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w WORLD PICKLEBALL MAGAZINE

THE GAME YOU DON'T SEE

WHY PICKLEBALL MATCHES ARE DECIDED BEFORE THE SHOT

INSIDE THE ENGLISH OPEN

HOW A WORLD-CLASS EVENT IS ACTUALLY BUILT

THE GLOBAL GAME IS SPLITTING

STRUCTURE. PRESSURE. SEPARATION.

BAZ
OF THE
SEXES
SWING ON THE REGION



BRAZIL: AN ECOSYSTEM TAKING SHAPE

BY MARCELO ABELHEIRA

Pickleball in Brazil does not announce itself loudly.

It appears gradually. A new court here. A tournament there. A group of players that starts small and then grows. There is no single moment where the sport arrives fully formed. Instead, it builds—piece by piece—until something larger begins to take shape.

Across different cities, courts are appearing, events are forming, and a network is beginning to connect players, organisers, and brands into something more coherent. There is no single moment you can point to and say the sport has arrived. Instead, there is a steady accumulation of pieces, each one strengthening the next.

That sense of construction is what defines Brazil's position in the global game. It is not about sudden explosion. It is about alignment.

THE BUILDERS BEHIND THE MOVEMENT

At the centre of this development sits the PicklePlay Alliance, a circuit created with a clear purpose: to organise competition, raise standards, and create opportunities for players across the country. The project is led by a group that reflects different parts of the sport's development. Francisco "Chico" Silva brings experience as a coach, athlete, and educator. Caio Silva and Luiza Arouca, founders of Hyperlight Pickleball, represent the equipment and commercial side. Eduardo Correia, known as "Du," adds the perspective of a younger generation, combining competitive ambition with a focus on innovation and expansion.

Together, their aim is not simply to run tournaments. It is to build a structure that allows the sport to grow with direction. That intent shows in how the circuit operates. Rather than separating amateur and professional play, the model brings them closer together. Players at different levels share the same environment, creating a pathway that feels connected rather than fragmented. The result is a system where development is visible. New players see what is possible. Experienced players help raise the standard. The gap between entry and high performance begins to narrow.



BUILDING A COMPETITIVE STRUCTURE

The PicklePlay Alliance has also placed a clear emphasis on professionalism. Events are designed to move beyond informal competition. Prize money has increased. Organisation has improved. Coverage has expanded, with professional broadcasts, on-court reporting, and consistent social media presence bringing the experience to a wider audience. These details matter. In emerging sports, structure is often the difference between short-term enthusiasm and long-term growth. By investing in how events are presented and experienced, the circuit is helping to establish expectations around quality. That approach is reinforced by a growing network of partners. Facilities such as Arena Dink Ribeirão Preto provide venues capable of hosting larger events. Brands including Hyperlight, JOOLA, and others contribute to the development of equipment and competitive infrastructure. There is also institutional alignment. The partnership with the Brazilian Pickleball Confederation strengthens the link between grassroots activity and formal governance, helping ensure that expansion remains organised rather than chaotic. It is a different kind of growth to what is seen elsewhere. Less chaotic than some emerging markets, less constrained than others, but still firmly in progress.

MORE THAN JUST COMPETITION

While tournaments sit at the centre of the circuit, their impact extends further. Each event acts as a gathering point for the local community. Players, coaches, sponsors, and supporters come together in a setting that blends competition with connection. That balance has always been part of pickleball's appeal, and in Brazil it remains a defining feature. The circuit's influence can also be seen in the broader development of the sport. Training initiatives, referee certification programmes, and partnerships with established sports brands are beginning to create a deeper foundation. These are not headline moments. They are quieter steps, but they matter. They build credibility. They create consistency. They allow the sport to expand without losing coherence.

EARLY STAGE, CLEAR DIRECTION

Despite this progress, it is important to be clear about where Brazil stands. Pickleball is still in its early stages in the country. The number of courts continues to grow, and new players are discovering the sport, but the overall system is still developing. What stands out is not completeness, but direction. There is a shared understanding among organisers, players, and partners about what needs to happen next. The focus is on expanding competitions, improving standards, and extending the reach of the sport across a country with vast geographic scale. That clarity is valuable. It allows growth to happen with purpose rather than drift.

A SYSTEM IN MOTION

Brazil's pickleball story is not yet defined by scale or global success. It is defined by momentum. The pieces are there: organisers with vision, players with ambition, partners willing to invest, and a community beginning to take shape. What is emerging is not just activity, but structure. And that matters. Because in Brazil, the question is no longer whether pickleball can grow. It is how far this system can take it.