TEKKA

COMPANION ANALYSIS

TEKKA — Market Analysis

Prepared: July 2026 · Web-researched; all external figures linked in Sources

1. The demand side: racket sports participation

Sport	Players	Growth signal
Tennis	~87M worldwide; 25M+ in the US alone	Steady growth (~4–5% over 2020–23) even while newer sports surge
Padel	~19.4–25M globally	Court installations **+63% since 2020**; club memberships **+41% (2022–25)**; fastest-growing club-based sport in Europe & LatAm
Pickleball	24.3M US (2025) + 5M+ across 84 countries	**+171.8% in 3 years**; fastest-growing US sport 4 years running; global market $1.8B (2025) → $9.1B (2034 proj.)

Facility base (padel alone): ~58,300 courts across ~20,000 clubs, projected to reach **91,000 courts by 2028**. Europe holds ~55% of world courts. Every new facility is a greenfield software decision — the cheapest possible acquisition moment.

2. The supply side: club software market

Estimates vary by scope definition, but all agree on size and direction:

Scope	2024–25 size	Forecast	CAGR
Sports facility scheduling & management software	**$7.3B (2025)**	$15.7B by 2033	8.5%
Sports facility management software (narrower)	**$1.3B (2024)**	$3.1B by 2033	10.2%
Online sports facility management software	**$1.5B (2026)**	$3.2B by 2033	~11%
Padel-specific market (all revenue pools)	$0.4–2.8B (2026, definitions differ)	—	8–13%

3. TAM / SAM / SOM (bottom-up, TEKKA model)

Bottom-up on facilities × achievable ARPU (Year-5 blended ARPU $179/mo ≈ $2,148/club/yr, per Chapter 2):

- **TAM — racket-sport clubs worldwide:** ~20,000 padel clubs today (91k courts by 2028 implies ~30k+ clubs), plus tennis (~half a million courts globally across clubs, parks, schools) and dedicated pickleball facilities. Conservatively **60,000 commercially operated racket clubs** × $1,638 = **~$98M ARR TAM at TEKKA pricing** — and 10–20× that if measured as share of the GMV flowing through booked courts, lessons, and tournaments.
- **SAM — target geographies (Southern/Central-Eastern Europe + SE Asia + Caucasus), clubs with 1+ bookable courts and card payments:** ~12,000 clubs → **~$20M ARR**.

- **SOM — 5-year plan:** 3,000 clubs (Chapter 5) = **25% of SAM, $5.2M Year-5 revenue** — aggressive but consistent with Playtomic reaching 6,000 clubs in ~8 years with heavy funding.

> **The ARR-per-club TAM understates this business, and is included mainly because investors expect it.** TEKKA prices software for reach rather than yield (see Chapter 2), so a per-club ARR ceiling measures the door rather than the room. The two figures that matter under the actual strategy are the **player base** — 3,000 clubs at a modeled 320 players/club implies **~960,000 active players**, monetized in the base case at a deliberately conservative $2.36/player/year against a $5–20 consumer-app norm — and the **GMV** those players transact: a **$656M annualized run-rate** by Year 5, on which TEKKA's total take is 1.14%. Payments and marketplace take against that flow is a larger addressable pool than the software TAM above, and is the reason access pricing is rational.
>
> The bigger prize is transactional: at Playtomic-like density, gross booking volume per club of ~$10–40k/mo means a 3,000-club network intermediates **$0.4–1.4B GMV/year** — the base for payments, ads, affiliate, and fintech expansion.

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4. Structural trends favoring TEKKA

1. **Facility construction boom** — new padel/pickleball venues open weekly in Europe and Asia; new venues have no legacy software to displace.
2. **Staffless & semi-staffed clubs** — operators want automation (booking → access → lighting); aligns with TEKKA's IoT roadmap.
3. **Coach professionalization** — lessons/packages move online; no incumbent owns the coaching economy.
4. **Player-side digital habit** — Playtomic's 1.5M MAU proved players will book, match, and pay through an app. TEKKA does not need to win those players away: by running the club's operations — and, where partnerships make it worthwhile, optionally integrating with the player networks and match-logging apps (Playtomic, Racketo) people already use — it becomes the default club-management layer beneath that habit. (Such integrations are a potential, not a current plan.)
5. **Consolidation window** — MATCHi acquiring Padelboard/Padelgo and Playtomic's US push show the endgame is platform networks; regional density built now becomes acquisition-target or network-winner value later.

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5. Regional entry logic (why Southern Europe + SEA + CEE)

- **Southern Europe:** highest padel density on earth; but Spain is Playtomic's fortress → enter via Italy/adjacent markets where density is rising and incumbency weaker (Italian locale shipped).
- **CEE/Hungary home market:** near-zero platform penetration, founder network, EU funding eligibility (see FUNDRAISING_PLAN.md Option B), low-cost pilot ground.
- **Southeast Asia:** fast-growing padel/pickleball scene, fragmented payments (solved via Xendit + VietQR), no dominant incumbent.
- **Caucasus (Georgia):** TBC payment rails already integrated; small but uncontested.

6. Risks to the market thesis

- Report-level market sizes for "padel market" vary by an order of magnitude depending on scope ($0.27B–$2.8B for 2026) — bottom-up club math above is the defensible basis, not analyst TAMs.
- Pickleball growth is US-centric; TEKKA's near-term geographies are padel/tennis-first.
- A demand plateau in padel (post-boom normalization) would slow new-club formation, shifting the game to displacement sales with longer cycles.

Sources

- Padel courts/clubs/players & 2028 projection: Playtomic Global Padel Report 2026 · Padel industry statistics (WifiTalents) · NX Padel growth stats
- Padel market sizing (range): Business Research Insights · EconMarketResearch · Global Growth Insights
- Facility-software market: Data Insights Market — sports facility scheduling software · Verified Market Reports · OpenPR — online sports facility software · Mordor Intelligence
- Pickleball: The Dink — 24.3M participants · Pickleheads statistics · SFIA participation report · Market.us pickleball market
- Tennis: Tennis.com — US participation >25M
- Playtomic scale: Playtomic $70M raise (Prowly)