

CanProShop Expands Its Footprint Among Sporting Goods Stores in Canada

Authorized Yonex, Victor, Kumpoo, and Li-Ning Basketball retailer serves Markham and Etobicoke shoppers with round-the-clock access

Markham, Ontario Sep 8, 2026 ([Issuewire.com](https://www.issuewire.com)) - [CanProShop](#) has grown into one of the sporting goods stores in Canada that badminton and basketball players turn to for premium equipment, operating as an authorized retailer for Yonex, Victor, Kumpoo, and Li-Ning Basketball. The company serves shoppers in Markham and Etobicoke, Toronto, operating a store that stays open 24 hours a day. Its catalog spans badminton player accessories, sports shoes for men, apparel, bags, and beginner rackets.

Store details at a glance:

- Authorized retailer status for four major brands: Yonex, Victor, Kumpoo, and Li-Ning Basketball.
- Physical presence in Markham and Etobicoke, Toronto.
- 24/7 operating hours for both badminton and basketball shoppers.
- Product range built for gifting, including bags, apparel, accessories, shuttlecocks and beginner rackets.

The company's badminton store in Markham anchors its retail operations, giving local players a place to test grip sizes and compare shoe fit in person before buying. That location, paired with the Etobicoke storefront, puts CanProShop within reach of two of the Greater Toronto Area's busiest badminton communities. Both locations carry sports shoes for men and women across the [Yonex](#), [Victor](#), and [Li-Ning](#) lines, along with apparel and accessories for players who want gear ready to use the same day.

Being an authorized dealer matters to shoppers who have encountered counterfeit rackets or grey-market shoes sold through third-party marketplaces. CanProShop's status with Yonex, Victor, [Kumpoo](#), and Li-Ning Basketball means that every racket, shoe, and shuttlecock sold through the company carries the manufacturer's backing.

"Players come in, and they've usually already been burned once by a racket that wasn't what the listing promised," said Alex Tran, purchasing lead at CanProShop. "Being able to hand someone a genuine Victor or Yonex product, with the box sealed the way it left the factory, changes the conversation completely."

The gift-ready range has become an increasingly important part of the business heading into the fall shopping season. Bags, apparel, accessories, shuttlecocks, and beginner rackets are stocked with newer players and casual gift buyers in mind, giving customers options below the price point of a full performance racket setup. Staff says parents shopping for junior players and coworkers picking up office gift exchanges make up a steady share of foot traffic at both locations.

CanProShop's badminton player accessories lineup includes shuttlecocks, grips, strings, and bags meant to round out a starter kit without requiring a separate trip to a specialty supplier. That breadth, combined with 24-hour access, sets the company apart from smaller shops that keep traditional retail hours.

Looking ahead, CanProShop plans to continue building out its footwear and accessory assortment at

both the Markham and Etobicoke locations, in response to requests from league players and recreational shoppers alike. The company has signaled continued investment in stocking sports shoes for men and women across all four of its authorized brands as demand from Toronto-area badminton and basketball communities continues to grow.

About CanProShop

CanProShop is Canada's trusted destination for premium badminton, basketball, pickleball, tennis and golf gear. The company is an authorized retailer for Yonex, Victor, Kumpoo, and Li-Ning Basketball, serving customers in Markham, Etobicoke, and Toronto through a 24/7 badminton and basketball store model.

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