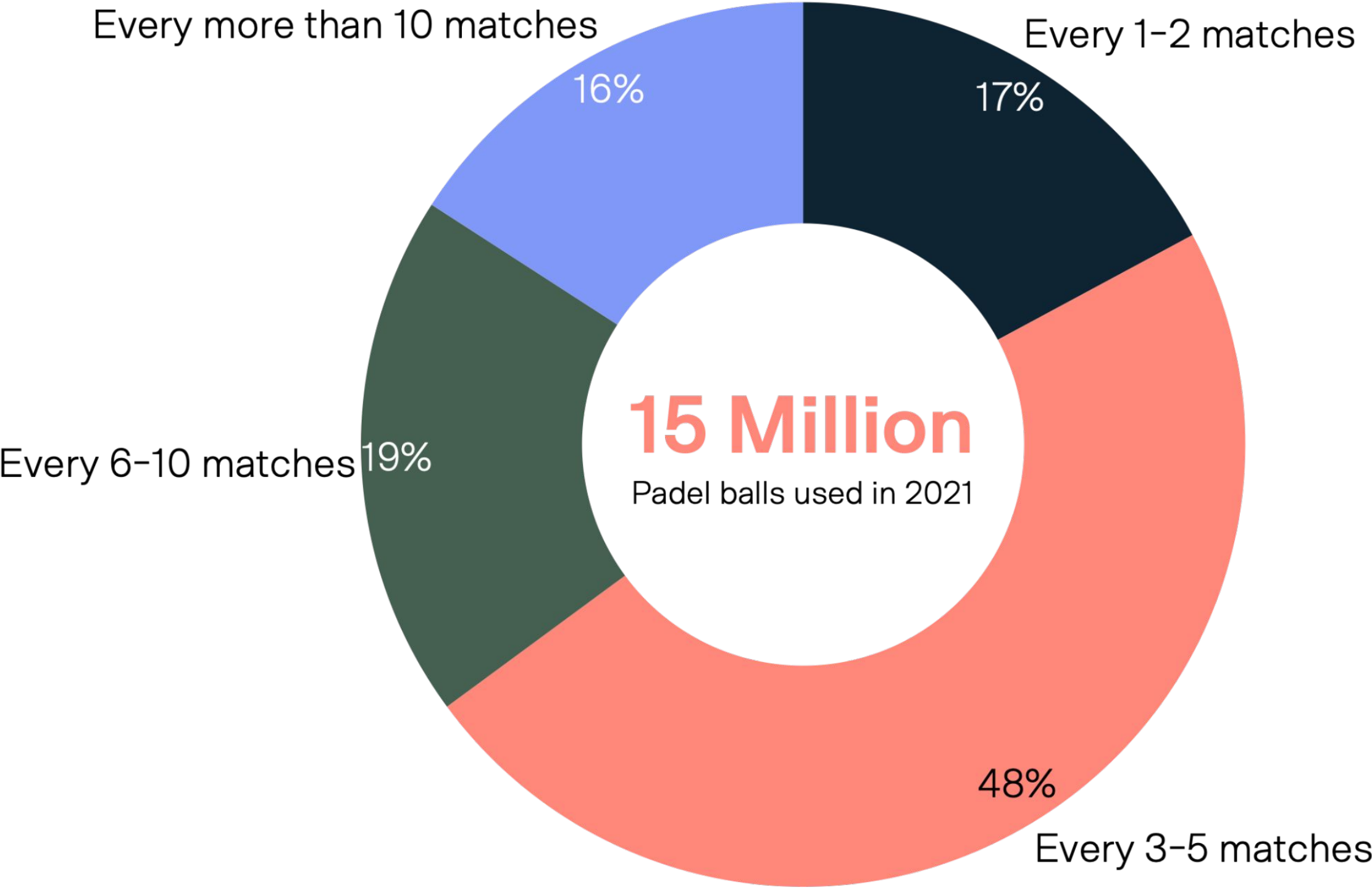
The padel racket market is very scattered across different brands

The remaining 24% of the racket brands correspond to “other brands” Source: Survey with 10k players sample



Brands, sponsors and key public figures

# REPLACEMENT OF PADEL BALLS



2 out of 3 players change the balls  
every less than 5 matches

Considering the following countries: Spain, Italy, Belgium, Netherlands, France, UK, Sweden, Finland, Denmark, Norway  
Source: Survey with 10k players sample



Brands, sponsors and key public figures

# KEY PUBLIC FIGURES



Professional sport players are helping promote padel globally by investing in franchise clubs and promoting international events



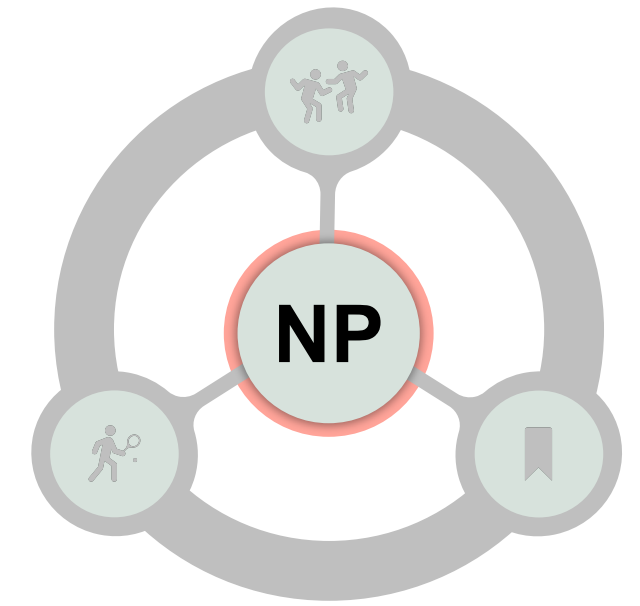


# PLAYERS





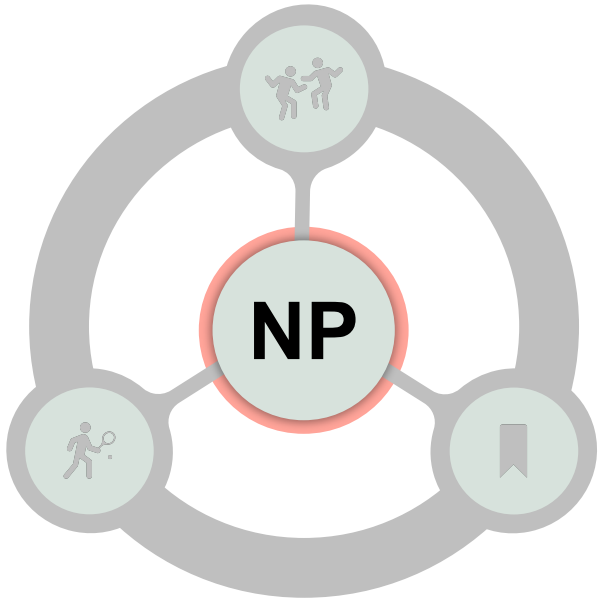
# Players INSIGHTS



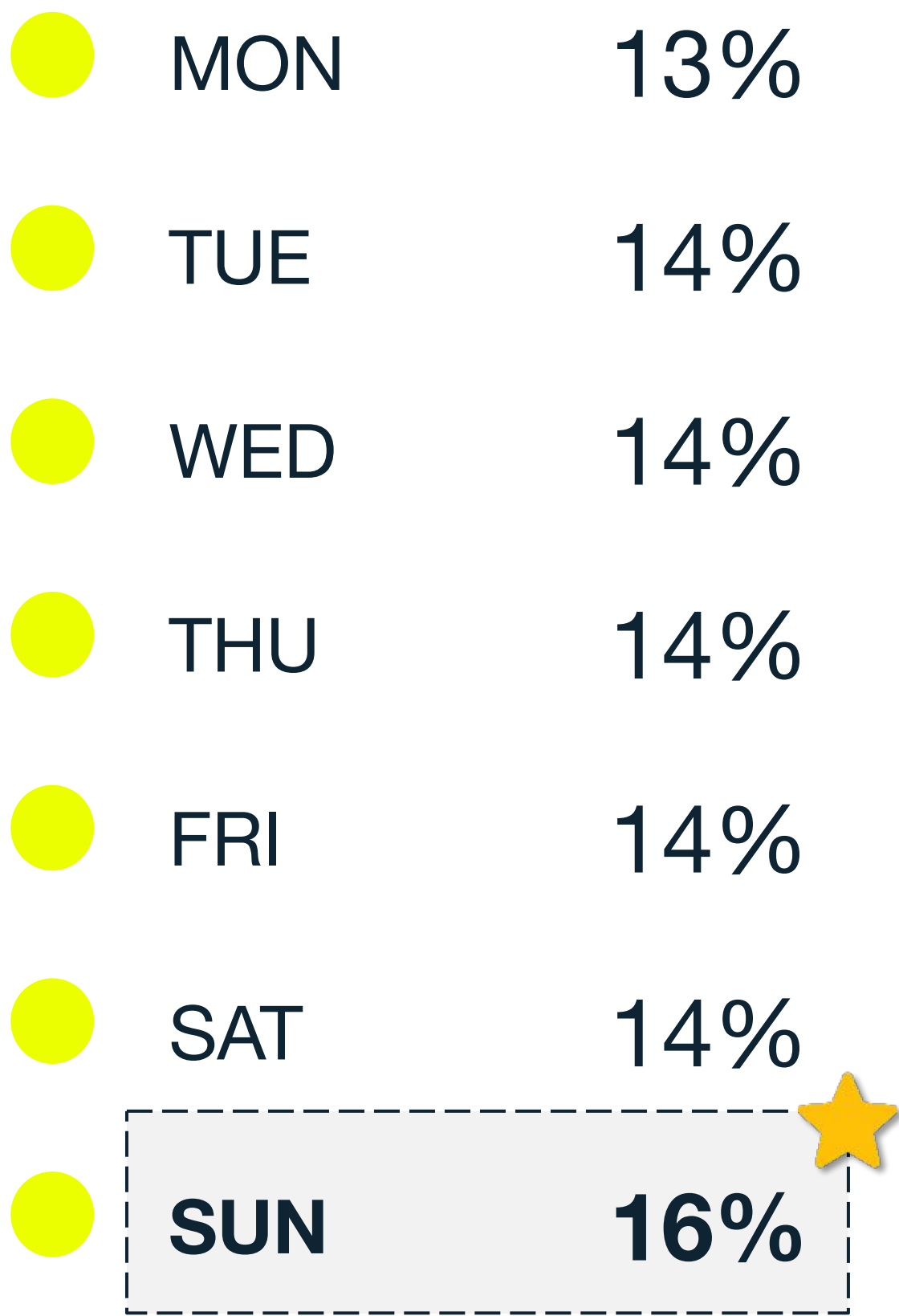
- 3 keys to success:
  - It is a sport that beginners or players that have practiced other racquet sports can easily enjoy
  - It is a social sport, and it is easy to attract new players who are willing to exercise and socialize simultaneously
  - It is accessible to everyone as it can be practiced by people regardless of the age, gender, or physical conditions



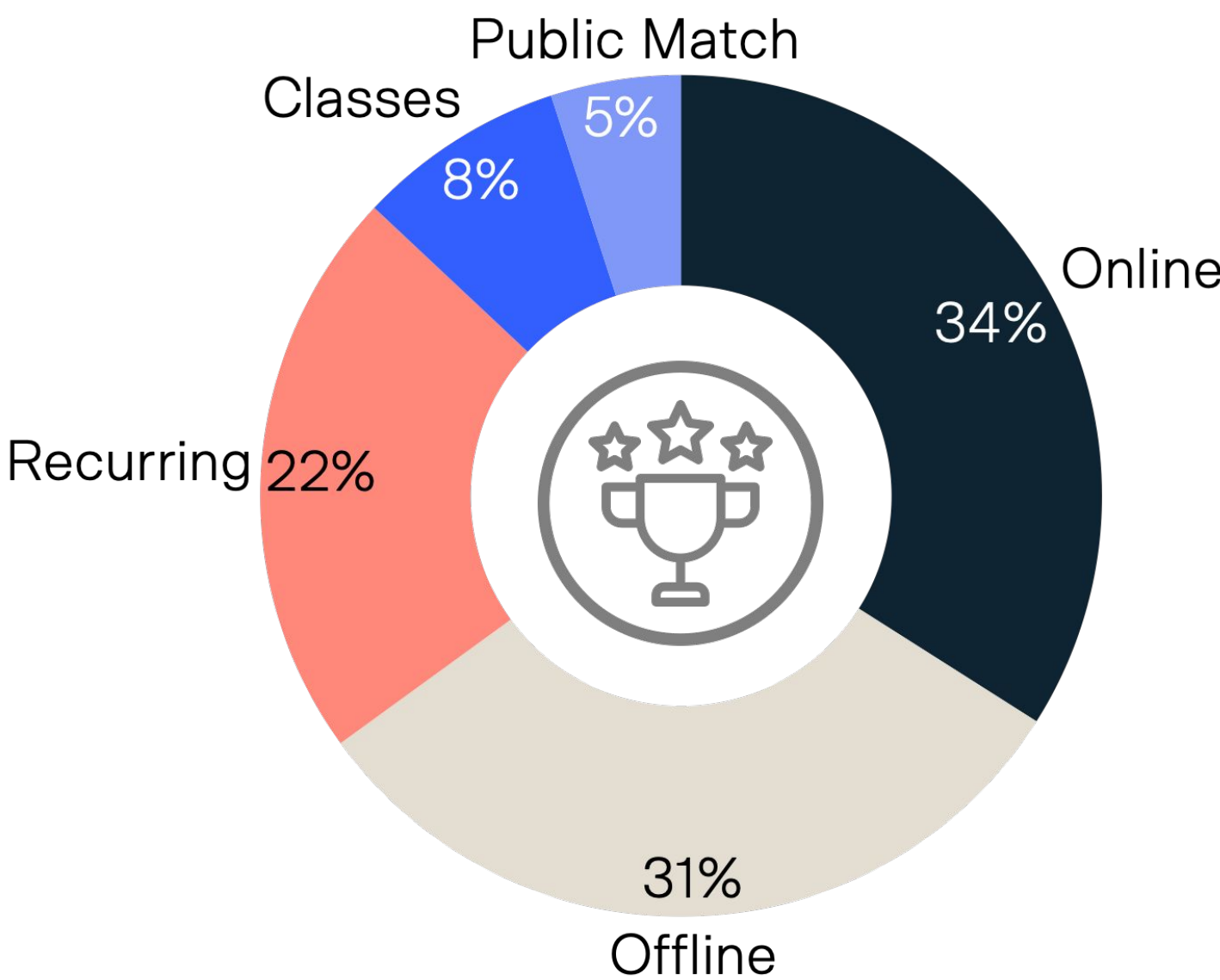
# Players EUROPEAN<sup>(1)</sup> PLAYING PREFERENCES



Distribution of bookings by days of the week



Type of Reservation

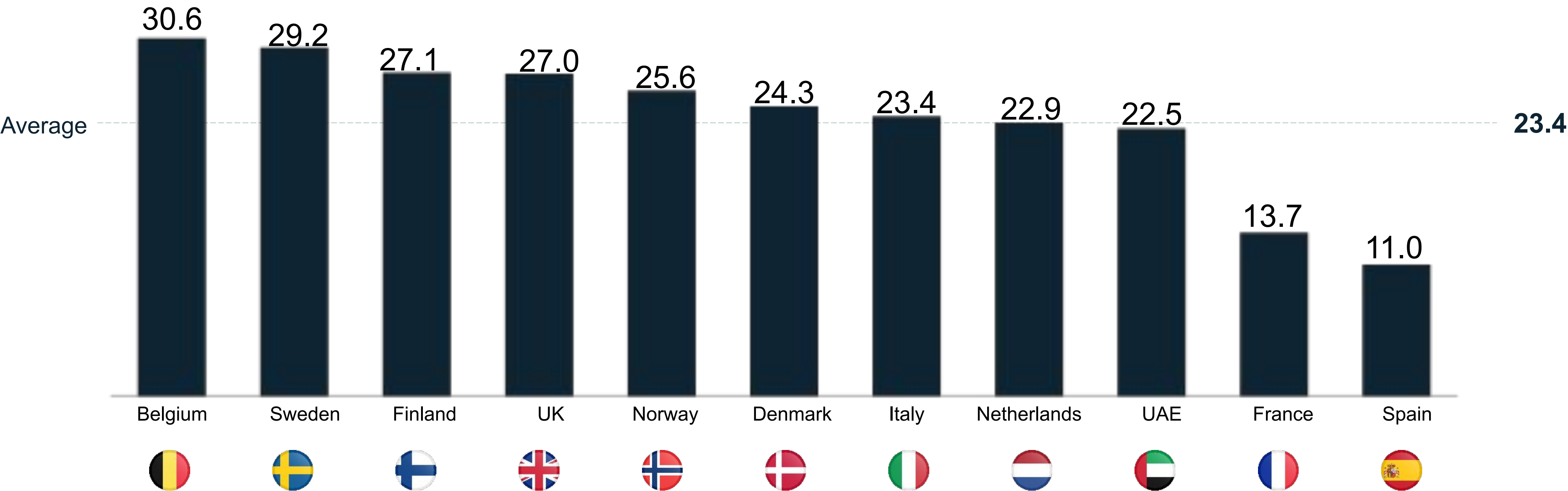
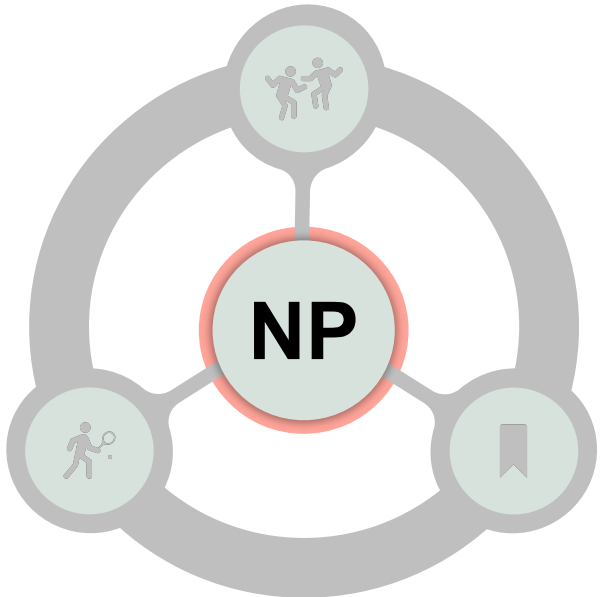


In growing markets where padel is not well established, online bookings represents more than **50%** of total **!**

(1) Considering the following countries: Spain, Italy, Belgium, Netherlands, Portugal, Sweden, Finland, Denmark, Norway  
Source: Playtomic

Players

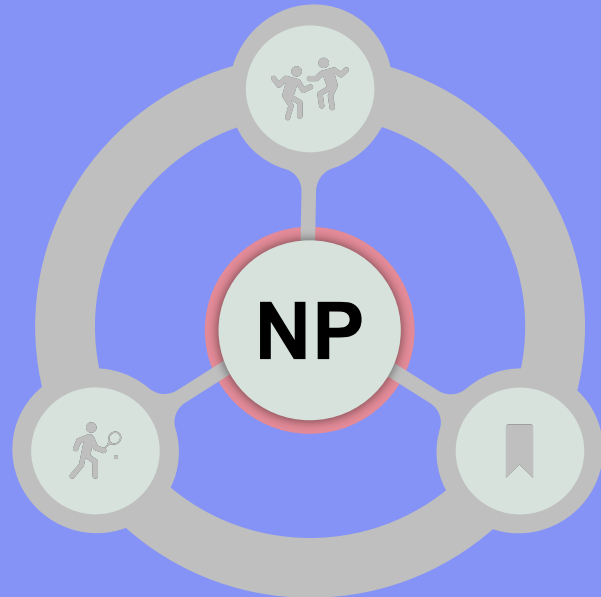
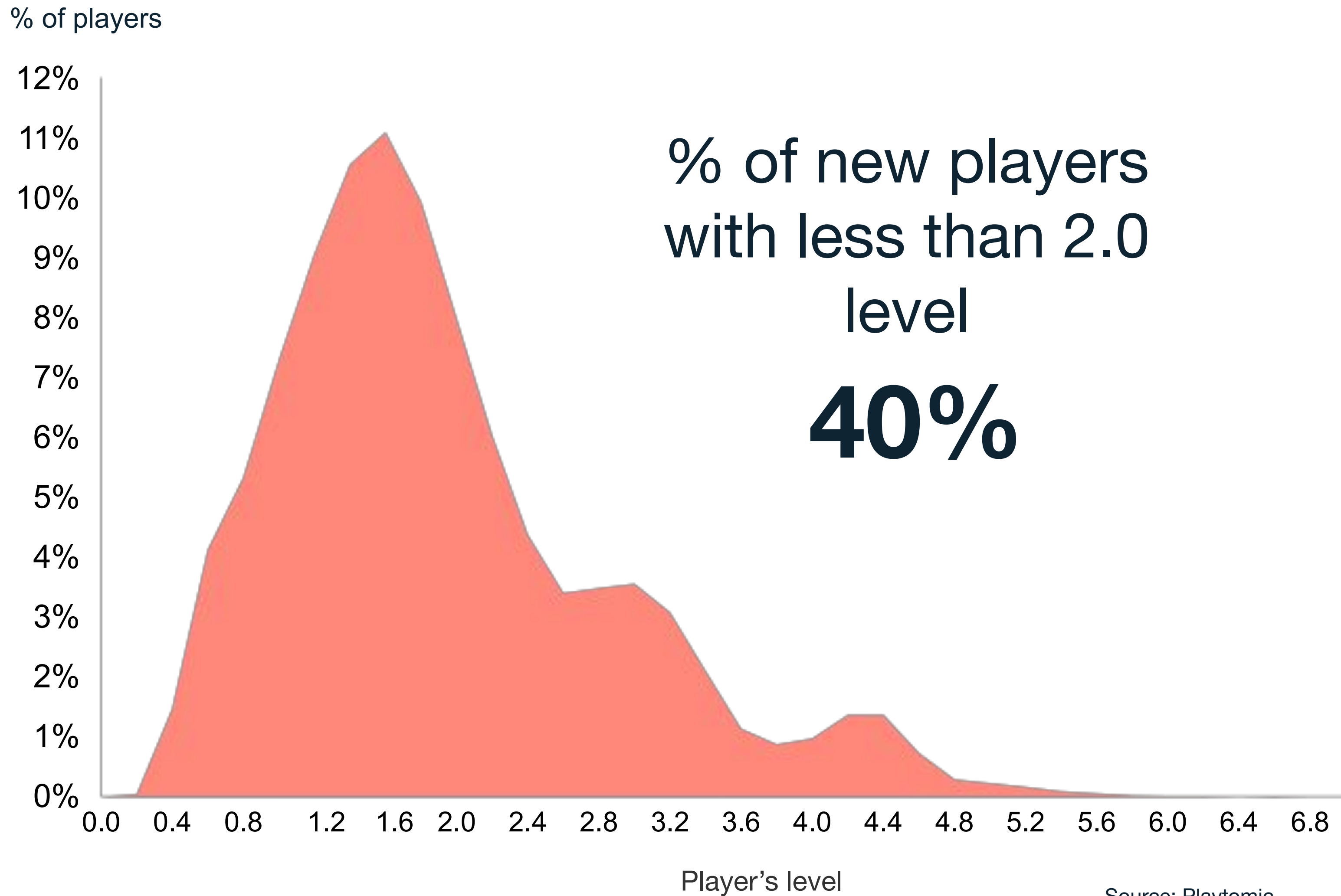
# AVERAGE YEARLY MATCHES PER PERSON PLAYED THROUGH PLAYTOMIC





# Players

## LEVEL OF NEW PLAYTOMIC PLAYERS



The majority of players that joined Playtomic in the last 2 years have not played padel before

Players

# WHAT DO PLAYERS VALUE THE MOST?

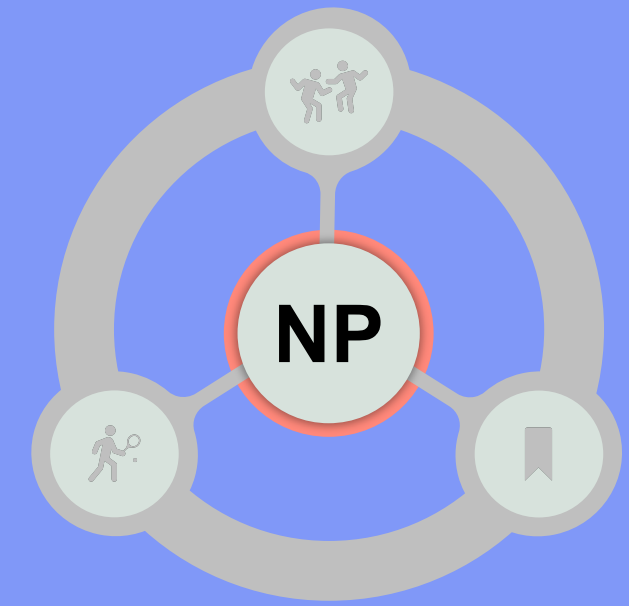
**FUN**

**COMPETITION**

**LEARNING**

**PHYSICAL EXERCISE**

**GET TO KNOW PEOPLE**



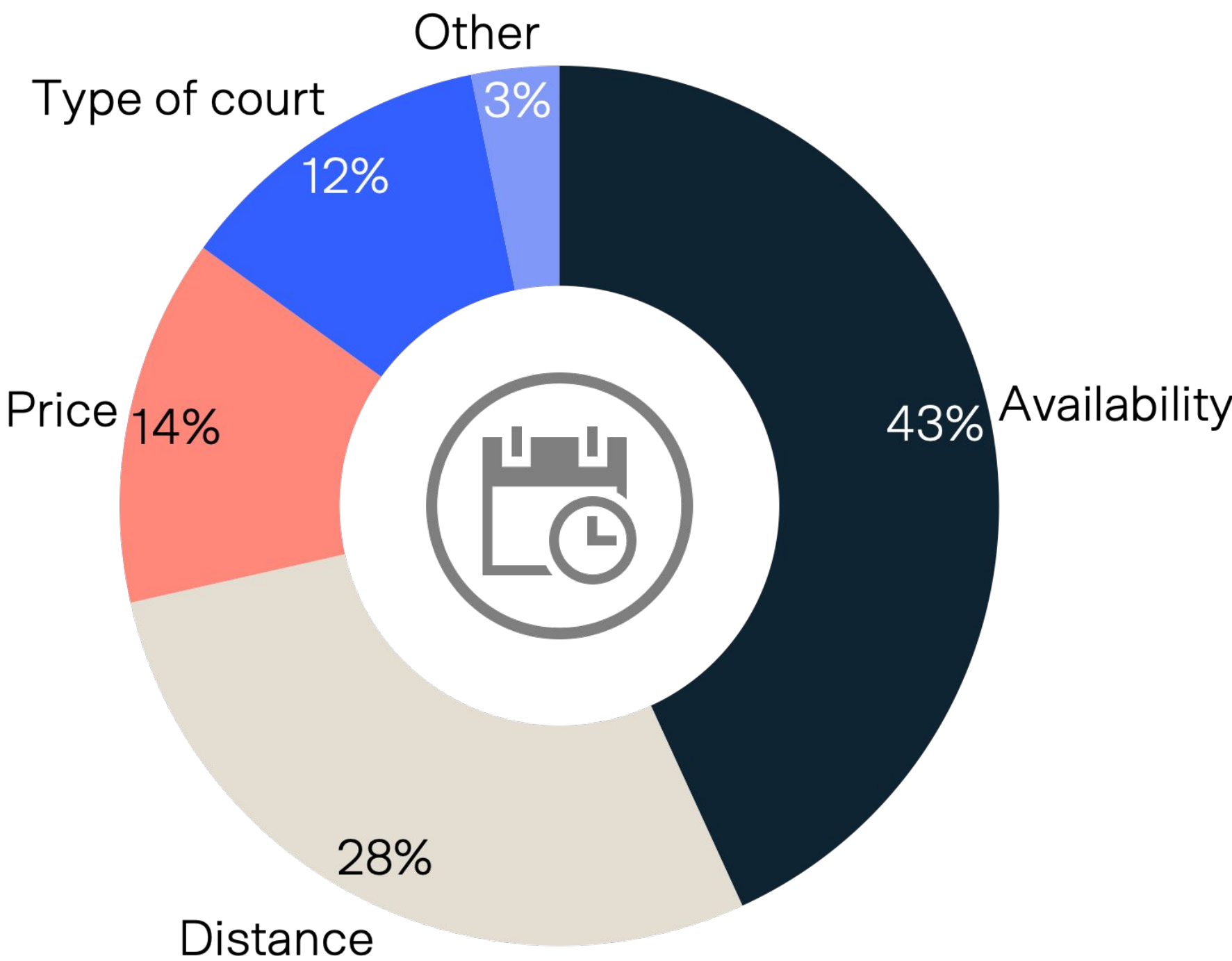
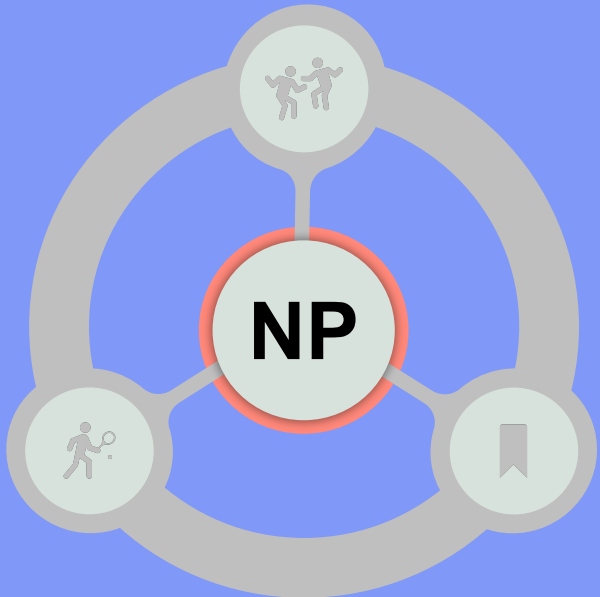
People over 65 years old value having fun while playing padel the most, followed by the fact that it enables them to exercise

The youngest age group (<18 years old) value learning as the most important aspect for practicing the sport



# Players

## WHAT IS THE MOST DETERMINING FACTOR WHEN BOOKING A COURT?

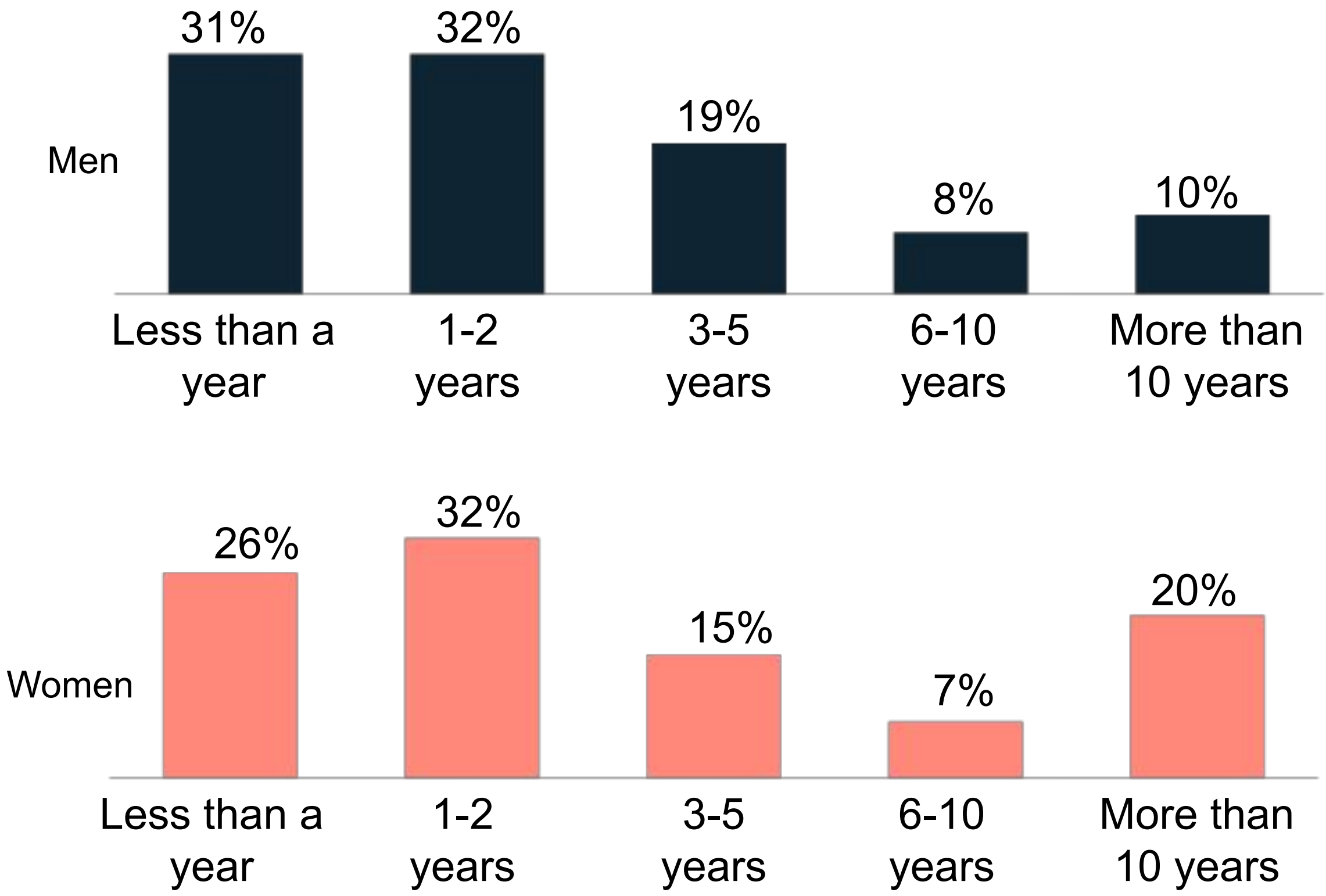
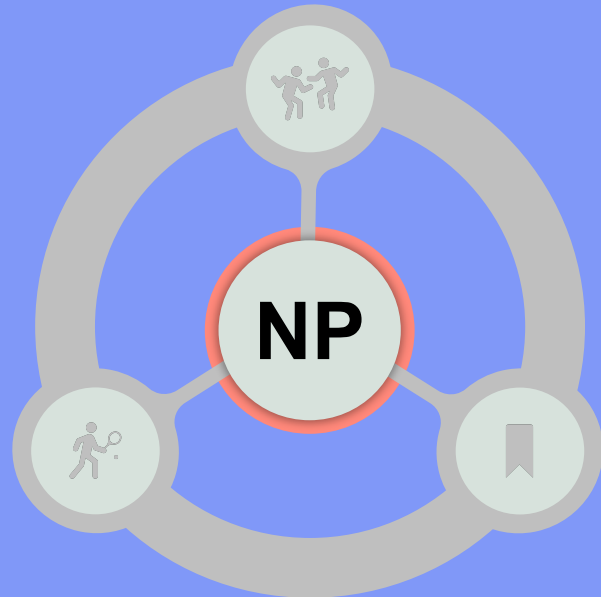


Price is the third most determining factor when booking a court, except for Swedish residents, that value it as the second most important factor (20%)

Italian citizens value the type of court as the third most determining factor when booking a court (14%)

# Players

## HOW LONG HAVE PLAYTOMIC USERS BEEN PLAYING PADEL?

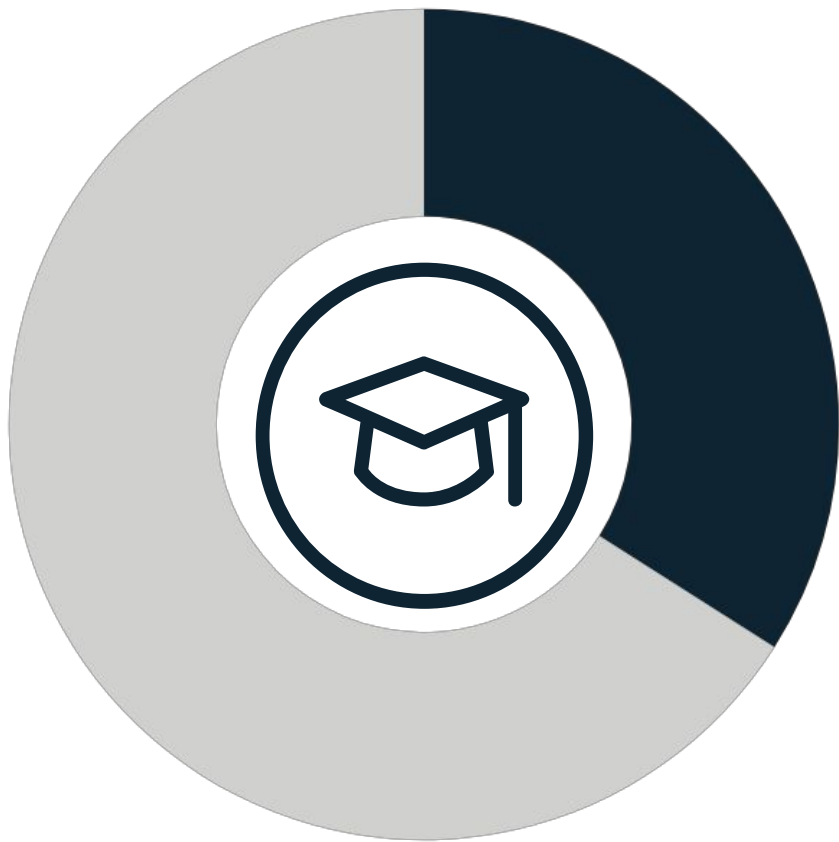
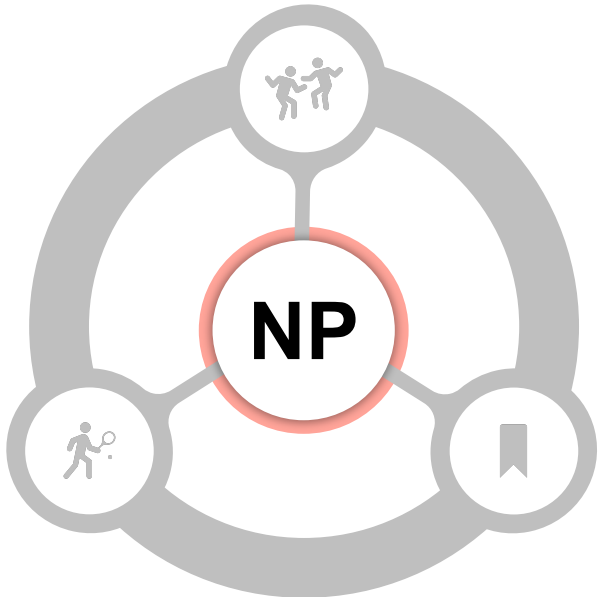


Most of the players (62%) have less than 2 years experience. Proportionally there is a higher percentage of women than men that have more than 10 years of experience



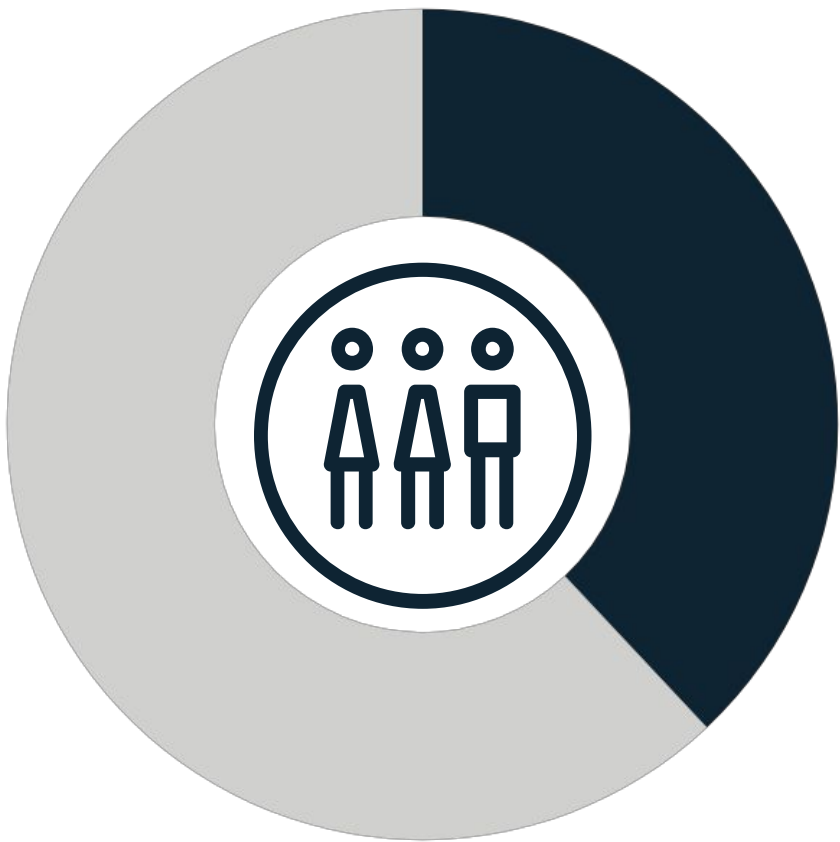
Players

# PLAYING HABITS



34%

of people take  
padel classes



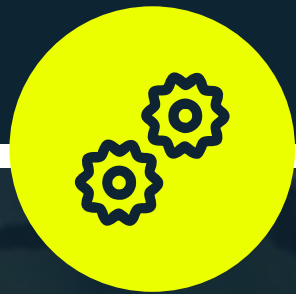
38%

of people play  
with strangers

These habits show great business opportunities for clubs to generate an extra source of income. E.g.: providing padel classes to amateur players

Source: Survey with 10k players sample




# WORLD TRENDS AND CONCLUSIONS





World trends and conclusions





# WORLD TRENDS THAT AFFECT PADEL

- #1  Sustainability
- #2  New social dynamics after COVID 19
- #3  Healthier lifestyles
- #4  Businesses promotion of padel

Source: Industry Experts, Internal Team Analysis, Monitor Deloitte

# World trends and conclusions

## CONCLUSIONS

- #1  Padel has experienced an **unprecedented growth in recent years**. It is expected to keep this high growth rate in several European countries
- #2  Padel has **higher social engagement** than comparable sports, is easier to enjoy when practicing it and does not require a high expenditure by the players
- #3  Padel is **attracting more investors** (construction companies, sponsors, celebrities...) and it is increasing in popularity among social and streaming platforms
- #4  Padel can become a **worldwide practiced sport surpassing other flagship sports** such as tennis



# ANNEX: MATCHES ANALYSIS BY COUNTRY



# Annex: matches analysis by country

## MATCHES PLAYED AND RENTAL PRICES PER 60' 2021



Total matches played through Playtomic:

2,290,637

			% of matches	Av. 60' rental price
#1		Madrid	32.8%	12€
#2		Barcelona	16.9%	20€
#3		Málaga	7.0%	13€
#4		Sevilla	5.8%	9€



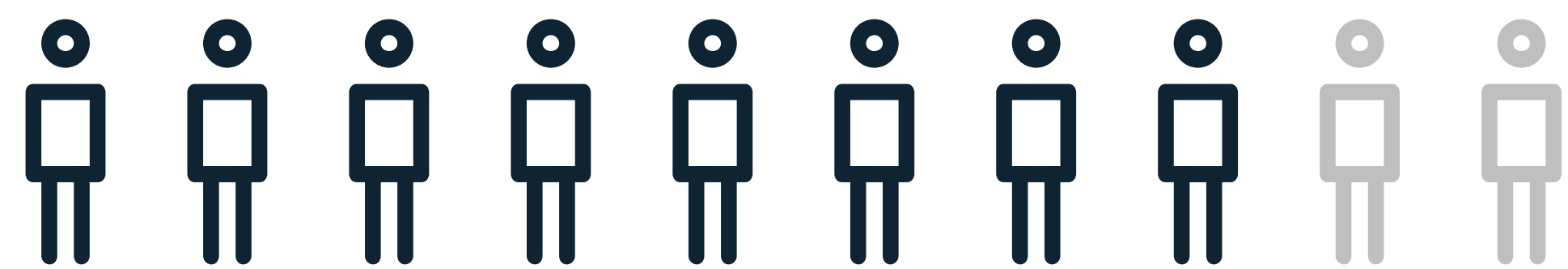


# Annex: matches analysis by country

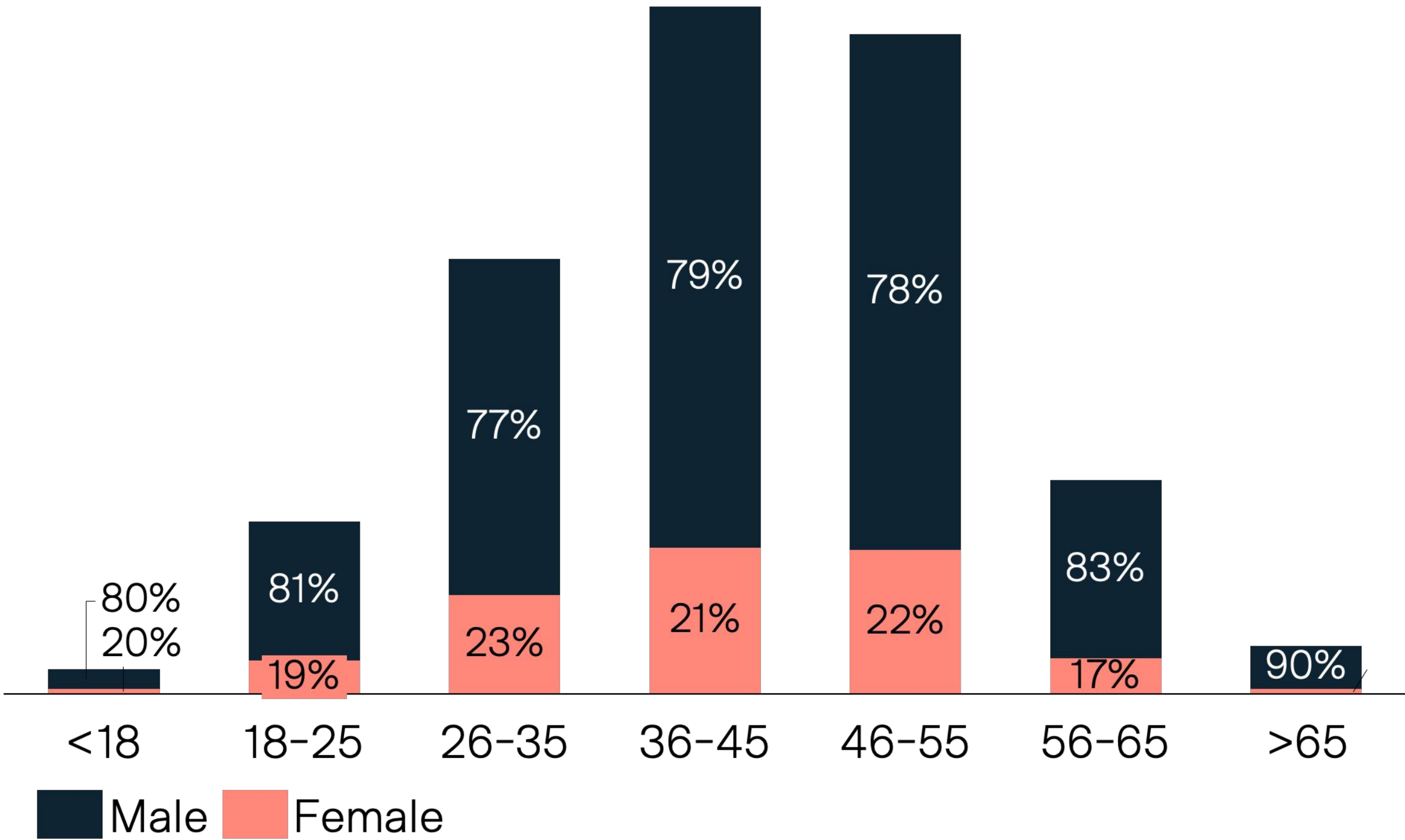
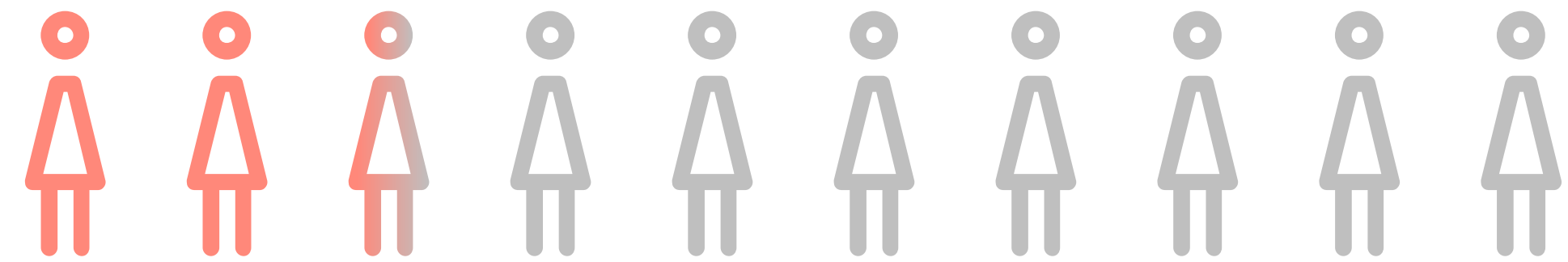
## GENDER AND AGE RANGE 2021



Male 79% Gender by age group



Female 21%



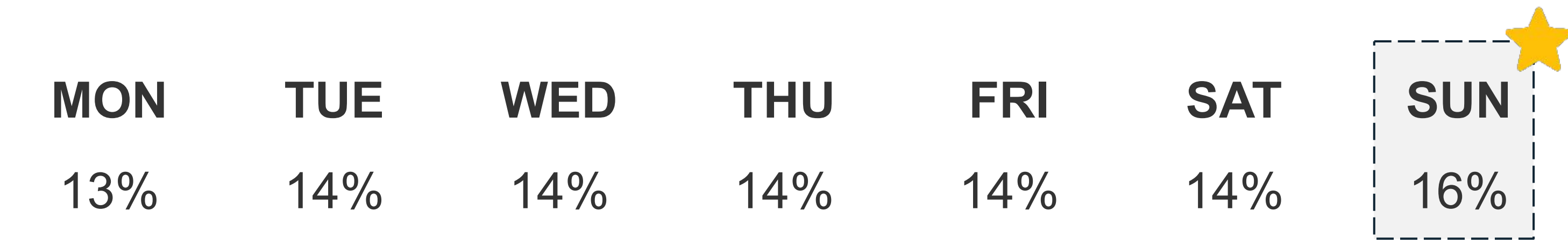
Source: Survey with 10k players sample



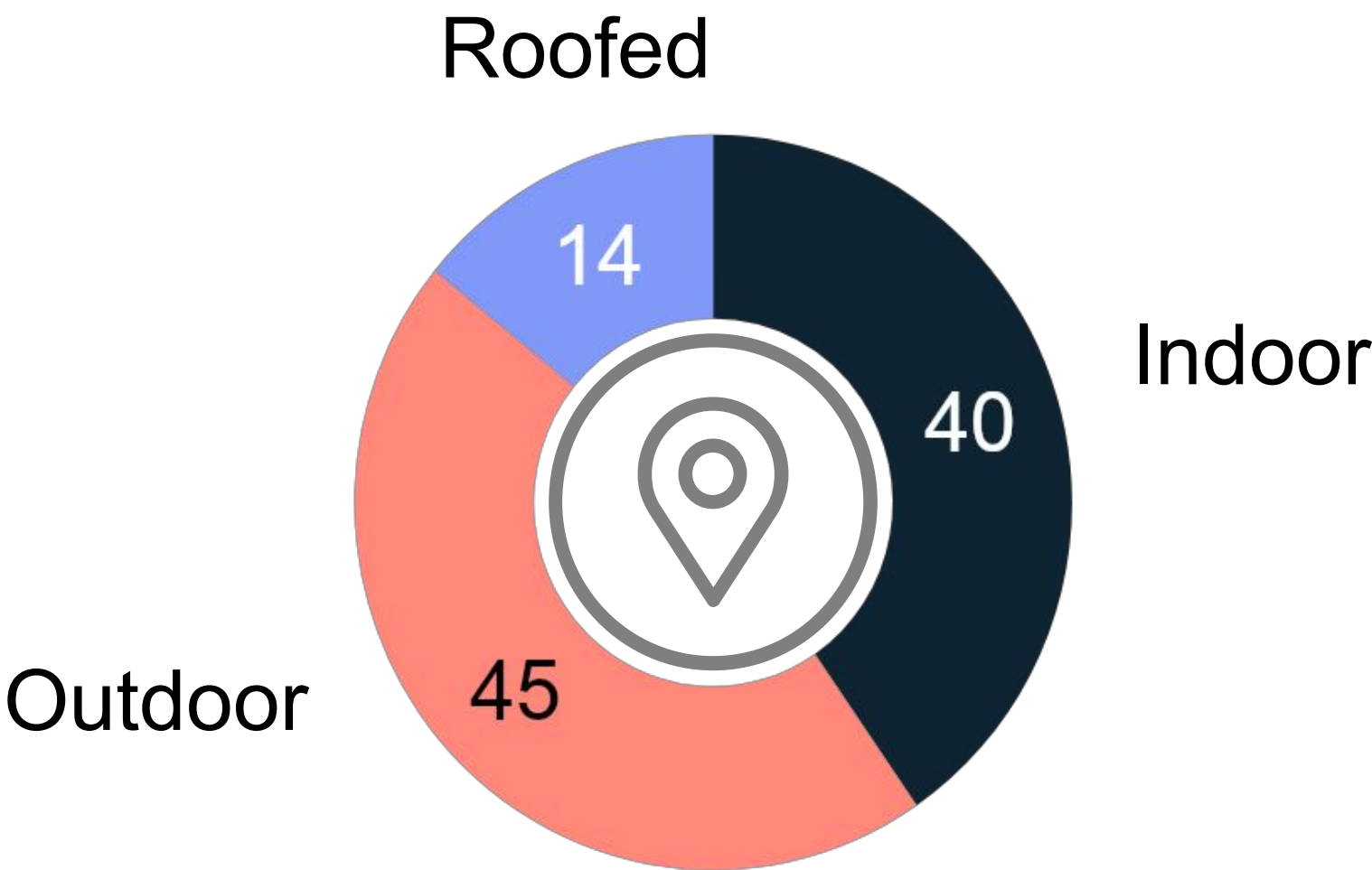
# Annex: matches analysis by country

## MATCHES PLAYED IN SPAIN 2021

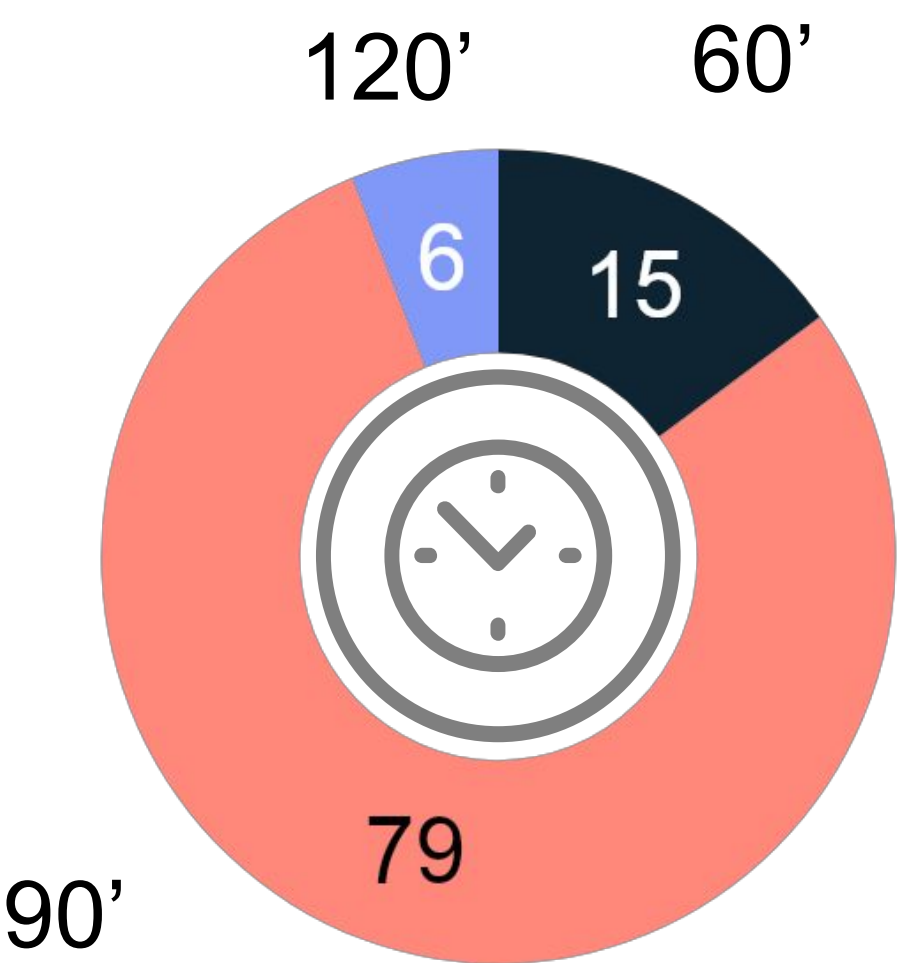
Reservation anticipation time:  
**3.6 days**



Playing preferences



Average duration of matches



Source: Playtomic







# Annex: matches analysis by country

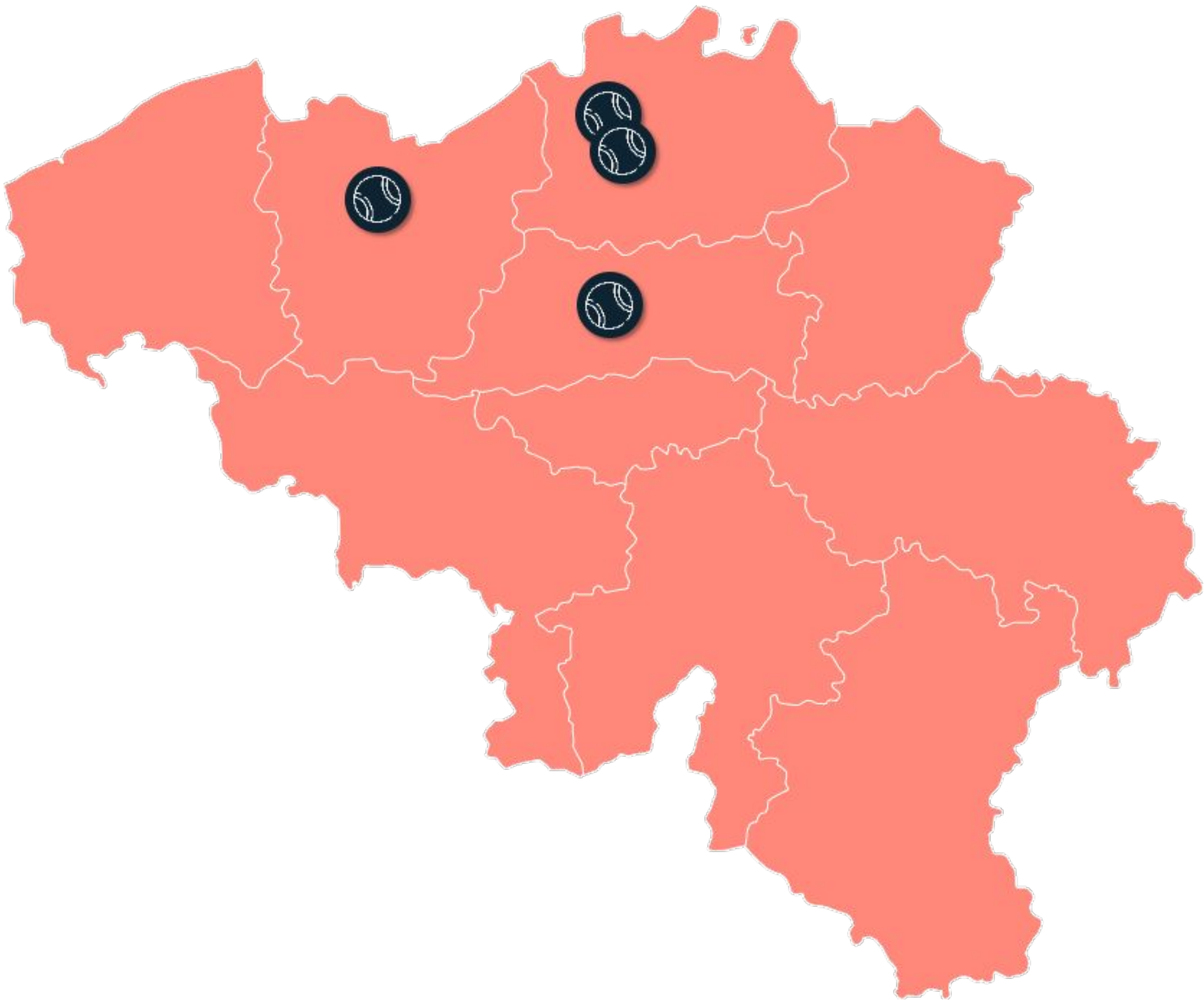
## MATCHES PLAYED AND RENTAL PRICES PER 60' 2021



Total matches played through Playtomic:

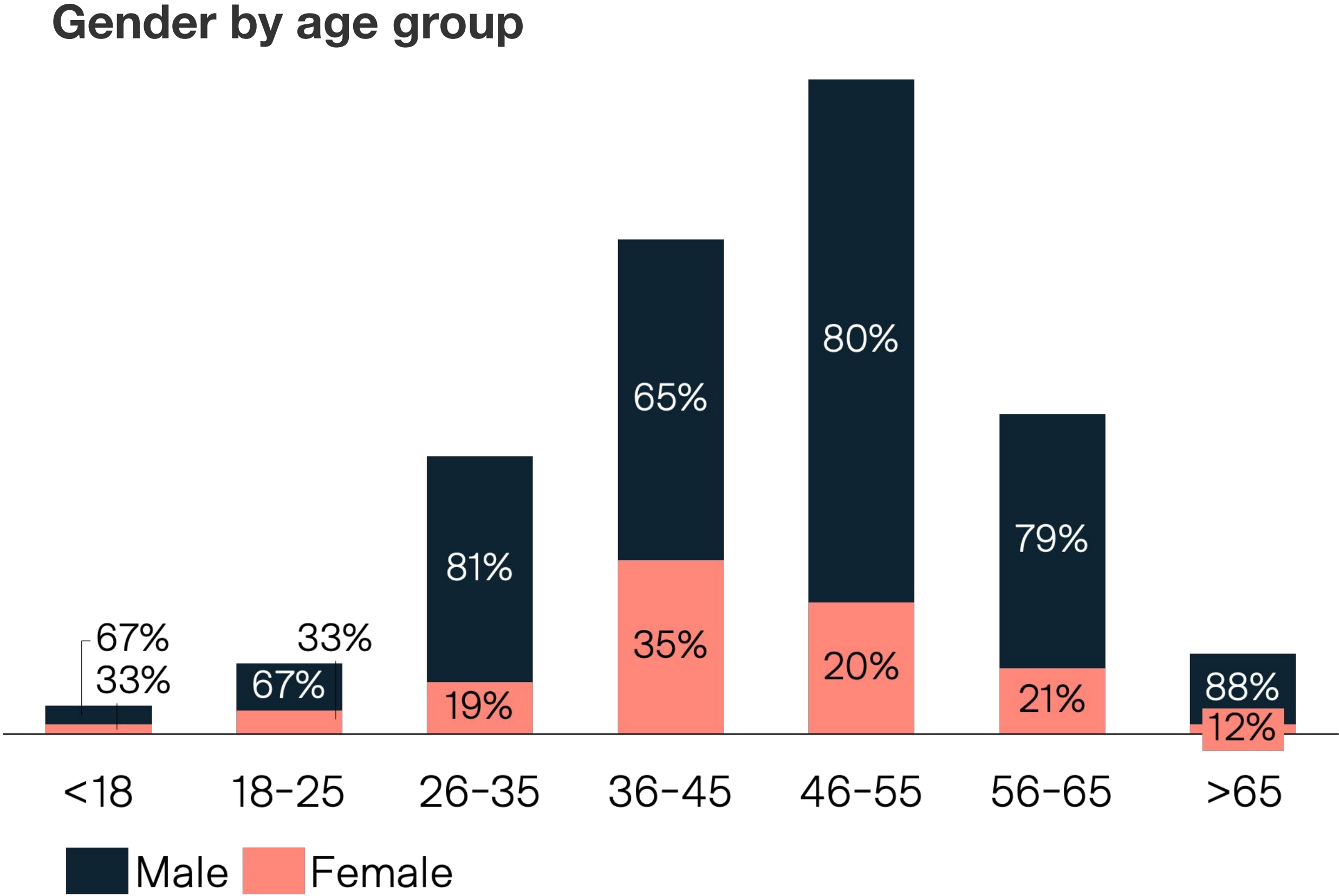
**280,859**

			% of matches	Av. 60' rental price
#1		Edegem	12.4%	20 €
#2		Gent	8.2%	20 €
#3		Brussels	7.5%	25 €
#4		Berchem	7.3%	22 €



# Annex: matches analysis by country

## GENDER AND AGE RANGE 2021



Source: Survey with 10k players sample



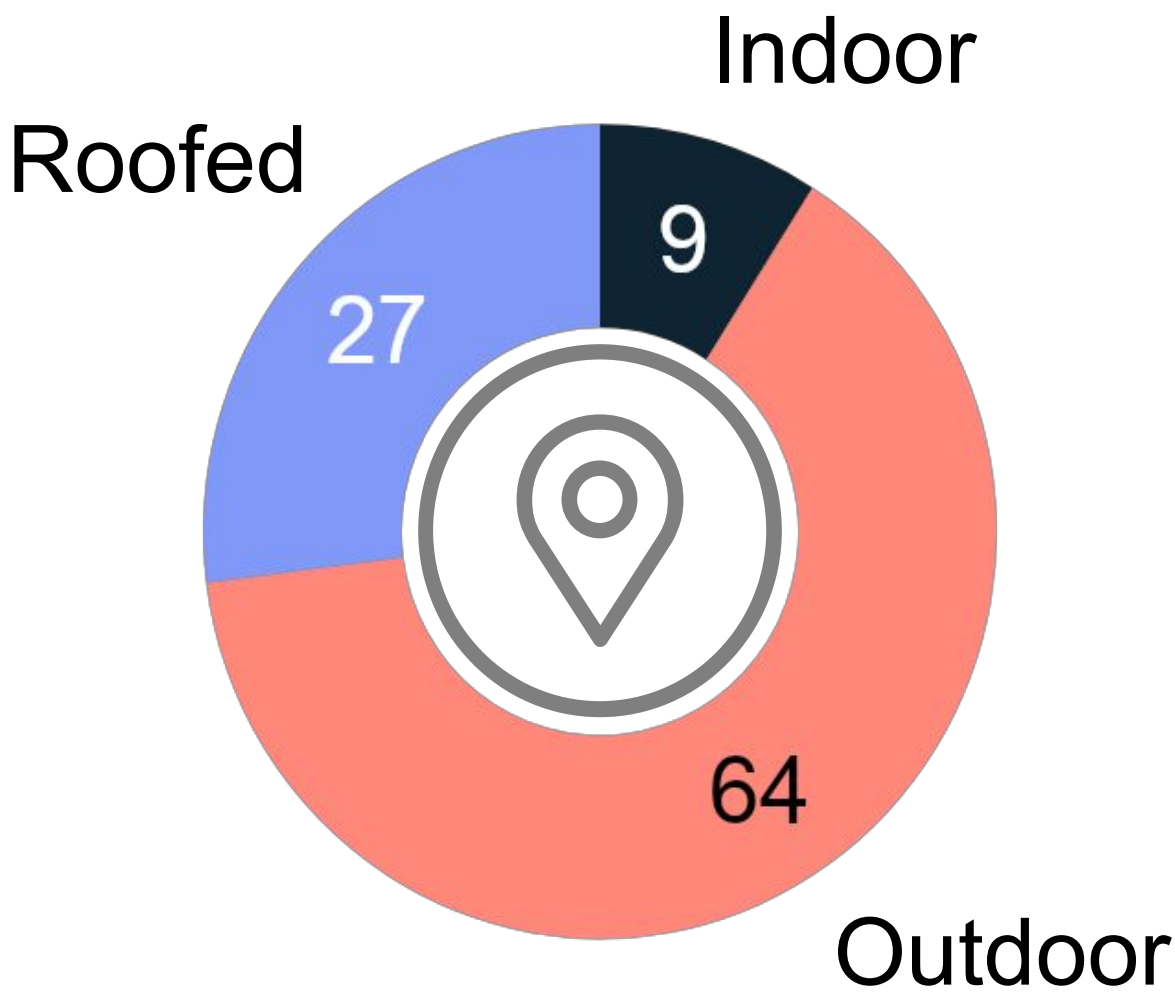
# Annex: matches analysis by country

## BELGIUM

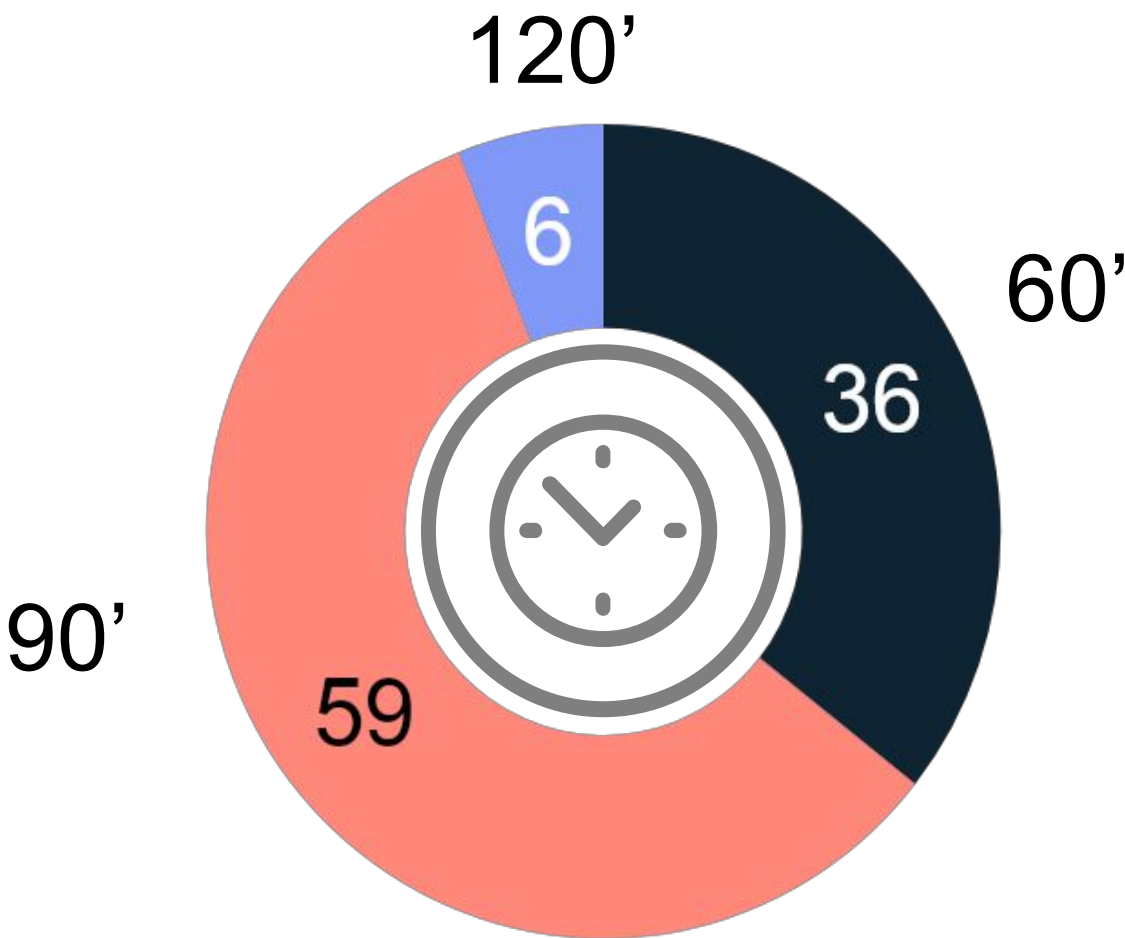
Reservation anticipation time:  
**8.5 days**

MON	TUE	WED	THU	FRI	SAT	SUN
14%	13%	15%	14%	14%	14%	16%

Playing preferences



Average duration of matches



Source: Playtomic







# Annex: matches analysis by country

## MATCHES PLAYED AND RENTAL PRICES PER 60' 2021



Total matches played through Playtomic:

95,415

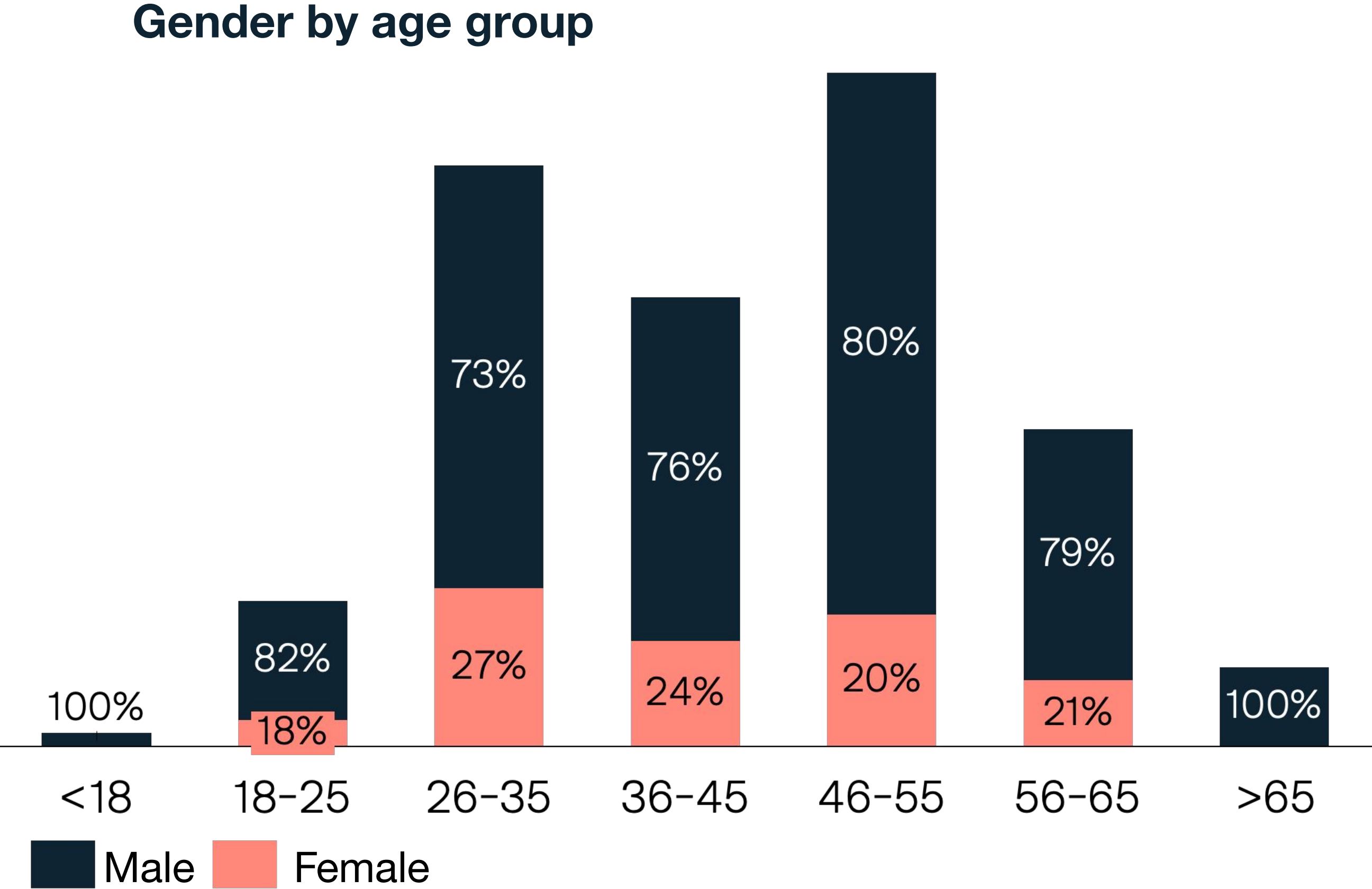
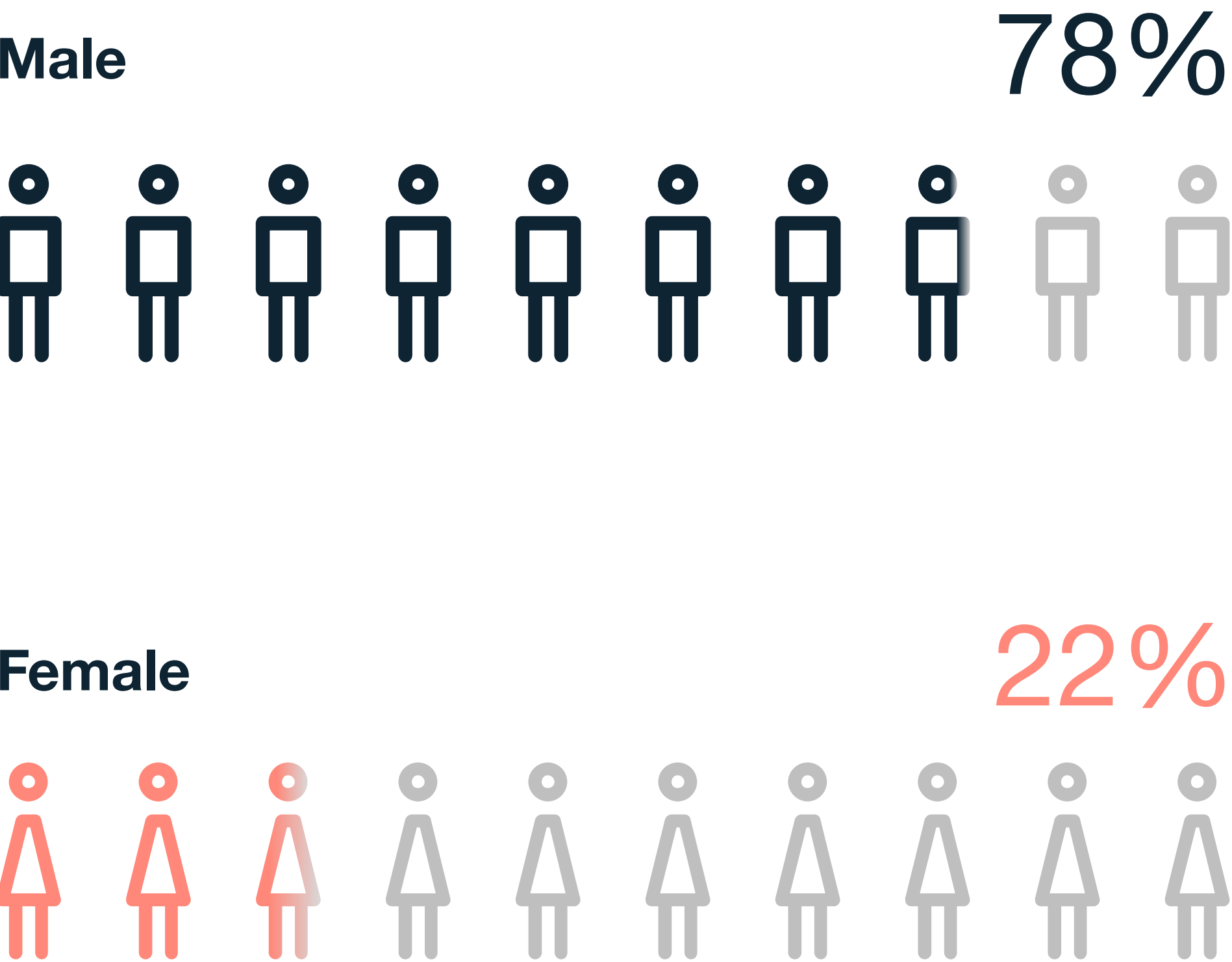
			% of matches	Av. 60' rental price
#1		Amsterdam	45.2%	25 €
#2		Zwolle	10.9%	25 €
#3		Utrecht	8.5%	29 €
#4		Rijswijk	5.6%	33 €





# Annex: matches analysis by country

## GENDER AND AGE RANGE 2021



Source: Survey with 10k players sample



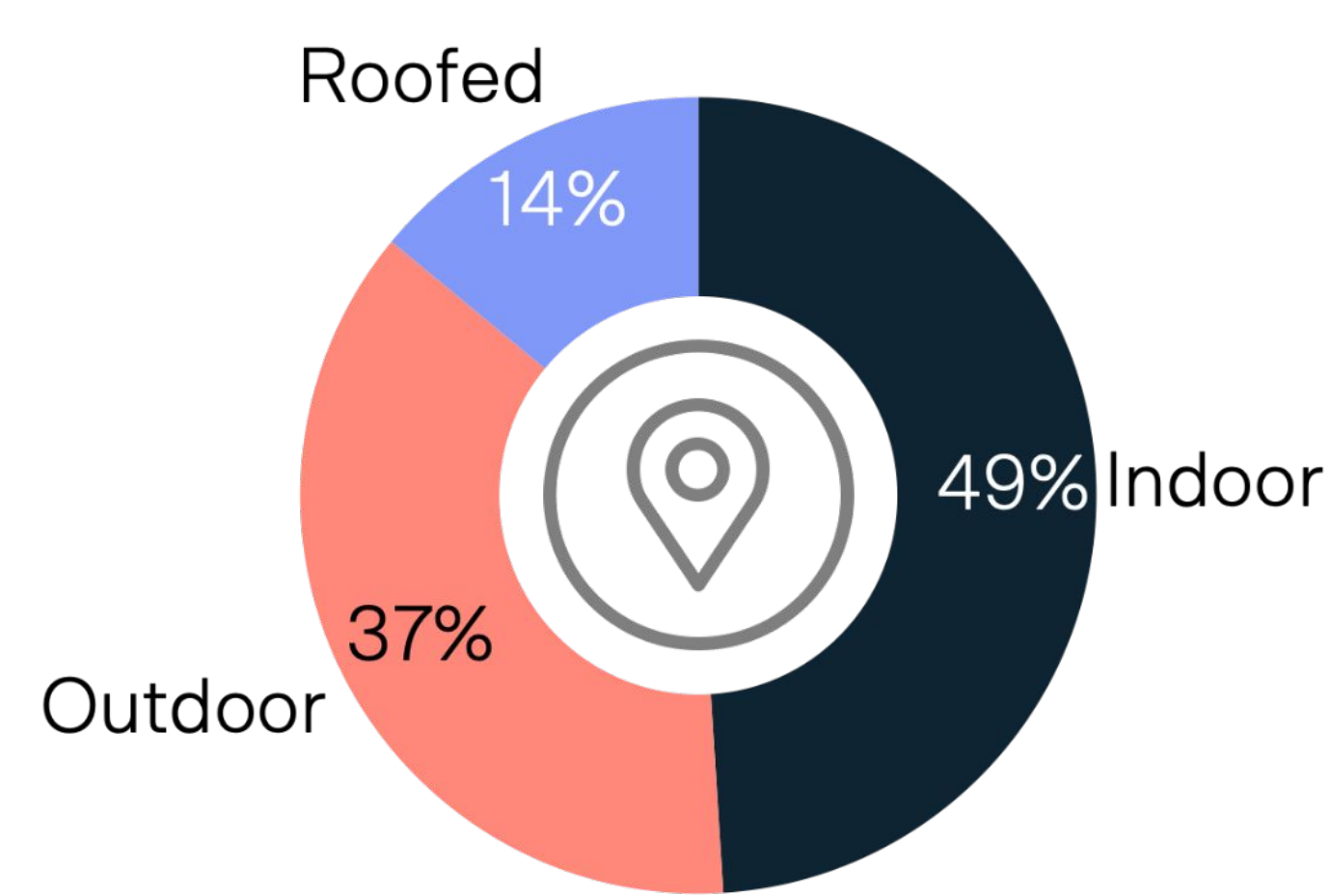
# Annex: matches analysis by country

## NETHERLANDS

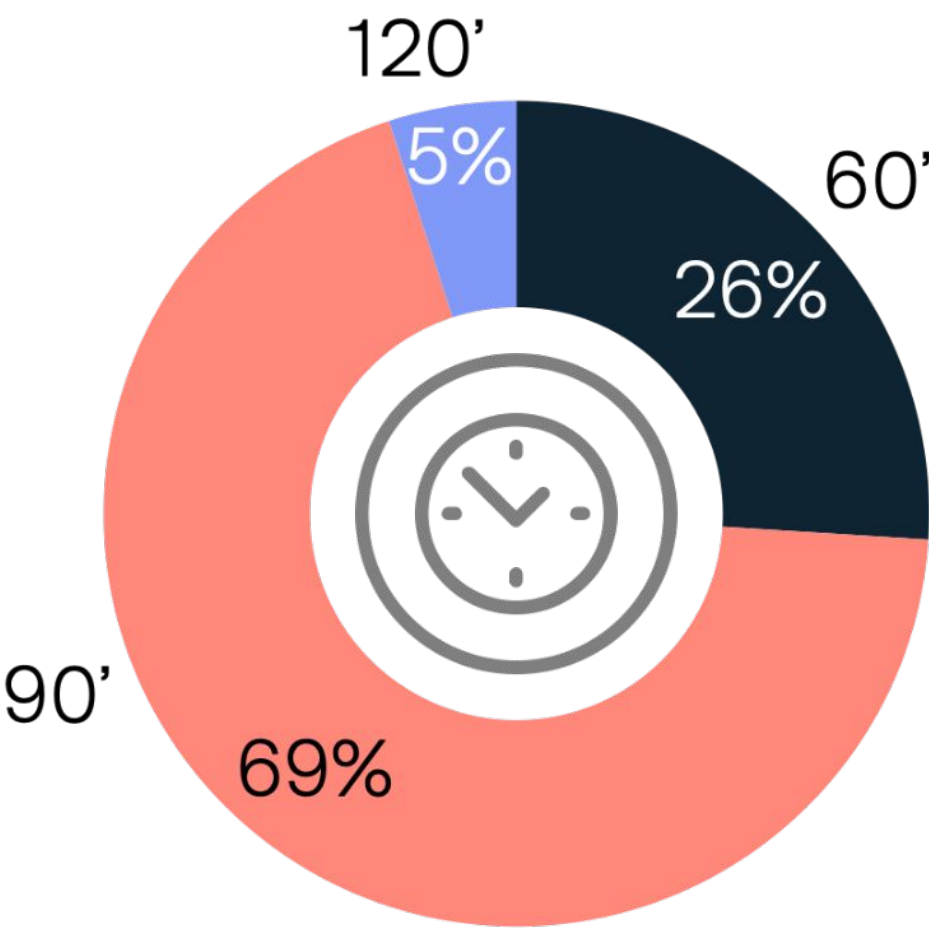
Reservation anticipation time:  
**6.4 days**

MON	TUE	WED	THU	FRI	SAT	SUN
13%	14%	15%	14%	14%	14%	16%

Playing preferences



Average duration of matches

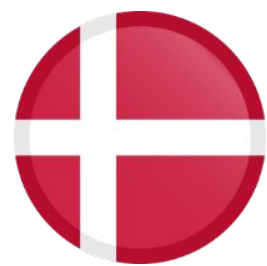


Source: Playtomic







# Annex: matches analysis by country

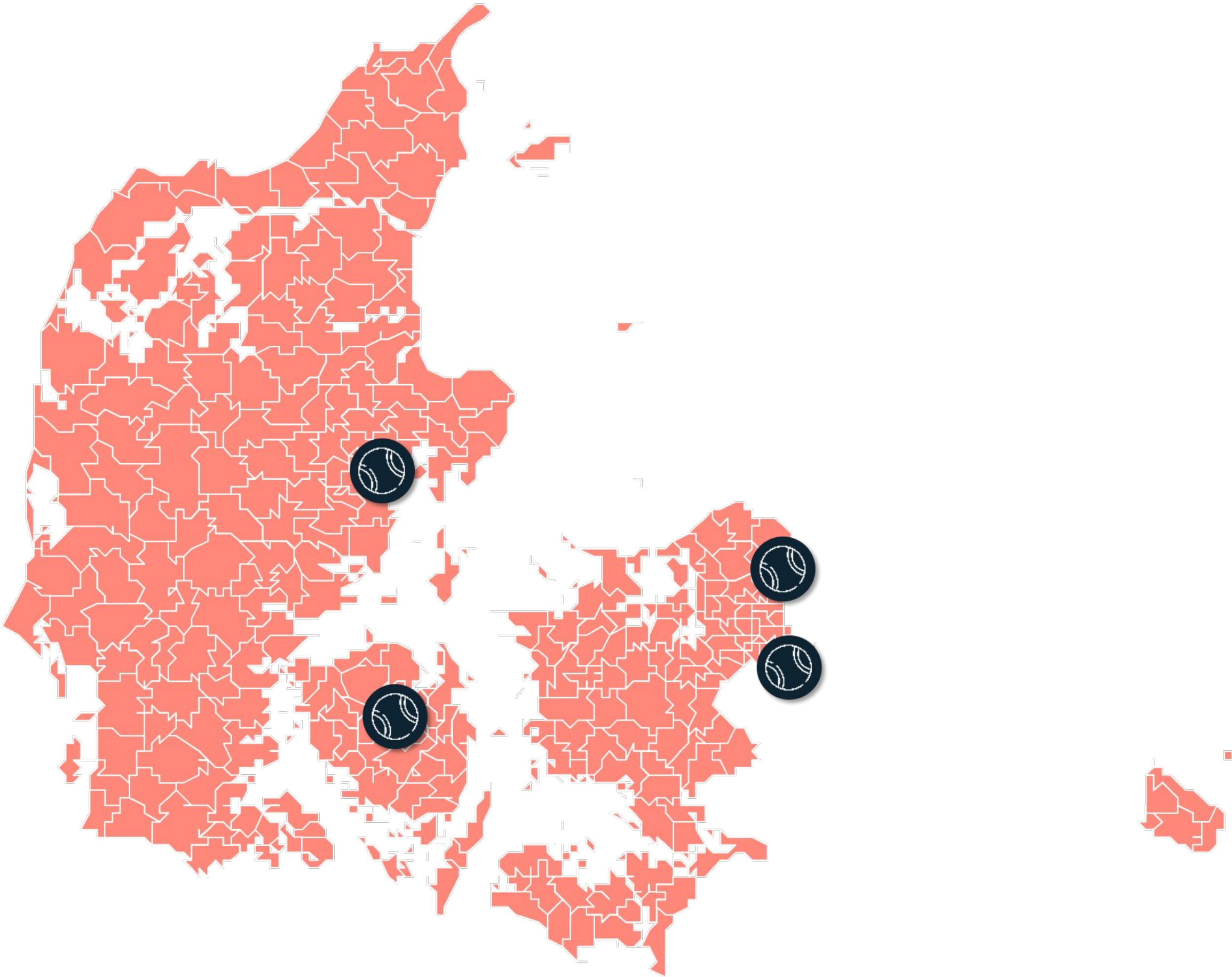
## MATCHES PLAYED AND RENTAL PRICES PER 60' 2021



Total matches played through Playtomic:

29,596

			% of matches	Av. 60' rental price
#1		Odense	42.9%	26 €
#2		Copenhaguen	27.7%	33 €
#3		Højbjerg	14.3%	38 €
#4		Dragør	9.3%	32 €





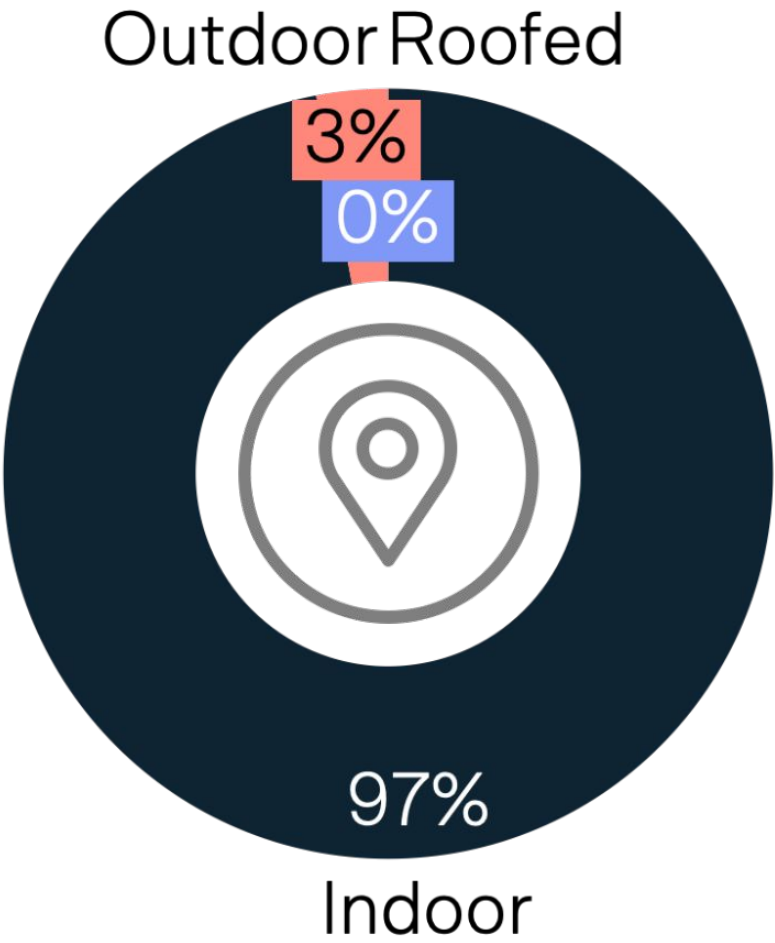
# Annex: matches analysis by country

## DENMARK

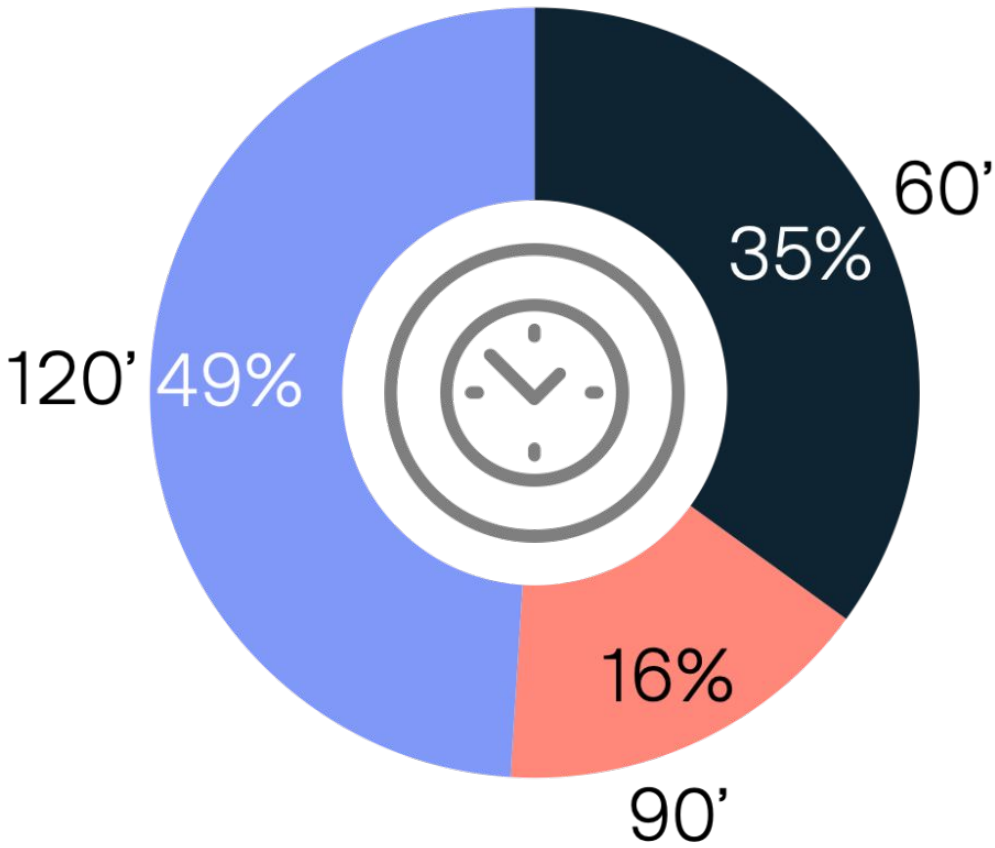
Reservation anticipation time:  
**4.7 days**

MON	TUE	WED	THU	FRI	SAT	SUN
12%	13%	15%	15%	14%	14%	17%

Playing preferences



Average duration of matches



Source: Playtomic



# Annex: matches analysis by country

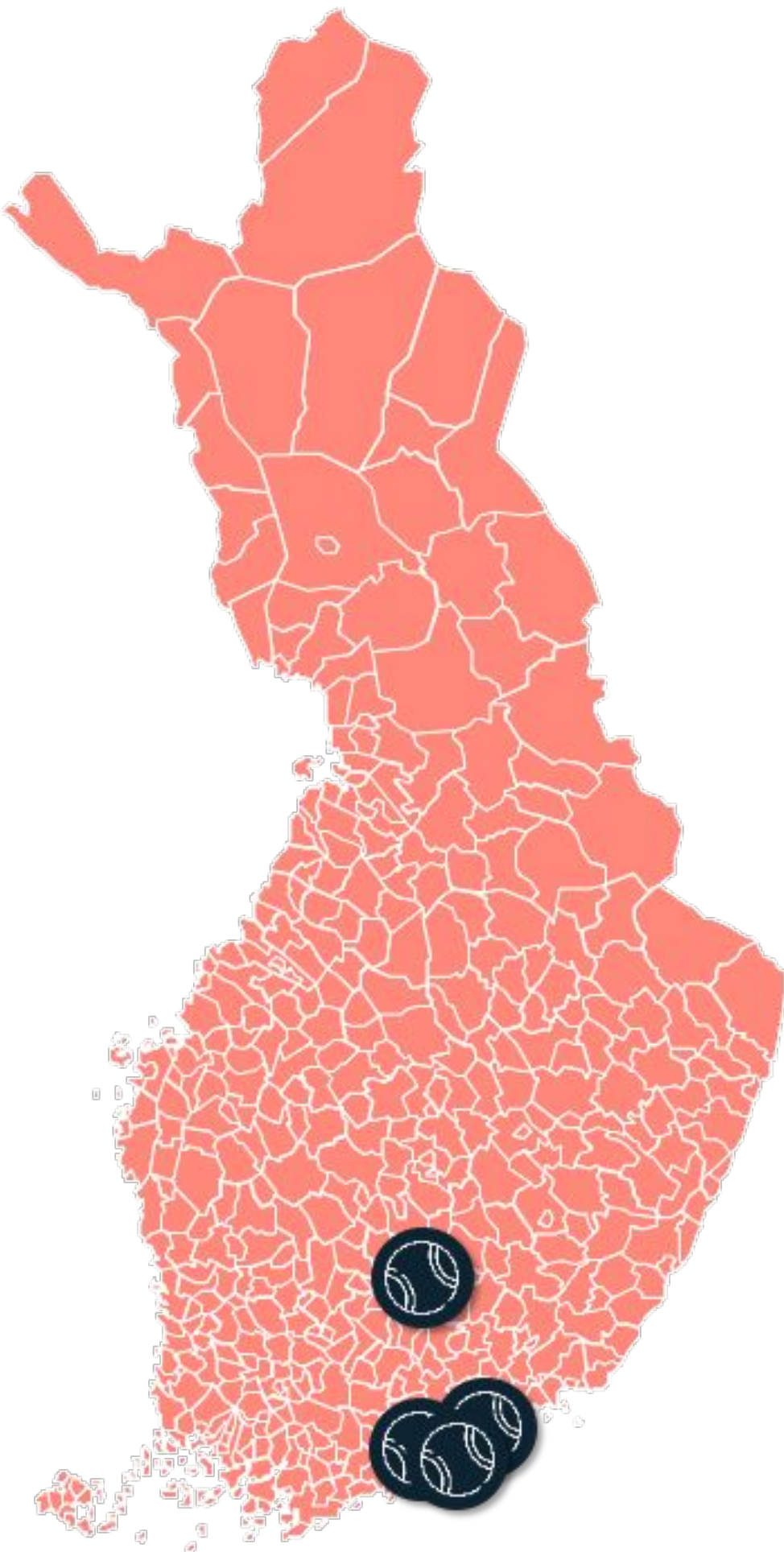
## MATCHES PLAYED AND RENTAL PRICES PER 60' 2021



Total matches played through Playtomic:

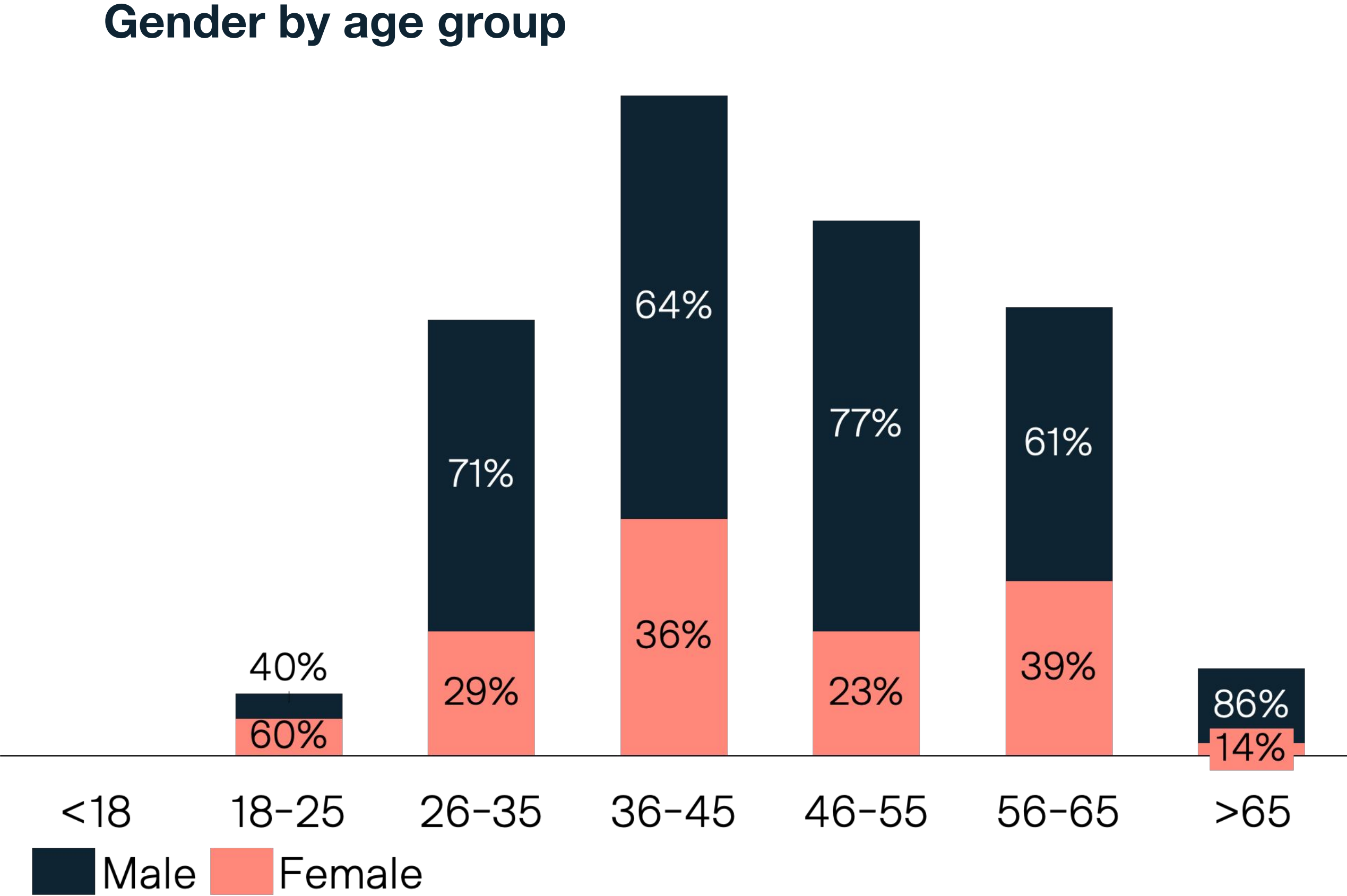
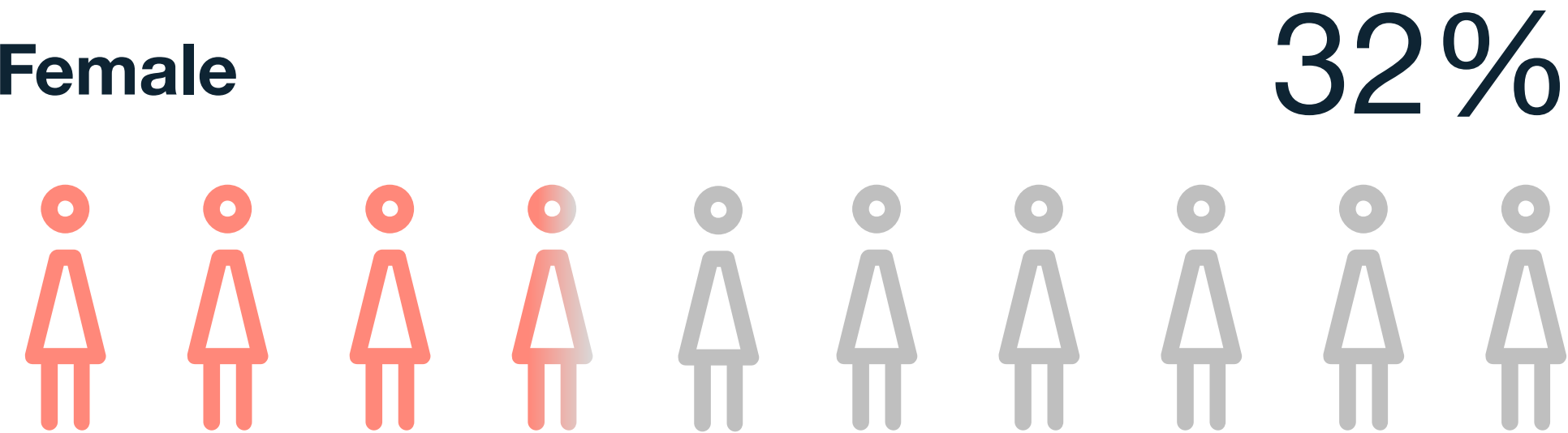
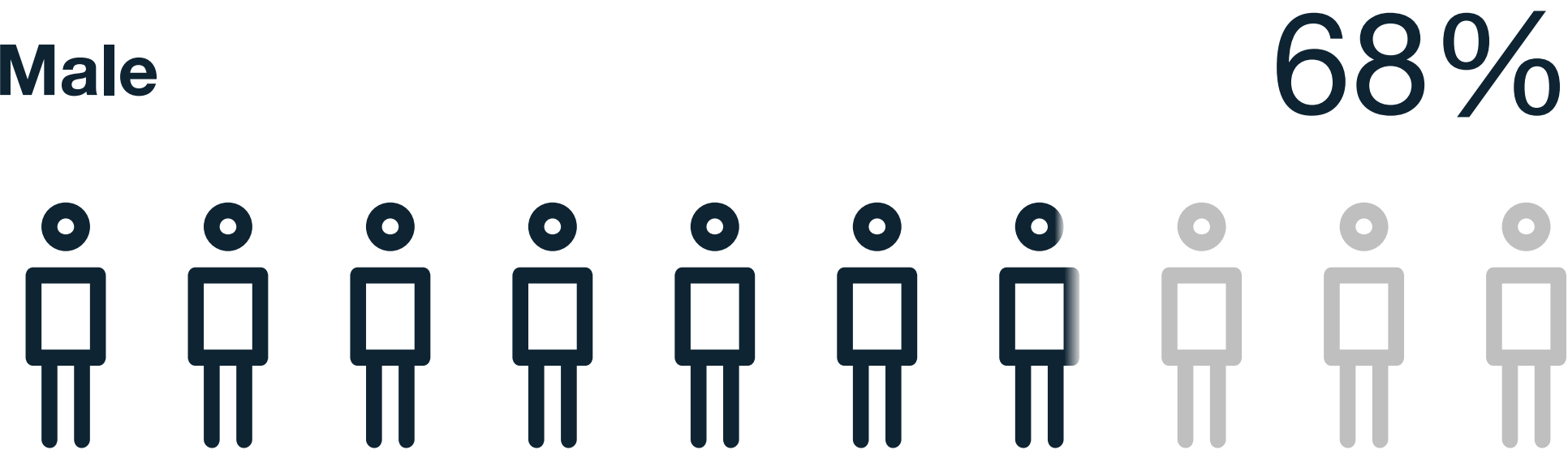
**178,964**

			% of matches	Av. 60' rental price
#1		Vantaa	16.5%	28 €
#2		Espoo	14.3%	34 €
#3		Helsinki	8.2%	38 €
#4		Jyväskylä	6.7%	35 €



# Annex: matches analysis by country

## GENDER AND AGE RANGE 2021



Source: Survey with 10k players sample



# Annex: matches analysis by country

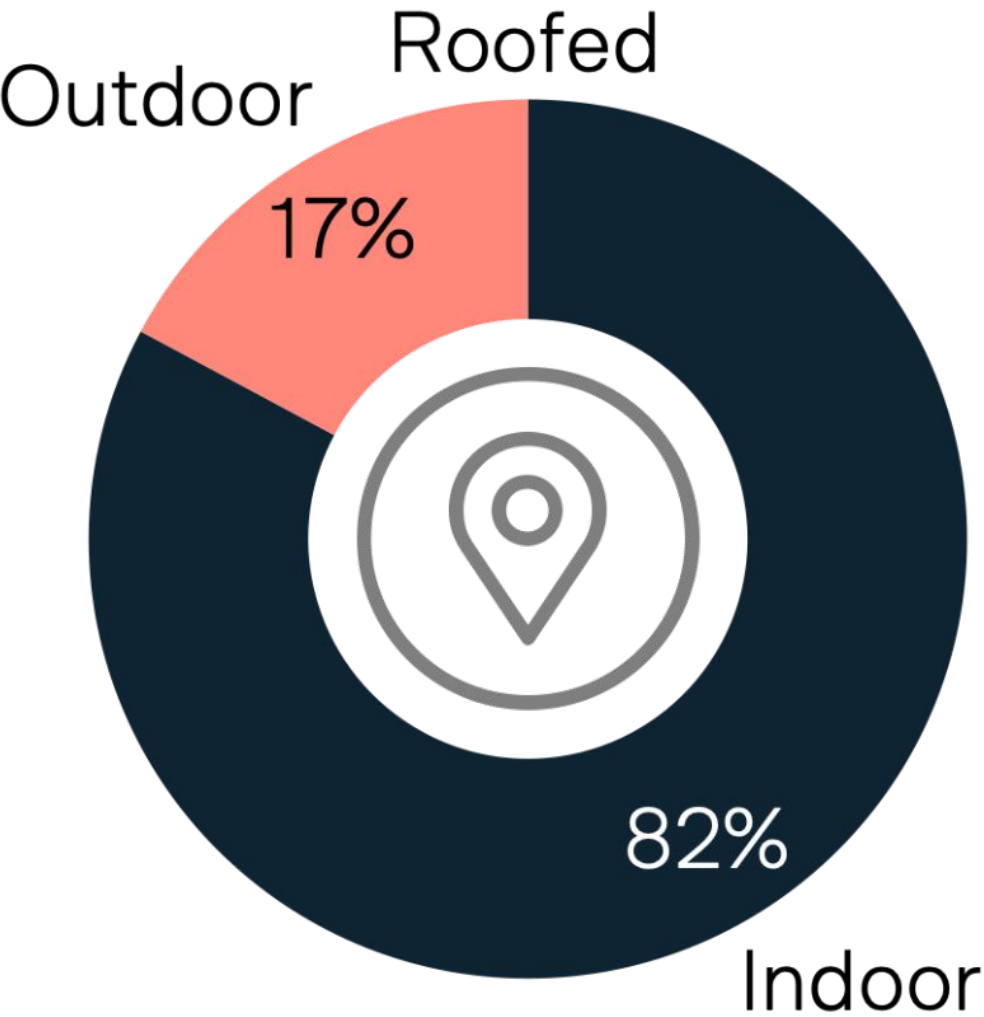
## FINLAND



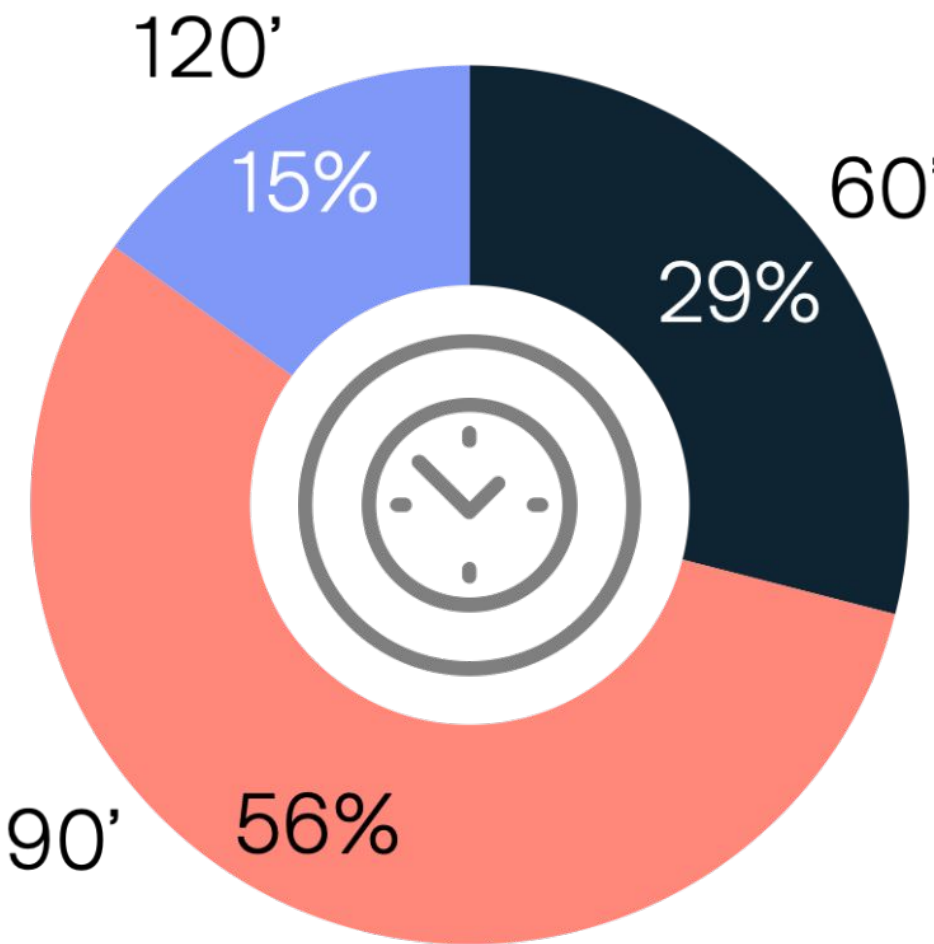
Reservation anticipation time:  
**5.4 days**

MON	TUE	WED	THU	FRI	SAT	SUN
12%	13%	14%	14%	14%	16%	17%

Playing preferences



Average duration of matches



Source: Playtomic





# Annex: matches analysis by country

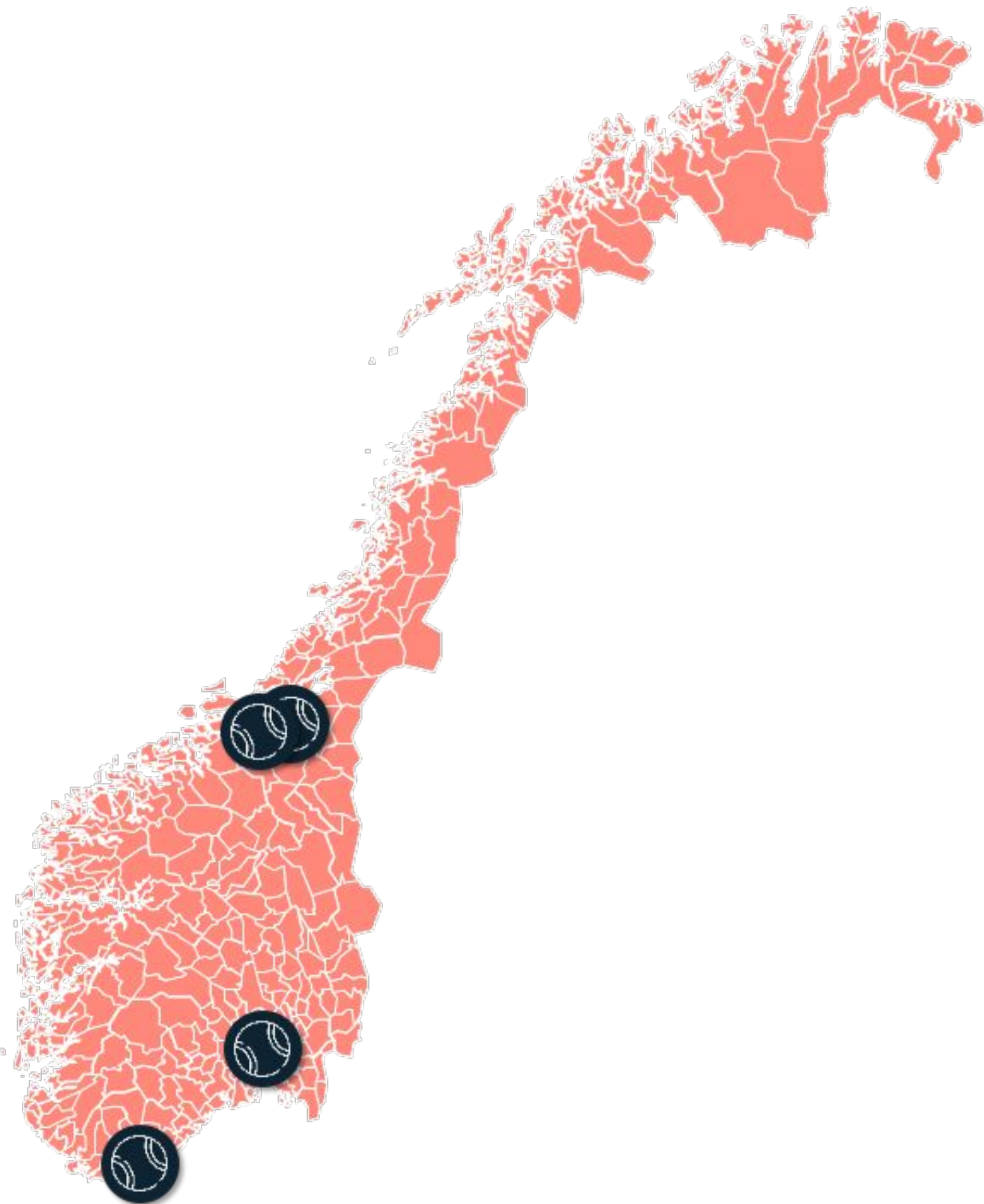
## MATCHES PLAYED AND RENTAL PRICES PER 60' 2021



Total matches played through Playtomic:

54,091

			% of matches	Av. 60' rental price
#1		Trondheim	19.4%	34 €
#2		Kristiansand	13.4%	30 €
#3		Skjetten	8.4%	34 €
#4		Tiller	8.3%	37 €



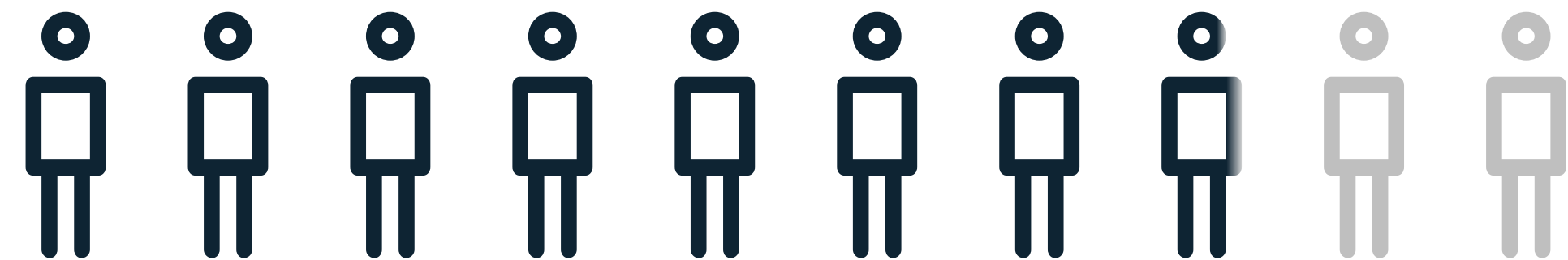


# Annex: matches analysis by country

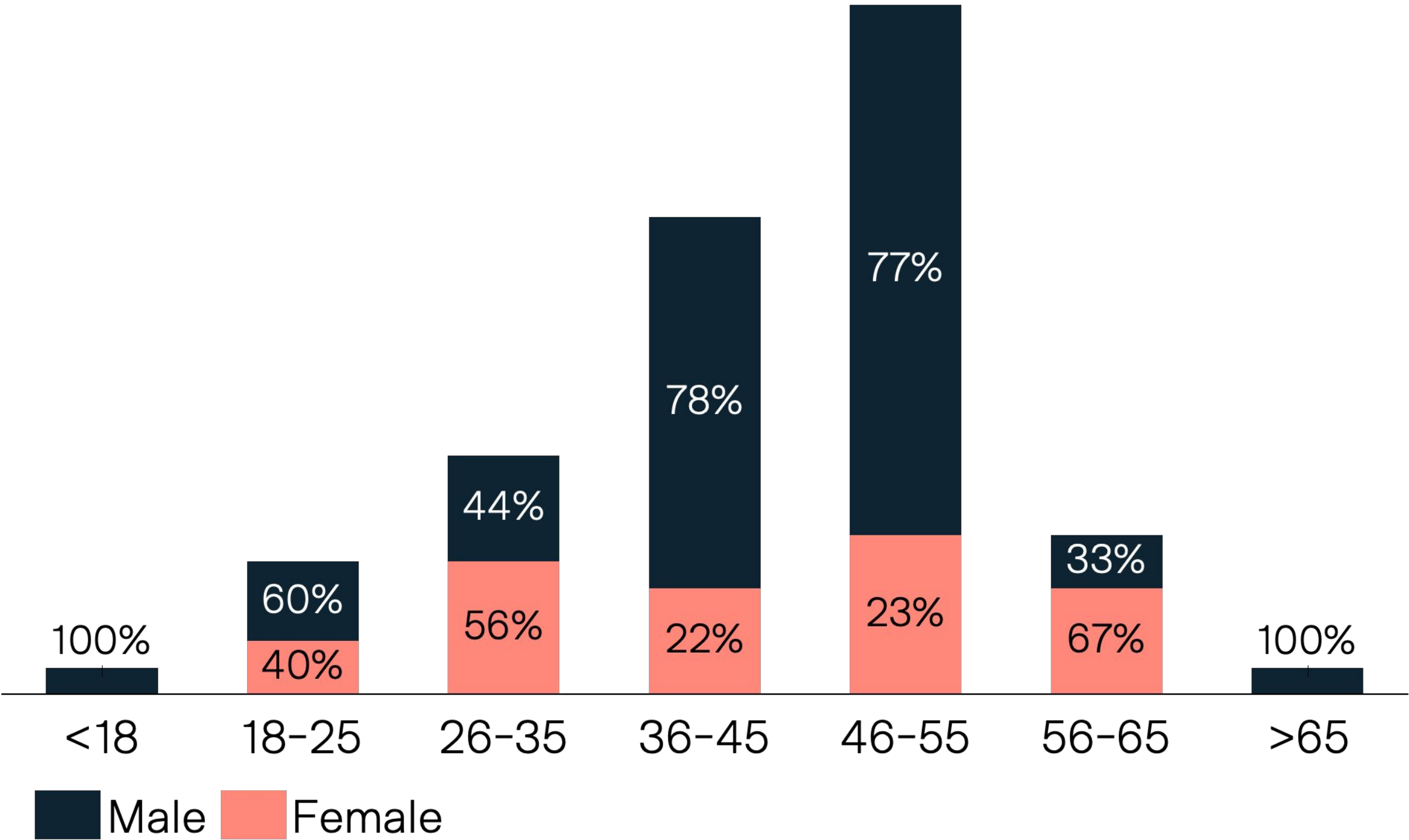
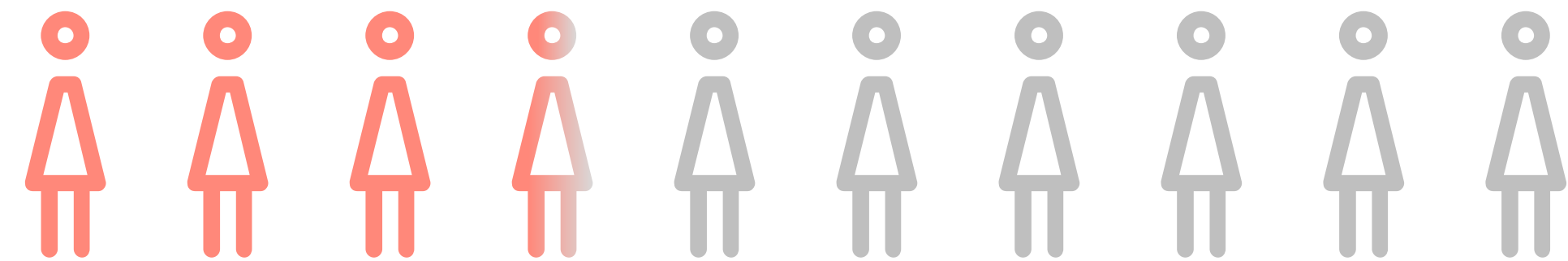
## GENDER AND AGE RANGE 2021



Male 68% Gender by age group



Female 32%



Source: Survey with 10k players sample



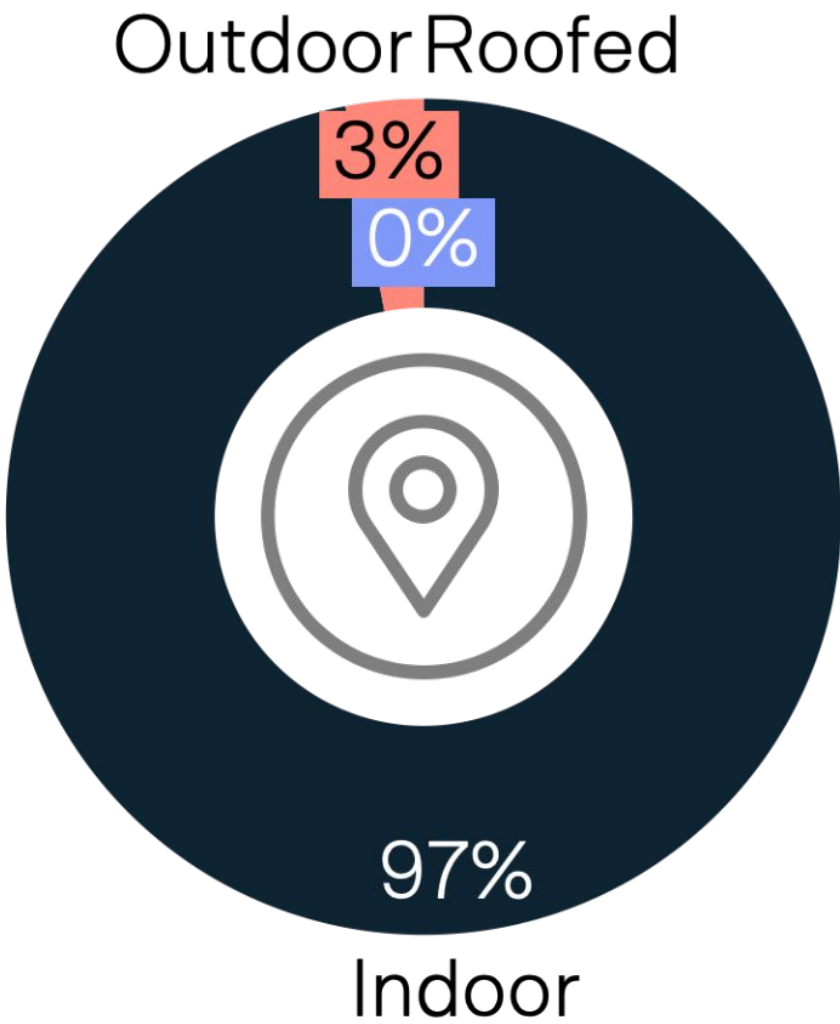
# Annex: matches analysis by country

## NORWAY

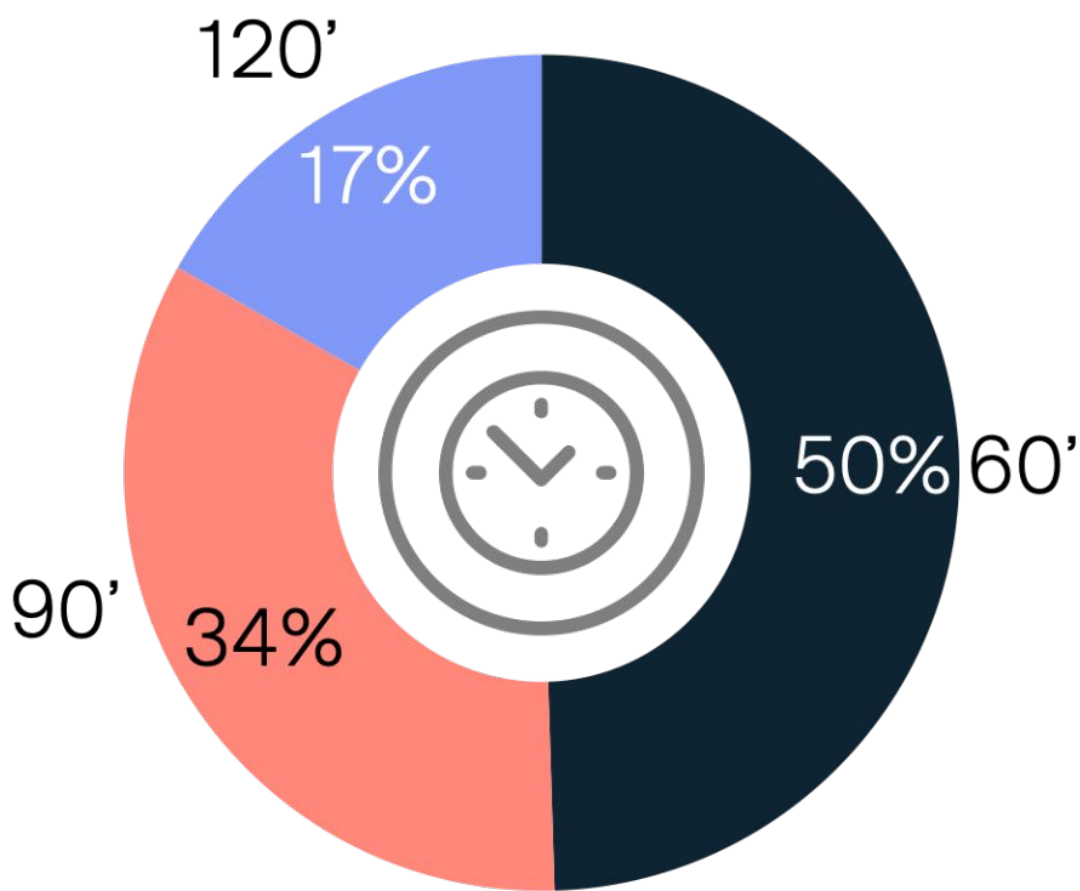
Reservation anticipation time:  
**2.0 days**

MON	TUE	WED	THU	FRI	SAT	SUN
12%	14%	15%	15%	13%	14%	18%

Playing preferences



Average duration of matches



Source: Playtomic





# Annex: matches analysis by country

## MATCHES PLAYED AND RENTAL PRICES PER 60' 2021

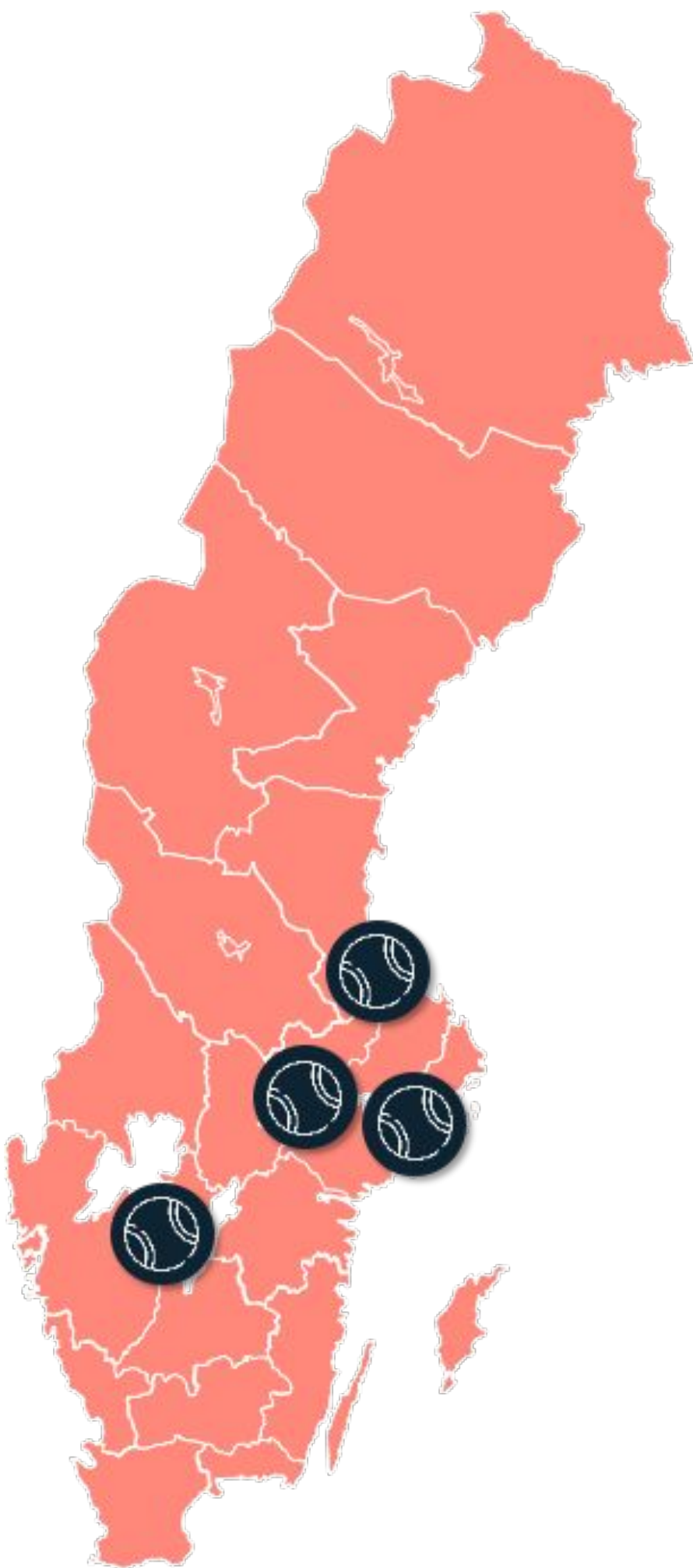


Total matches played through Playtomic:

667,699

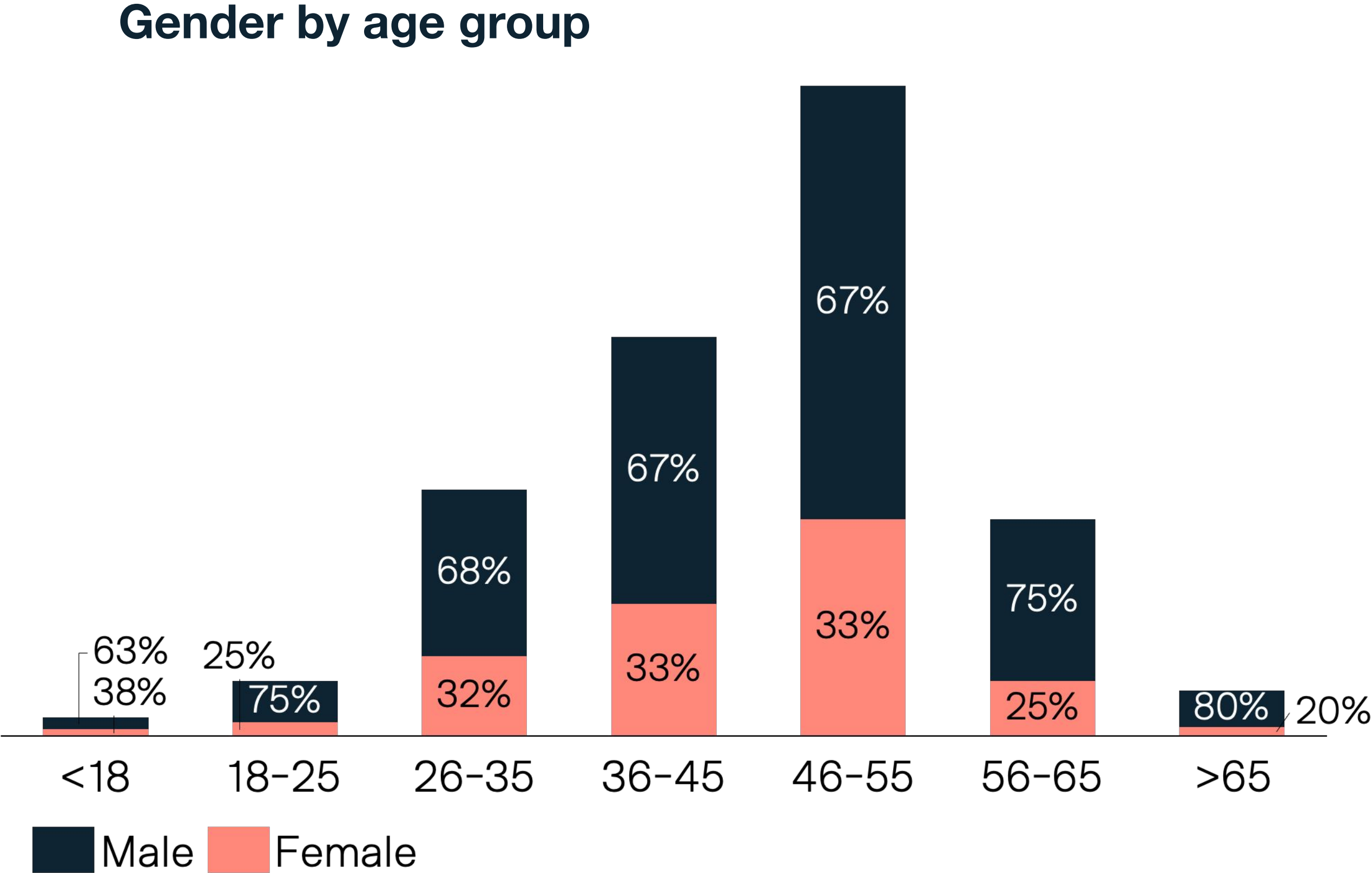
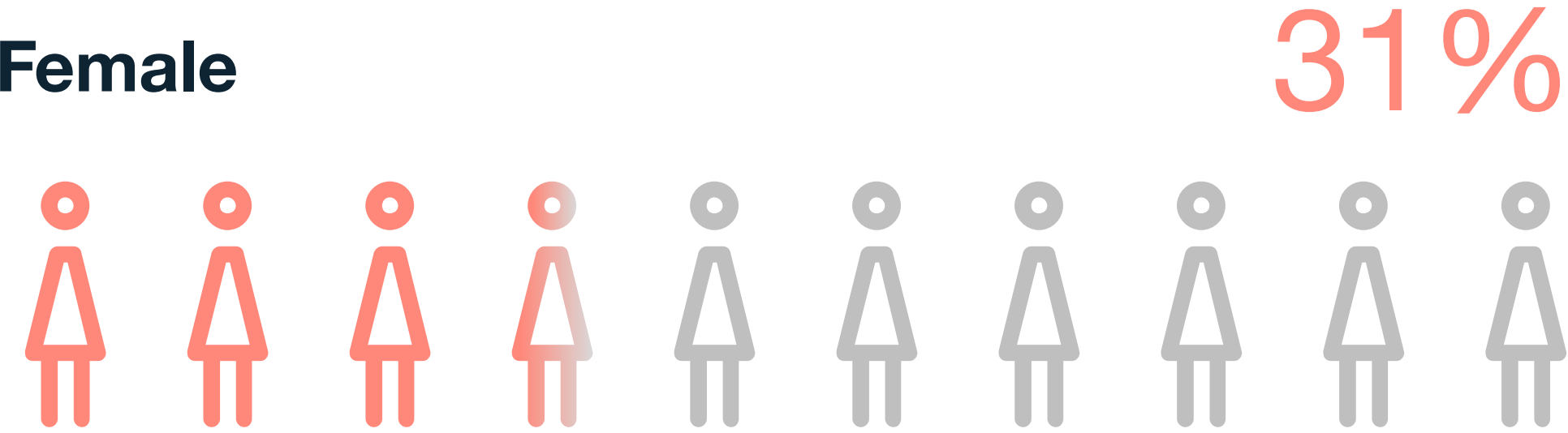
			% of matches	Av. 60' rental price
#1		Eskilstuna	7.9%	28 €
#2		Skövde	4.2%	33 €
#3		Gävle	3.7%	26 €
#4		Årsta	3.6%	47 €

Stockholm's average rental price for 1 hour is 40€



# Annex: matches analysis by country

## GENDER AND AGE RANGE 2021



Source: Survey with 10k players sample



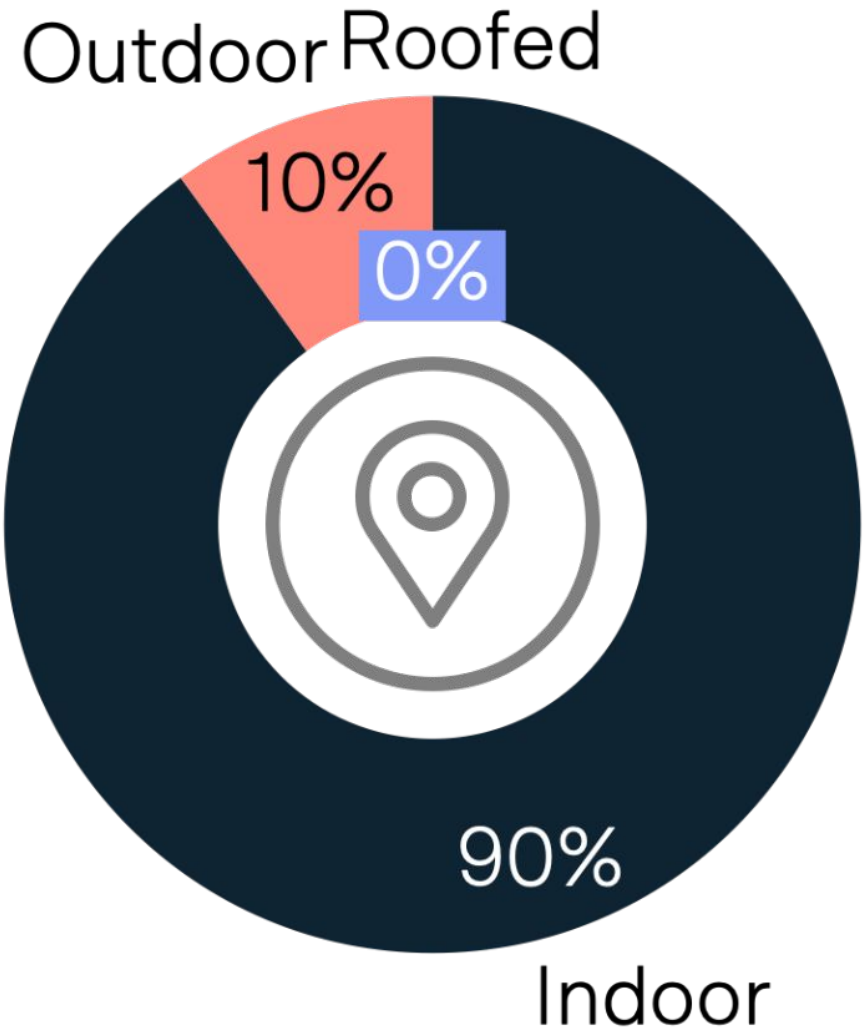
# Annex: matches analysis by country

## SWEDEN

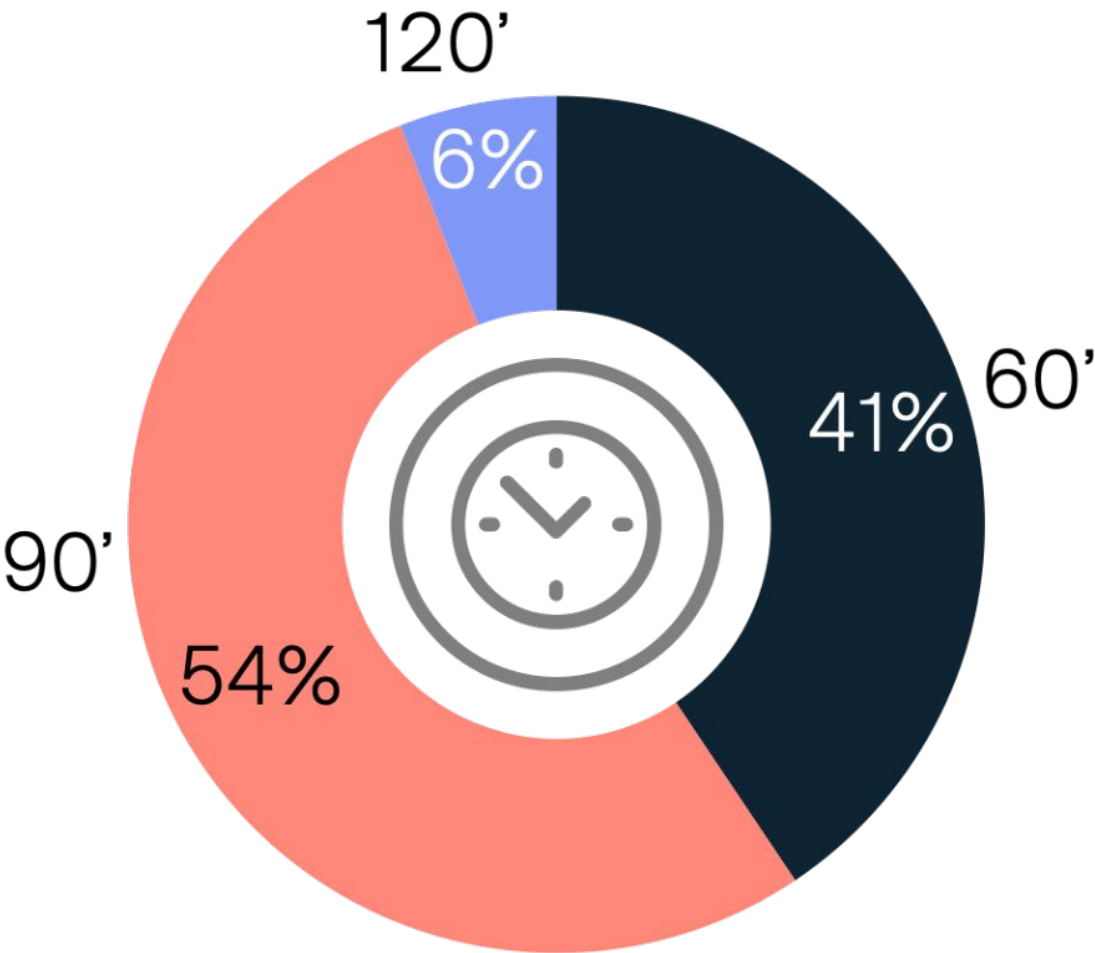
Reservation anticipation time:  
**4.7 days**

MON	TUE	WED	THU	FRI	SAT	SUN
12%	13%	14%	14%	14%	15%	19%

Playing preferences



Average duration of matches



Source: Playtomic

# Annex: matches analysis by country

## MATCHES PLAYED AND RENTAL PRICES PER 60' 2021



Total matches played through Playtomic:

997,231

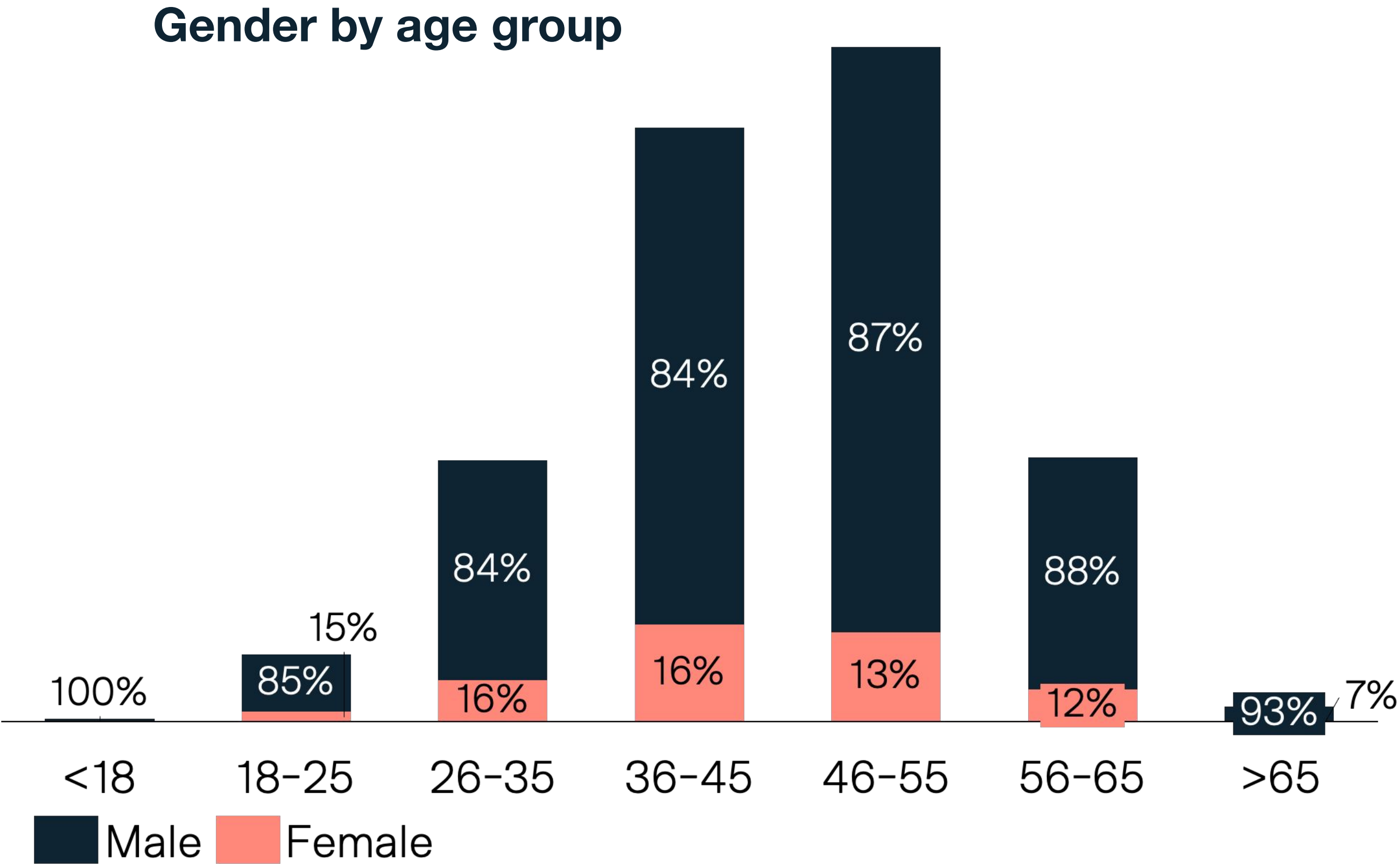
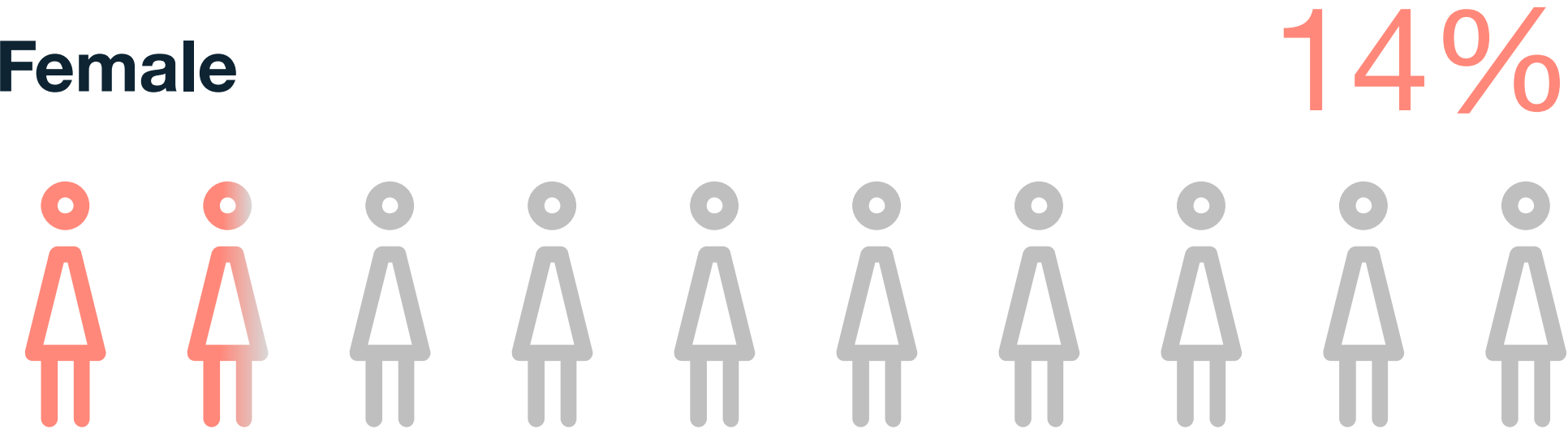
		% of matches	Av. 60' rental price
#1	 Roma	28.0%	27€
#2	 Milano	9.6%	26€
#3	 torino	4.4%	30€
#4	 Cagliari	3.0%	27€





# Annex: matches analysis by country

## GENDER AND AGE RANGE 2021



# Annex: matches analysis by country

## ITALY

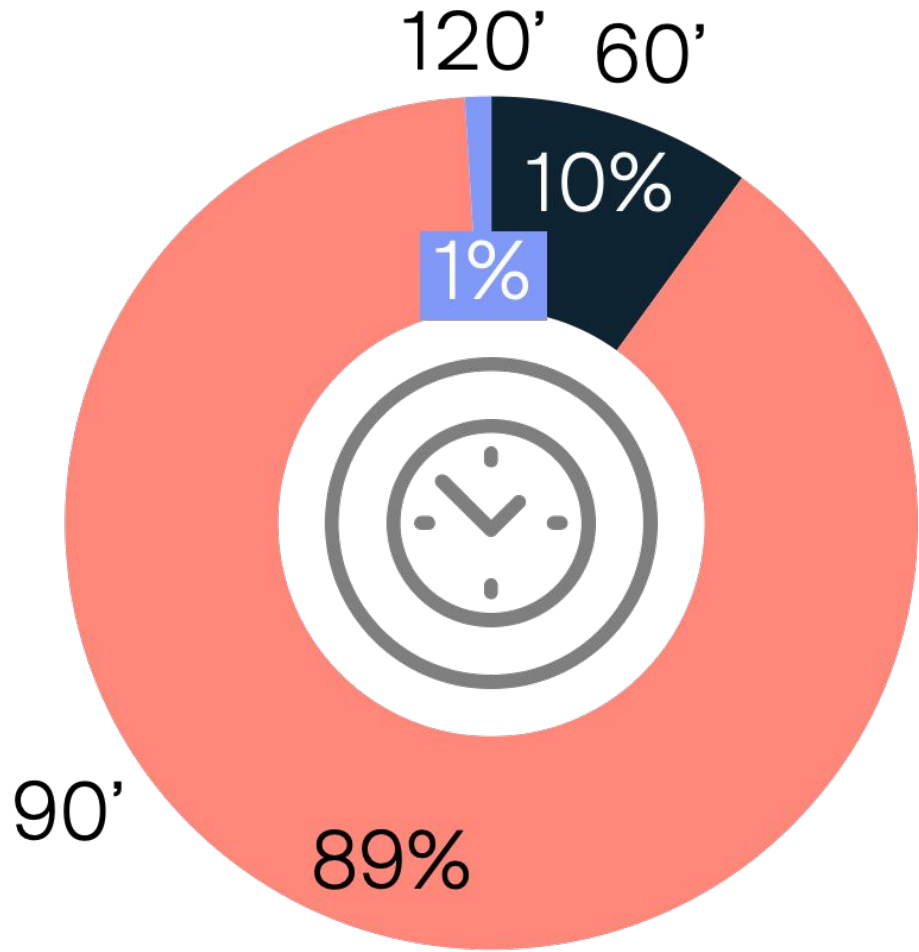
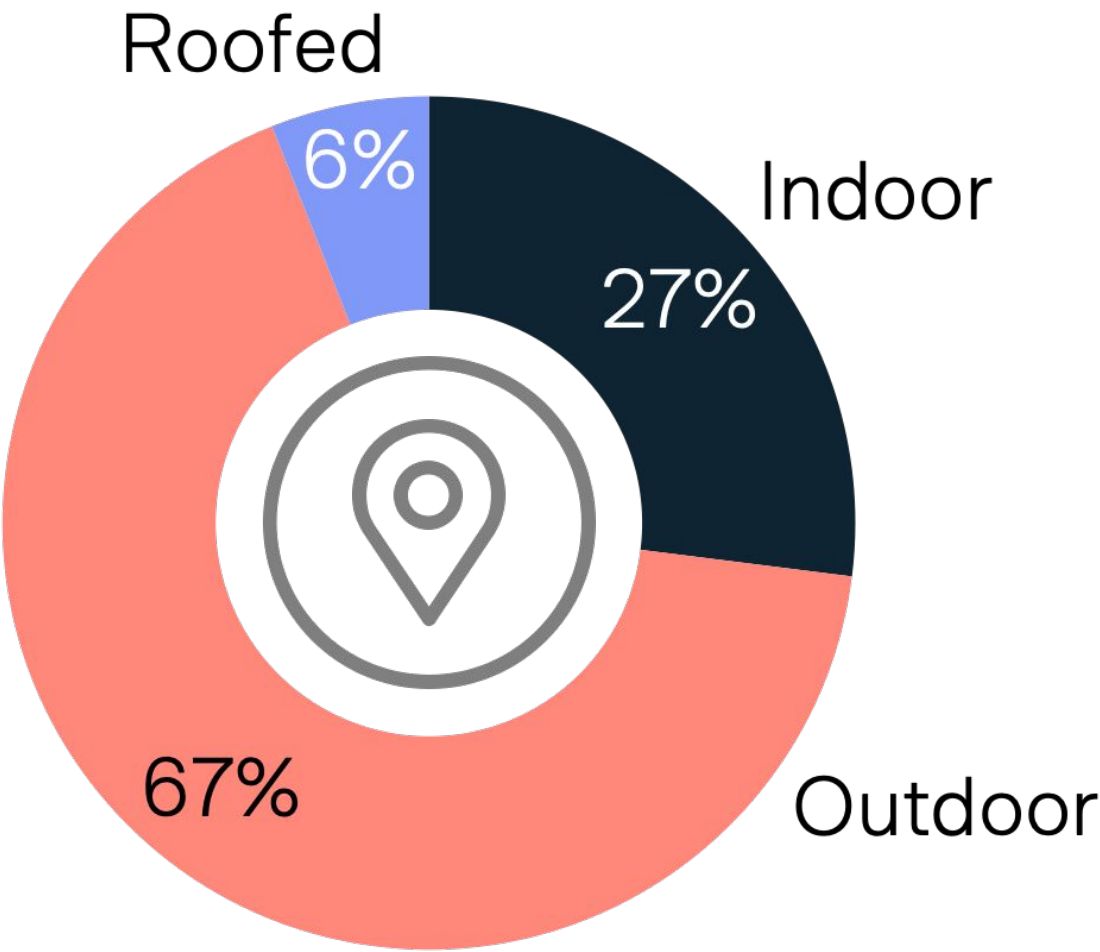
Reservation anticipation time:

6.1 days

MON	TUE	WED	THU	FRI	SAT	SUN
12%	14%	14%	14%	15%	16%	15%

Playing preferences

Average duration of matches







# Annex: matches analysis by country

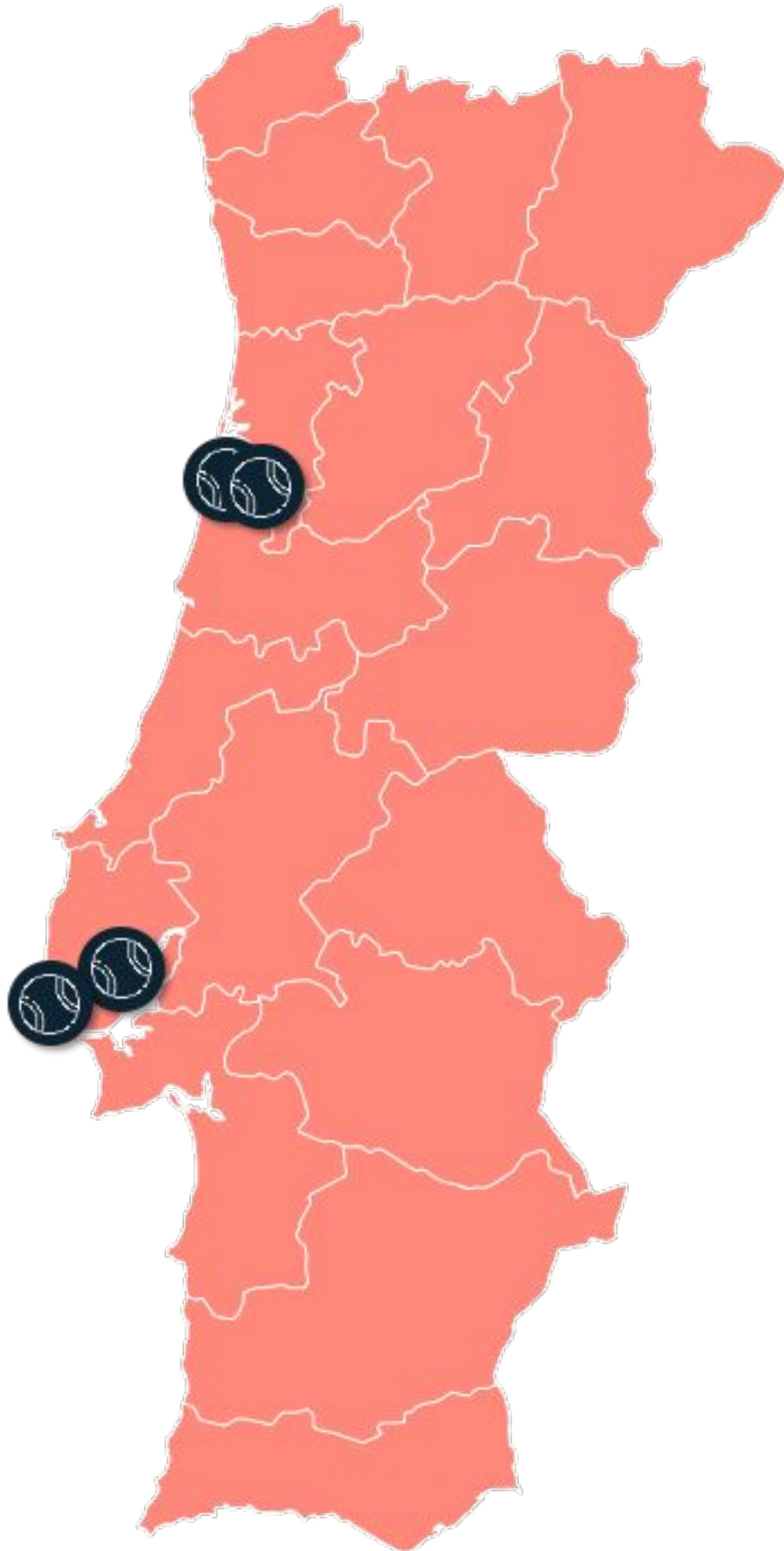
## MATCHES PLAYED AND RENTAL PRICES PER 60' 2021



Total matches played through Playtomic:

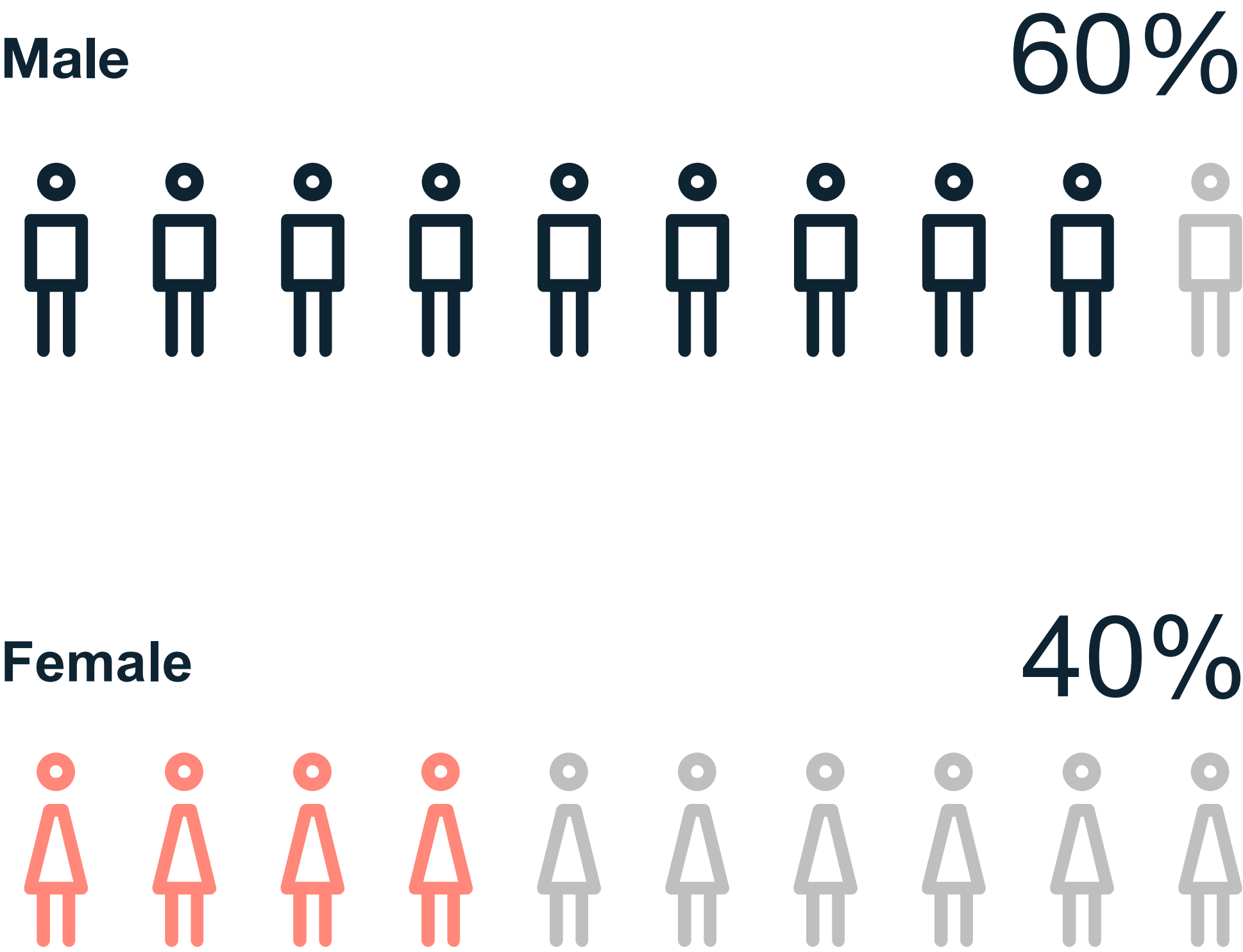
218,652

			% of matches	Av. 60' rental price
#1		Lisboa	24.0%	24€
#2		Porto	6.4%	15€
#3		Cascais	5.8%	21€
#4		Matosinhos	5.4%	16€



# Annex: matches analysis by country

## GENDER AND AGE RANGE 2021



Source: Survey with 10k players sample



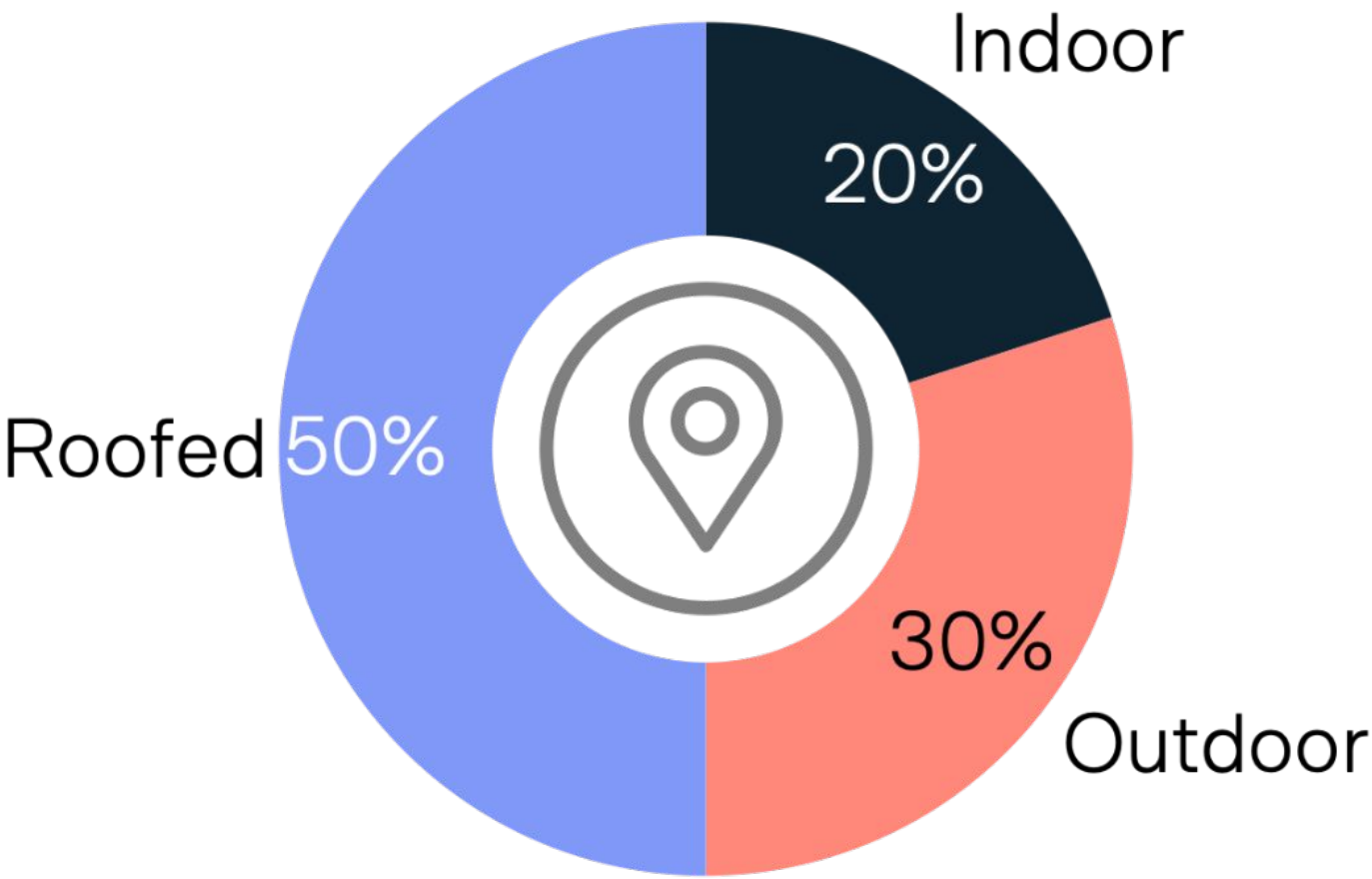
# Annex: matches analysis by country

## PORTUGAL

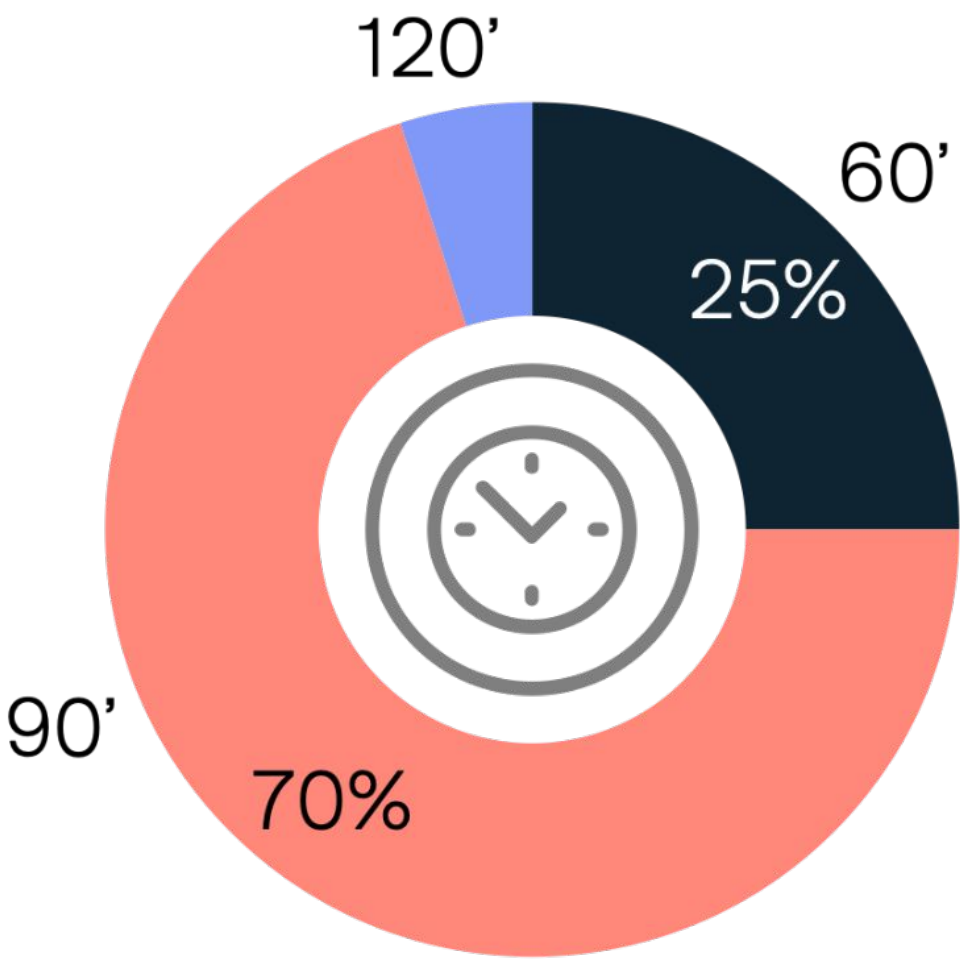
Reservation anticipation time:  
**3.5 days**

MON	TUE	WED	THU	FRI	SAT	SUN
13%	13%	15%	15%	13%	14%	16%

Playing preferences



Average duration of matches







# Annex: matches analysis by country

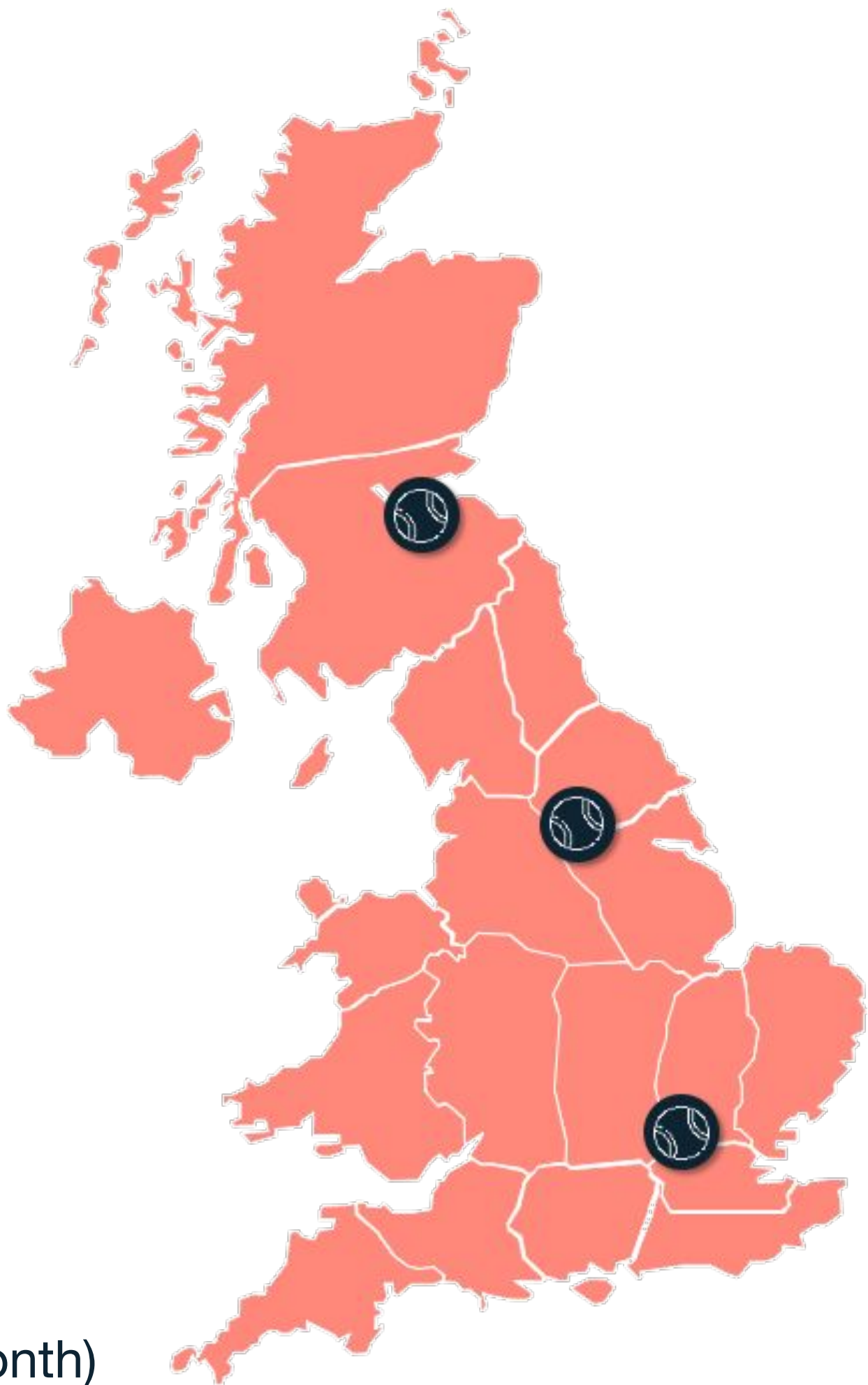
## MATCHES PLAYED AND RENTAL PRICES PER 60' 2021



Total matches played through Playtomic:

1,098

		% of matches	Av. 60' rental price
	Huddersfield	99.5%	24€
	London	-	29€
	Leeds	-	21€
	Edinburgh	-	23€



Many of the clubs in the UK require a club's monthly membership (approximately 50€ per month)



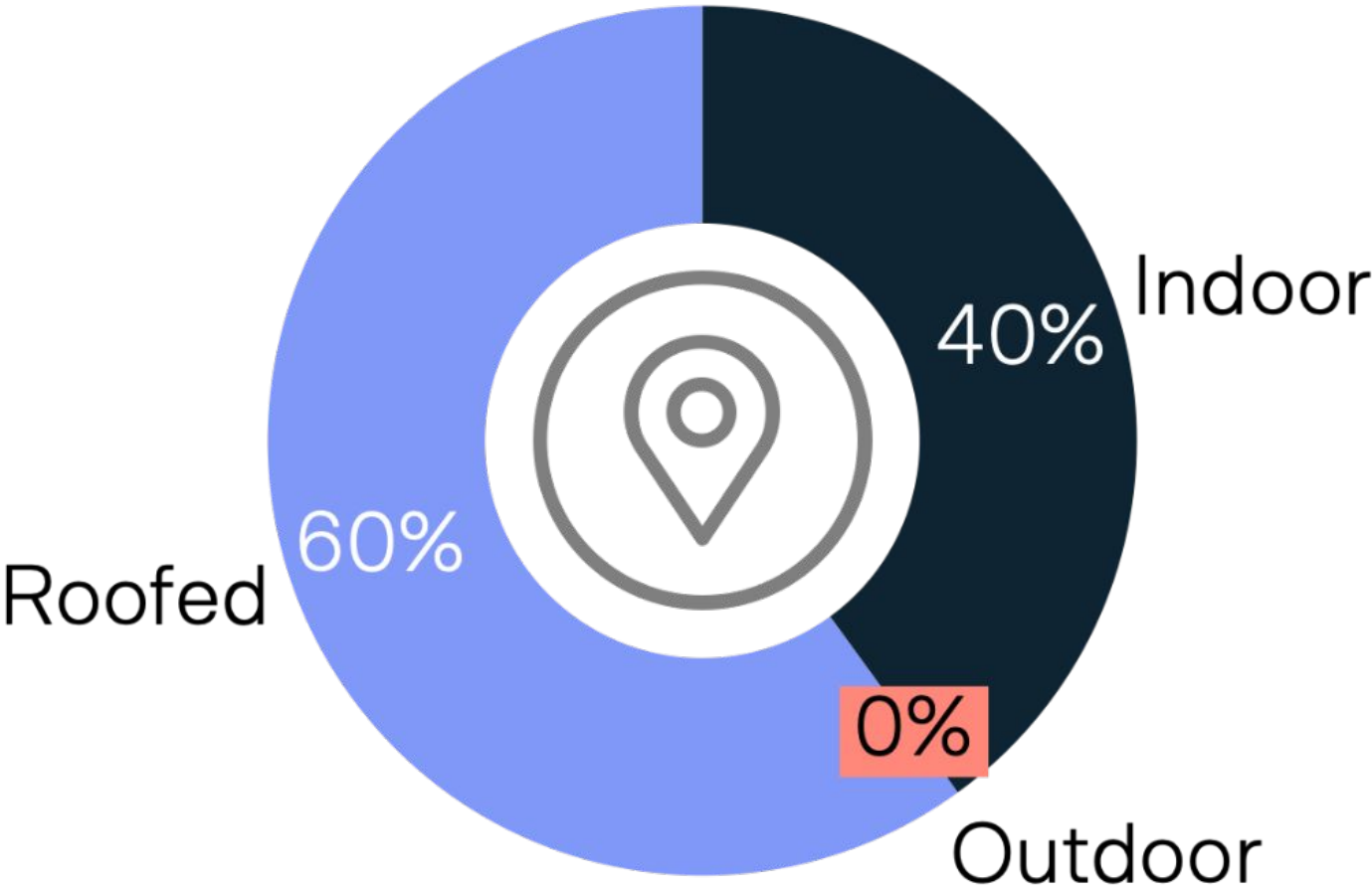
# Annex: matches analysis by country

## GREAT BRITAIN

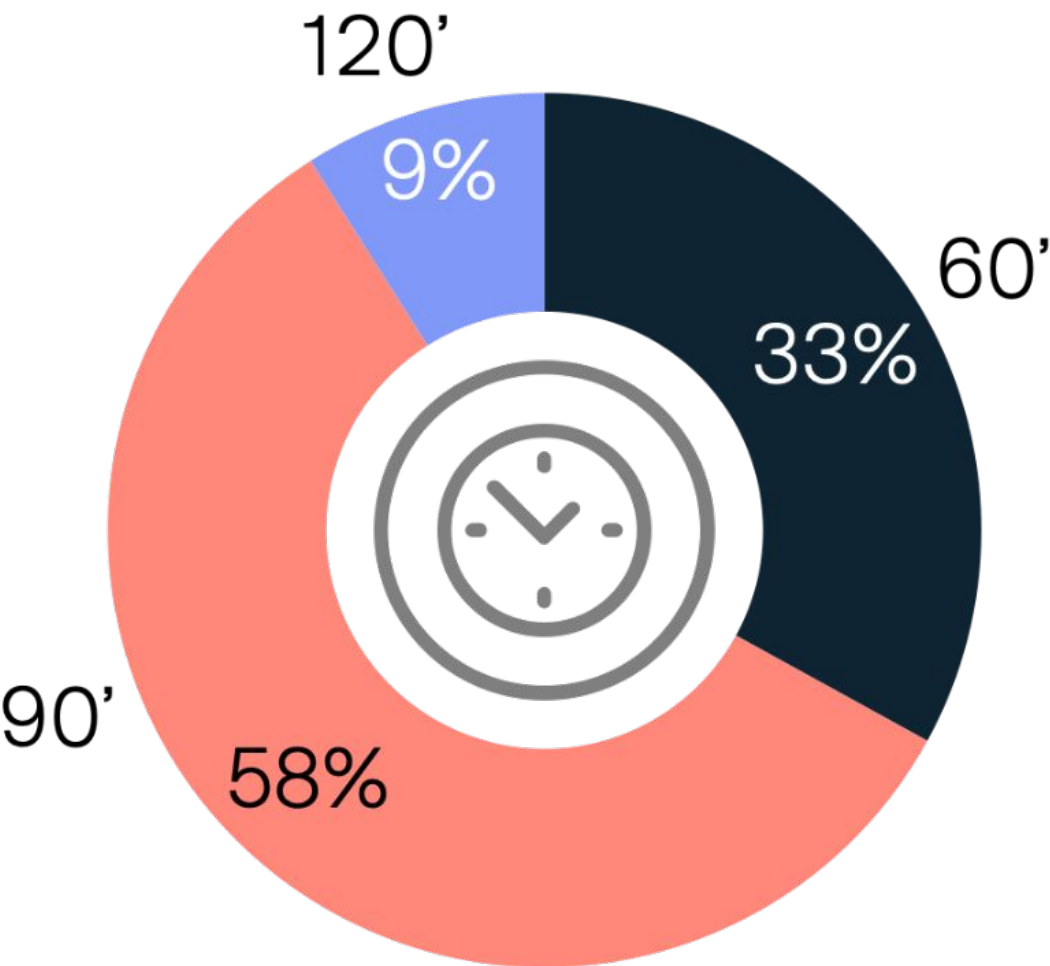


Reservation anticipation time:  
**4.5 days**

Playing preferences



Average duration of matches



Source: Playtomic

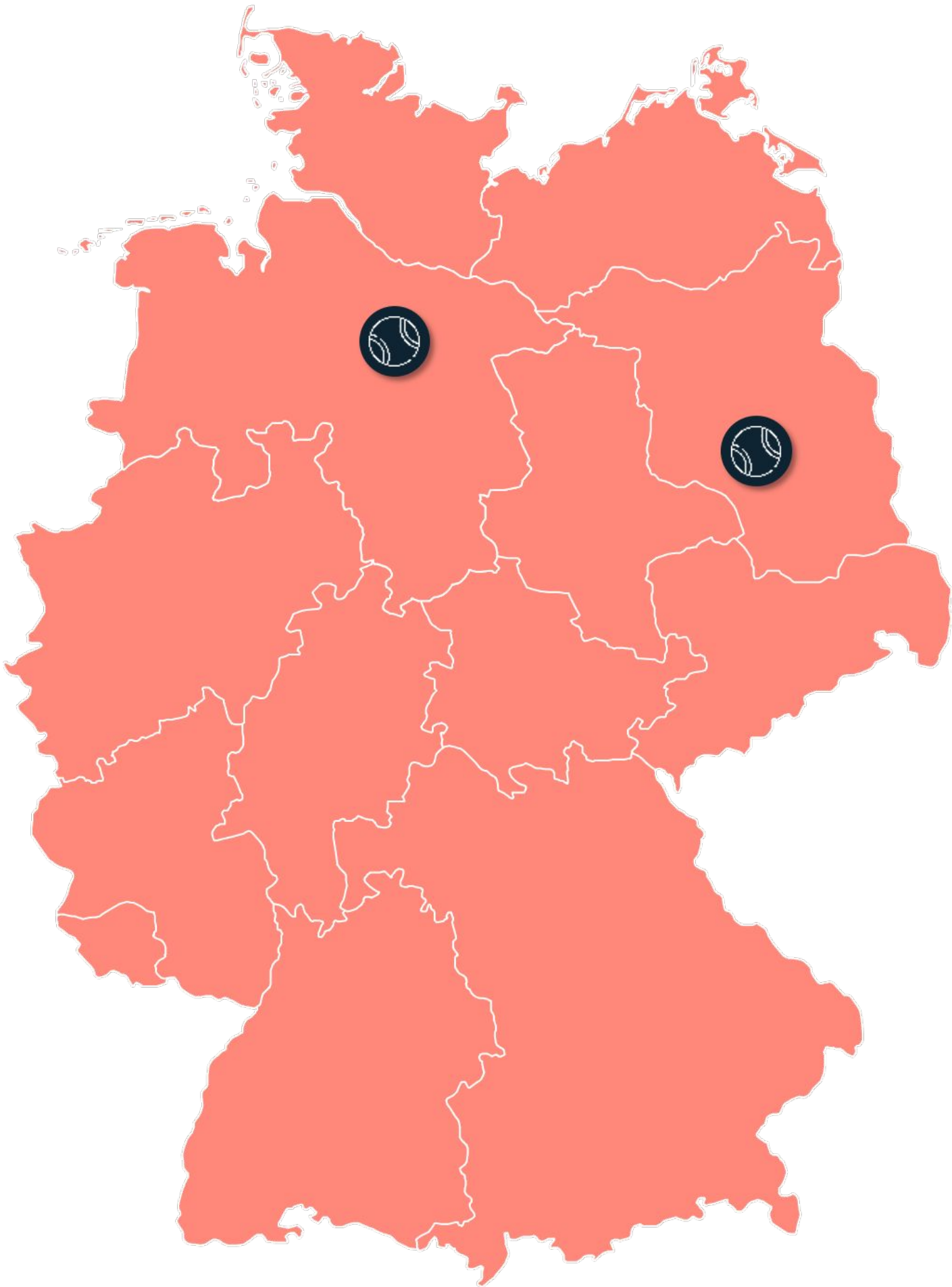
# Annex: matches analysis by country

## RENTAL PRICES PER 60' 2021



Total matches played through Playtomic:  
**n.a.**

		Av. 60' rental price	% of matches
	Berlin	25€	
	Hamburg	24€	





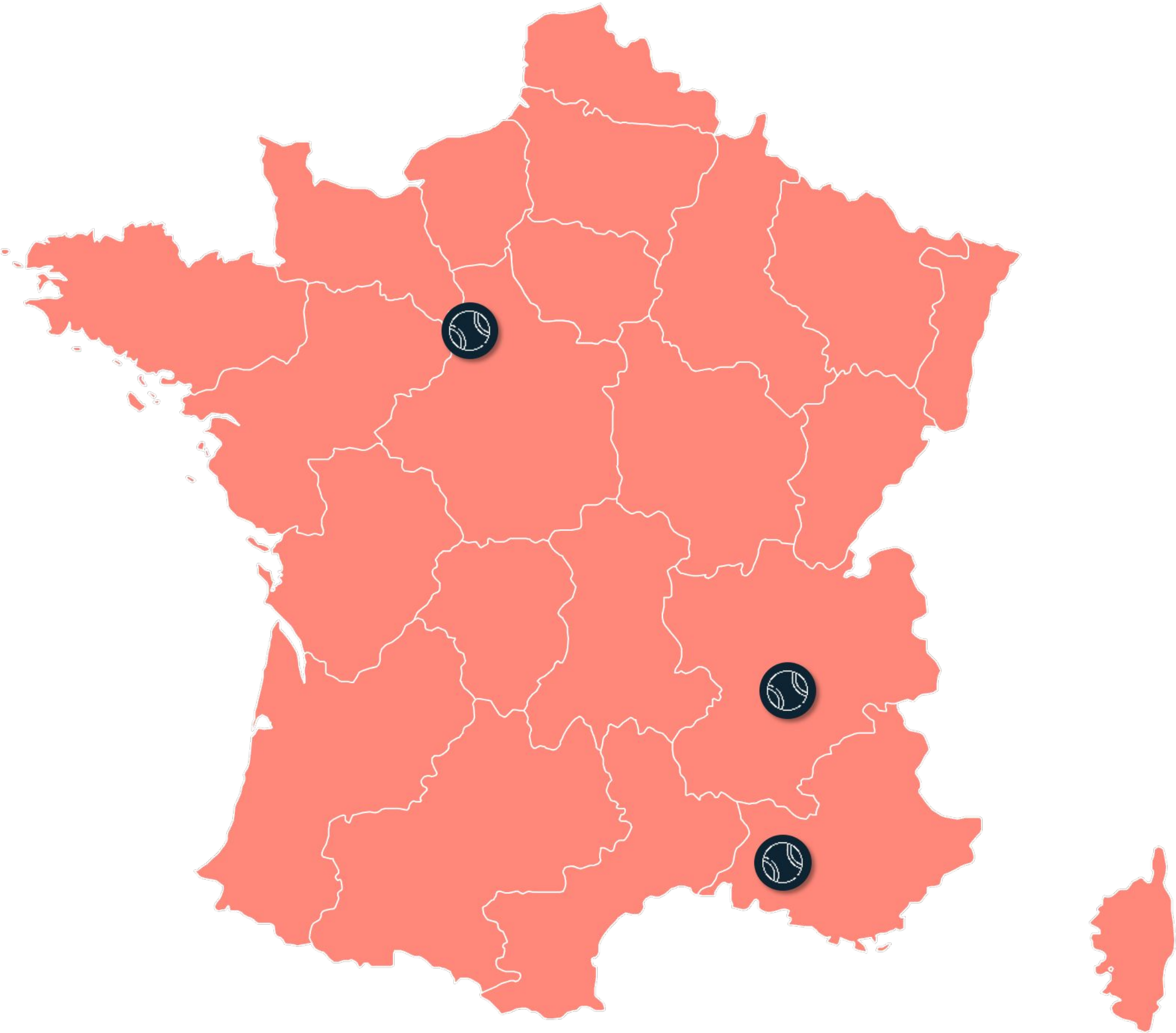
# Annex: matches analysis by country

## RENTAL PRICES PER 60' 2021



Total matches played through Playtomic:  
**n.a.**

	Av. 60' rental price	% of matches
 Paris	31€	
 Marseilles	31€	
 Lyon	25€	



# About

## PLAYTOMIC

Playtomic is Europe's largest tennis and padel booking app, connecting clubs with more than one million active players in 35 countries. Through the app, players can search and book space for padel, tennis, and other sports at more than 4,600 clubs that use the company's software solutions.

## Monitor Deloitte.

Monitor Deloitte is the multinational strategy consulting practice of Deloitte Consulting Monitor Deloitte. 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.

