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OVER ONE MILLION NEW TENNIS PLAYERS HIT THE COURTS IN 2025 MARKING SIGNIFICANT GROWTH, TENNIS CANADA CONFIRMS

Participation among Canadians aged 12–17 up 14% compared to 2023

[MONTRÉAL, QC] May 13, 2026 — As the outdoor tennis season gets underway, Tennis Canada has released the results of a new participation study which shows the sport has experienced significant growth across the country in recent years. In 2025, more than six million Canadians stepped onto the courts: an increase of over one million players since the previous study was conducted in 2023.

Based on a survey conducted by YouGov Canada, the findings show that the growth observed in 2023 has gone to another level in the past year.

While participation is increasing across all segments of the population, young people are driving the surge. In 2025, nearly 37% of Canadians aged 12 to 17 (+14% vs 2023) and 29% of children under 12 (+4%) picked up a racquet. The rise has lifted tennis up from fifth place just two years ago to third among the most popular sports in Canada by participation, tied with golf.

Interest also remains strong. Tennis ranks third among Canada’s most popular sports by overall interest, with 35% of Canadians saying they are likely or very likely to play in the coming year (up 4% since 2023). That figure is even higher among current players (92%) and among parents with children under 18 (46%, up 16%).

[Click here](#) to read the study highlights.

“What stands out most in these results is that tennis is not only a sport for everyone but a sport for life,” said Gavin Ziv, Chief Executive Officer of Tennis Canada. “The growth we’re seeing, combined with the fact that more than half of those who have played (57%) picked up the sport over a decade ago, speaks to tennis’ accessibility and its ability to remain part of people’s lives.

“With tennis recognized as one of the most beneficial sports for health, particularly for its positive impact on life expectancy, it is very encouraging to see more Canadians taking it up. The benefits of this growth for the health and well-being of communities are significant.”

A strong system behind the growth

The rise in participation tracks with the success of Canadian players on the international stage, highlighting the clear link between performance and public engagement.

Recent achievements like Victoria Mboko’s historic win at the National Bank Open presented by Rogers in Montreal last summer and Félix Auger-Aliassime’s climb to World No. 5 have undoubtedly inspired many Canadians to discover the sport. The rise in popularity of the National Bank Open, which is the fuel of tennis in Canada with its net proceeds invested by Tennis Canada in creating more opportunities for



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Canadians to play, also brought the visibility of the sport in Canada to new heights. However, as Tennis Canada's CEO points out, inspiration alone does not fully explain the growth.

"In 2007, when we inaugurated the National Tennis Centre presented by Rogers, we had a defined objective: to develop athletes who could not only reach the highest levels but also inspire the next generation," added Ziv. "With two world titles in recent years and Canada ranking third in the world in ATP and WTA titles in 2025, we can safely say we've achieved our goal.

"That said, turning this momentum into sustained participation remains core to our mission. From the national federation to provincial and territorial associations, clubs and municipalities, the entire ecosystem has invested time and effort over the past decades to create more opportunities to play. There is still work to be done, but the progress is undeniable."

Concrete initiatives to support growth

Since the COVID-19 pandemic, Tennis Canada has introduced a range of initiatives to improve access to the sport and strengthen participation nationwide, including:

- The 2024 launch of a first national growth and development strategy in partnership with provincial and territorial tennis associations to align priorities and support tennis' growth over the next five years.
- The creation of Tennis Month in Canada in 2024, which introduced more than **2,000 children to the sport** through 108 activities as part of the national Rogers First Set program during its 2025 edition.
- In 2025, in partnership with National Bank, the Game. Set. Equity. community grants supported **28 organizations across ten provinces and two territories** in delivering inclusive community programs. Over the past two years, nearly **\$300,000** has been invested to strengthen the participation, retention and advancement of women and girls in tennis.
- The continued rollout of two major infrastructure programs that are transforming community tennis in outdoor and indoor facilities:
 - o Initiated in 2022, National Bank Play Your Courts investing \$3 million to revitalize 100 outdoor courts across the country by 2030. The year 2025 marked strong progress, with four projects completed in Sherbrooke and Drummondville (Québec), Mississauga (Ontario) and Winnipeg (Manitoba). Since the program's launch, seven projects in British Columbia, Manitoba, Ontario and Québec have led to the **addition or revitalization of 34 courts**.
 - o At the same time, the Year-Round Community Tennis Courts Program presented, which was also introduced in 2022, aims to build 160 covered courts across 30 facilities by 2029, providing Canadians with year-round access. Facilities have already opened in Mississauga, Niagara Falls and Markham (Ontario), Calgary and Edmonton (Alberta), Waterloo (Québec) and St. John's (Newfoundland and Labrador). **In total, 15 projects (completed or underway) have resulted in the construction of 77 courts.**



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Building on this momentum, Tennis Canada will soon begin a new strategic planning exercise to shape its next long-term development plan. Maintaining and growing participation will be a clear priority.

Additional information

- To learn more about the health benefits of tennis, go to <https://www.tenniscanada.com/play/tennis-101/tennis-health>.
- To read Tennis Canada's complete 2025 annual report, [click here](#).

About Tennis Canada

Founded in 1890, Tennis Canada is a non-profit, national sport association with a mission to lead the growth, development and promotion of tennis in Canada and a vision to be a world-leading tennis nation. We value teamwork, passion, integrity, innovation and excellence. Tennis Canada owns and operates the premier National Bank Open presented by Rogers WTA and ATP Tour events, it financially supports 15 other professional tournaments in Canada, as well as operating more than 60 events nationally across junior, wheelchair, university and Masters tennis categories. Tennis Canada is a proud member of the International Tennis Federation, the Canadian Olympic Committee and the Canadian Paralympic Committee, and serves to administer, sponsor and select the teams for Davis Cup, Billie Jean King Cup, the Olympic and Paralympic Games and all wheelchair, junior and masters tennis national teams. Tennis Canada invests its surplus into tennis development. For more information on Tennis Canada please visit our website at: www.tenniscanada.com and follow us on LinkedIn, X, Facebook and Instagram.

-30-

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