



# **Final Report**

## **A Review of Cricket Gear Manufacturers & Suppliers**

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## 1. Introduction

The aim of the report was to identify e-commerce platforms, suppliers and distributors of cricket gear and identify which of the following products were made available on the UK market: cricket bats, cricket balls, batting gloves, wicket keeping gloves, batting pads, wicket keeping pads, abdominal protection (boxes), helmets, and apparel (i.e., shirts, trousers, jumpers, and socks).

The list of e-commerce platforms, suppliers and distributors was collated using a Google search using the following key words: cricket gear suppliers, cricket gear manufacturers, cricket bats, cricket gloves, cricket clothing. The research was conducted between August 2022 and March 2023 (see Annex I).

## 2. Background

There appears to have been no specific desk research completed into the number of global and/or UK based e-commerce platforms, suppliers and distributors of cricket gear. Previous research for 'Sustainability, Cricket Gear, Clothing and Apparel: Report on Cricket Gear'<sup>1</sup> indicated that there were approximately 200 cricket gear suppliers in the UK with this figure reinforced by industry expert. Therefore, identifying the structure and breakdown of the sector in the UK has been difficult. This is exacerbated by there being no specific industry association covering suppliers of cricket gear in the UK that has an interest in compiling market data and representing the industry. In addition, the above report highlighted that there is a potential lack of perceived common interest between small specialist suppliers and large global cricket gear brands. A significant proportion of cricket bats, cricket balls, batting gloves, wicket keeping gloves, batting pads, wicket keeping pads, abdominal protection (boxes), helmets, and apparel (i.e., shirts, trousers, jumpers, and socks) placed on the UK market are produced through outsource production in India and other parts of Asia and then imported into the UK.

The Heritage Crafts report (2017)<sup>2</sup> identified 18 manufacturers of cricket bats in UK and declared the making of hand-stitched cricket balls (with a cork core and leather covering) as an extinct craft as of 2017. Issues affecting the viability of production of cricket bats and balls in the UK include a shortage of skilled workers and cost of producing in the UK that has led to outsourcing production to India and other parts of Asia.

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<sup>1</sup> [https://cfsd.org.uk/wp-content/uploads/2023/06/Sustainability\\_Cricket-Gear-Final-July-2022-Updated-June-2023-1.pdf](https://cfsd.org.uk/wp-content/uploads/2023/06/Sustainability_Cricket-Gear-Final-July-2022-Updated-June-2023-1.pdf)

<sup>2</sup> <https://heritagecrafts.org.uk/wp-content/uploads/2021/05/HCA-Red-List-2021-leaflet-optimised.pdf>

## 3. Findings

### 3.1 Background

- The Google research between August 2022 and March 2023 identified 83<sup>3</sup> suppliers of cricket gear as operating, with 70% having a physical address, while the remaining 30% appeared to only have an online presence. This could suggest that these companies operate at a very small scale with for local distribution and/or are operating as ‘bedroom brands’<sup>4</sup> supplying ‘white labelled’ brands where suppliers add their logo on ‘blank’ imported products.
- Regarding geographical location, 90% appear to be based in the UK and 10% abroad (India, Pakistan, Australia, etc).

### 3.2 Specifics

- From the 83 companies identified, 67 were classified as e-commerce platforms, suppliers or distributors and 16 were manufacturers who also distributed cricket gear. This was determined by reviewing each companies’ website description.
- From the 83 companies, 15 were identified as UK based bat manufacturers, 67 as bat suppliers and 1 as a ball manufacturer. 80 companies supplied batting gloves, 61 supplied wicket keeping gloves; and 61 companies supplied batting pads, and 79 supplied wicket keeping pads. Additionally, 67 companies were identified as suppliers of abdominal protection (boxes) and 58 as suppliers of helmets. A smaller number of suppliers were identified as supplying clothing: 49 companies supplied shirts, 46 trousers, 34 jumpers and 29 socks.

### 3.3 Sustainability

- Sustainability issues or achievements were not clearly highlighted on cricket suppliers’ websites. This suggests consumer facing sustainability considerations are not perceived as a priority by those that place cricket gear on the market. However, a few examples were identified. Bradbury Cricket, for example, have a section on their website that covers sustainability and circular economy principles, indicating that “Off-cuts that can be considered a waste material from cutting the raw clefts to regulation width, are used to construct bird houses and shelters for native bees.”<sup>5</sup> In addition, Millichamp and

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<sup>3</sup> The authors recognise that the list of 83 suppliers is a non-exhaustive list and not representative of all suppliers. The research was constrained by lack of budget and time, and that not all suppliers had websites with some using Facebook and Instagram only.

<sup>4</sup> ‘Bedroom brands’ can be defined as ‘white labellers’ badging imported bats and other gear e.g., Retailers’ own brands. Source: [https://cfsd.org.uk/wp-content/uploads/2022/07/Sustainability\\_Cricket-Gear-Final-28-7-22.pdf](https://cfsd.org.uk/wp-content/uploads/2022/07/Sustainability_Cricket-Gear-Final-28-7-22.pdf)

<sup>5</sup> <https://bradburycricket.com/sustainability/>

Hall has a 'green policy'<sup>6</sup> and Gray Nichols recently launched its 'Envyro' sustainability programme that will focus on sustainable production and packaging.<sup>7</sup>

## 4. Conclusions

Based on the findings presented in this report, the following conclusions were made:

- Most of the cricket gear used in the UK is produced overseas, e.g., in India and Pakistan. This means that cricket gear used in the UK has a significant embedded carbon footprint.
- Moreover, due to production being predominantly outsourced, it appears that the skills required to produce for example, cricket balls, has been lost locally. Therefore, if an alternative material to replace the use of bovine leather was considered for use in batting gloves, production would need to continue to be outsourced – unless UK skills were identified - and thus remain with a significant embedded carbon footprint despite material innovation.
- The supplier research also shows that there appears to be an emerging market of 'bedroom brands' which import gear to then label in the UK.
- Lastly, sustainability considerations appear to be a low priority for the cricket gear industry. For example, the acceptance of the use of alternative materials to replace the use of bovine leather could potentially represent a challenge for the cricket gear industry. Therefore, further work needs to be undertaken to increase the cricket sector's sustainability understanding and awareness.

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<sup>6</sup> <https://millichampandhall.co.uk/pages/our-green-policy>

<sup>7</sup> <https://www.gray-nicolls.com.au/blogs/news/envyro-a-sustainability-initiative>

## Annex I: List of e-commerce platforms, suppliers, or distributors of cricket gear

### Cricket Gear & Clothing Suppliers

Organisation	Web address	Country
Whack Sports	<a href="https://whacksports.com.au/">https://whacksports.com.au/</a>	Australia
BDM	<a href="https://www.bdmcricket.net/">https://www.bdmcricket.net/</a>	India
FC Sondhi	<a href="https://www.fcssport.com/">https://www.fcssport.com/</a>	India
Sareen Sports	<a href="https://www.sstoncricket.com/">https://www.sstoncricket.com/</a>	India
Vikas Industries	<a href="https://www.exportersindia.com/vikas-industries-company6620526/">https://www.exportersindia.com/vikas-industries-company6620526/</a>	India
CA Pakistan	<a href="https://www.ca-sports.com.pk/">https://www.ca-sports.com.pk/</a>	Pakistan
SS Cricket	<a href="https://www.sstoncricket.com/">https://www.sstoncricket.com/</a>	Pakistan
The Cricket Shop (TCS)	<a href="https://cricketshop.co.za/">https://cricketshop.co.za/</a>	South Africa
EZZA Cricket	<a href="https://ezzacricket.com/">https://ezzacricket.com/</a>	United Kingdom
3D Sports Online Cricket Shop	<a href="https://www.3dsports.co.uk/">https://www.3dsports.co.uk/</a>	United Kingdom
AJ Sports	<a href="https://ajsports.co.uk/">https://ajsports.co.uk/</a>	United Kingdom

Aldred Cricket Bats	<a href="https://www.aldredcricketbats.com/">https://www.aldredcricketbats.com/</a>	United Kingdom
All Rounder Cricket	<a href="https://www.allroundercricket.com/">https://www.allroundercricket.com/</a>	United Kingdom
B3 Cricket	<a href="https://b3cricket.com/">https://b3cricket.com/</a>	United Kingdom
Bat and Ball Sports	<a href="https://www.batandballsports.co.uk/">https://www.batandballsports.co.uk/</a>	United Kingdom
Beckenham Cricket Specialists - Online Only	<a href="http://www.beckenhamcricketsspec.com/">http://www.beckenhamcricketsspec.com/</a>	United Kingdom
Berkeley Sports	<a href="https://www.ebay.co.uk/str/berkeleyssports">https://www.ebay.co.uk/str/berkeleyssports</a>	United Kingdom
Bradbury Cricket	<a href="https://bradburycricket.com/about/">https://bradburycricket.com/about/</a>	United Kingdom
Buffalo Cricket	<a href="https://www.buffalocricket.com/">https://www.buffalocricket.com/</a>	United Kingdom
CA Sports	<a href="https://ca-sports.co.uk/">https://ca-sports.co.uk/</a>	United Kingdom
Charlie French Cricket	<a href="https://charlifrenchcricket.co.uk/">https://charlifrenchcricket.co.uk/</a>	United Kingdom
Chase Cricket Ltd.	<a href="https://www.chasecricket.co.uk/">https://www.chasecricket.co.uk/</a>	United Kingdom
Chiltern Sports	<a href="https://www.chilternsports.co.uk/">https://www.chilternsports.co.uk/</a>	United Kingdom
Cobra Cricket	<a href="https://www.cobracricket.co.uk/">https://www.cobracricket.co.uk/</a>	United Kingdom

Cricket First Choice	<a href="http://www.cricketfirstchoice.co.uk/">http://www.cricketfirstchoice.co.uk/</a>	United Kingdom
CricketDirect	<a href="https://cricketdirect.co.uk/">https://cricketdirect.co.uk/</a>	United Kingdom
Cricket-Hockey.com	<a href="https://www.cricket-hockey.com/en/">https://www.cricket-hockey.com/en/</a>	United Kingdom
D&P Cricket UK	<a href="https://dpcricket.co.uk/">https://dpcricket.co.uk/</a>	United Kingdom
Doug Hillard Sports	<a href="https://www.doughillardsports.co.uk/">https://www.doughillardsports.co.uk/</a>	United Kingdom
DPK Cricket	<a href="https://dkpcricketonline.com/">https://dkpcricketonline.com/</a>	United Kingdom
Duncan Fearnley	<a href="https://www.fearnleycricket.co.uk/">https://www.fearnleycricket.co.uk/</a>	United Kingdom
Garrard & Flack	<a href="https://garrardcricket.com/">https://garrardcricket.com/</a>	United Kingdom
Gray Nicholls	<a href="https://www.gray-nicolls.co.uk/">https://www.gray-nicolls.co.uk/</a>	United Kingdom
Gun & Moore	<a href="https://www.playwiththebest.com/cricket.html">https://www.playwiththebest.com/cricket.html</a>	United Kingdom
Hawk Cricket	<a href="https://www.hawkricket.com/">https://www.hawkricket.com/</a>	United Kingdom
Hawkinsport	<a href="https://www.hawkinsport.co.uk/">https://www.hawkinsport.co.uk/</a>	United Kingdom
Hell4Leather Cricket	<a href="https://www.h4l.co.uk/">https://www.h4l.co.uk/</a>	United Kingdom

Hunts County Bats	<a href="https://www.huntscountybats.co.uk/">https://www.huntscountybats.co.uk/</a>	United Kingdom
JEDii Cricket	<a href="https://www.jedisports.co.uk/">https://www.jedisports.co.uk/</a>	United Kingdom
Keeley Cricket	<a href="https://keeleycricket.com/index.shtml">https://keeleycricket.com/index.shtml</a>	United Kingdom
Kent Cricket Direct	<a href="https://www.kentcricketdirect.co.uk/">https://www.kentcricketdirect.co.uk/</a>	United Kingdom
Kippax Willow Ltd.	<a href="https://kippaxcricket.co.uk/">https://kippaxcricket.co.uk/</a>	United Kingdom
Kookaburra	<a href="https://www.kookaburrasport.co.uk/cricket/">https://www.kookaburrasport.co.uk/cricket/</a>	United Kingdom
Lionheart Cricket	<a href="http://www.lionheartcricket.co.uk/">http://www.lionheartcricket.co.uk/</a>	United Kingdom
Mars Cricket	<a href="https://www.marscricket.co.uk/">https://www.marscricket.co.uk/</a>	United Kingdom
Millichamp & Hall	<a href="https://millichampandhall.co.uk/">https://millichampandhall.co.uk/</a>	United Kingdom
Morrant Sports	<a href="https://www.morrant.com/">https://www.morrant.com/</a>	United Kingdom
MP Sports	<a href="https://www.mpsports.co.uk">https://www.mpsports.co.uk</a>	United Kingdom
Mr Cricket Hockey	<a href="https://www.mrcrickethockey.com">https://www.mrcrickethockey.com</a>	United Kingdom
Neon cricket	<a href="https://www.neoncricket.co.uk/">https://www.neoncricket.co.uk/</a>	United Kingdom



New Balance	<a href="https://www.newbalance.co.uk/sports/cricket/">https://www.newbalance.co.uk/sports/cricket/</a>	United Kingdom
Newbery Cricket	<a href="https://newbery.co.uk/">https://newbery.co.uk/</a>	United Kingdom
owzat cricket	<a href="https://www.owzat-cricket.co.uk/">https://www.owzat-cricket.co.uk/</a>	United Kingdom
Prodirect Sport	<a href="https://www.prodirectsport.com/">https://www.prodirectsport.com/</a>	United Kingdom
Ram Cricket	<a href="https://www.ramcricket.co.uk/">https://www.ramcricket.co.uk/</a>	United Kingdom
Red Ink Cricket	<a href="https://www.redinkcricket.co.uk/">https://www.redinkcricket.co.uk/</a>	United Kingdom
Robert Pack Cricket	<a href="https://www.robertpackcricket.co.uk/">https://www.robertpackcricket.co.uk/</a>	United Kingdom
Romida	<a href="https://www.romida.co.uk/">https://www.romida.co.uk/</a>	United Kingdom
Salix Cricket Bat Co Ltd	<a href="https://www.salixcricketbats.com/">https://www.salixcricketbats.com/</a>	United Kingdom
Select Cricket	<a href="https://selectcricket.com/">https://selectcricket.com/</a>	United Kingdom
Serious Cricket	<a href="https://seriouscricket.co.uk/">https://seriouscricket.co.uk/</a>	United Kingdom
Shrey Sports	<a href="https://shreysports.co.uk/">https://shreysports.co.uk/</a>	United Kingdom
Six Sixes Cricket Ltd	<a href="https://www.sixsixescricket.co.uk/">https://www.sixsixescricket.co.uk/</a>	United Kingdom

Sports Direct	<a href="https://www.sportsdirect.com/cricket/all-cricket">https://www.sportsdirect.com/cricket/all-cricket</a>	United Kingdom
Talent Cricket	<a href="https://www.talentcricket.co.uk/">https://www.talentcricket.co.uk/</a>	United Kingdom
Teddington Sports Ltd	<a href="https://www.teddingtonsports.co.uk/">https://www.teddingtonsports.co.uk/</a>	United Kingdom
Total Cricket	<a href="https://www.totalcricketcentre.co.uk/">https://www.totalcricketcentre.co.uk/</a>	United Kingdom
Trysports	<a href="https://www.trysportsonline.co.uk/index.php">https://www.trysportsonline.co.uk/index.php</a>	United Kingdom
V Sports	<a href="https://www.vsports.co.uk/">https://www.vsports.co.uk/</a>	United Kingdom
Village Cricket	<a href="https://villagecricket.co/">https://villagecricket.co/</a>	United Kingdom
VKS	<a href="https://vks.com/">https://vks.com/</a>	United Kingdom
Weybridge Sports	<a href="https://weybridgesports.co.uk/">https://weybridgesports.co.uk/</a>	United Kingdom
Wild Wickets	<a href="https://wildwickets.co.uk/">https://wildwickets.co.uk/</a>	United Kingdom
Wombat Cricket	<a href="https://www.wombatcricket.co.uk/">https://www.wombatcricket.co.uk/</a>	United Kingdom
Woodstock Cricket (Warsop)	<a href="https://www.woodstockcricket.co.uk/">https://www.woodstockcricket.co.uk/</a>	United Kingdom
World Class Willow	<a href="https://worldclasswillow.com/">https://worldclasswillow.com/</a>	United Kingdom

Wyvern Cricket Supplies	<a href="https://www.wyverncricket.co.uk/">https://www.wyverncricket.co.uk/</a>	United Kingdom
XX Cricket (Norfolk Cricket Bat Company Ltd.)	<a href="https://www.xxcricket.com/">https://www.xxcricket.com/</a>	United Kingdom
Best Cricket Store	<a href="https://bestcricketstore.com">https://bestcricketstore.com</a>	United States
Cricket Best Buy	<a href="https://www.cricketbestbuy.com/">https://www.cricketbestbuy.com/</a>	United States
Sanspareils Greenlands	<a href="https://www.cricketbestbuy.com/collections/sanspareils-greenlands">https://www.cricketbestbuy.com/collections/sanspareils-greenlands</a>	United States