

Performance Grip Socks Market By Length (Knee Length, Crew Length, Ankle Length), By Grip (Silicone Grip, Rubberized Grip, Textured Fabric), By Price Range (Premium, Mid-Range, Economy), By Distribution Channel (Hypermarkets and Supermarkets, Specialty Stores, Online Retail, Others), By Sports Type (Football, Basketball, Tennis, Gym and Yoga, Volleyball, Golf, Track Events, Cricket, Others): Global Opportunity Analysis and Industry Forecast, 2024-2028

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Abstracts

The performance grip socks market was valued at \$1.3 billion in 2023 and is estimated to reach \$1.7 billion by 2028, exhibiting a CAGR of 6.2% from 2024 to 2028.

Performance grip socks are specialized athletic socks designed to enhance traction and stability during physical activities. It features non-slip pads made from materials such as rubber or silicone on the soles, which prevent slipping inside footwear and on smooth surfaces. These socks are commonly used by people playing football or doing yoga and Pilates, as well as in medical settings to reduce fall risks. These are made from breathable fabrics that ensure comfort and moisture management, contributing to improved connectiveness and overall performance for athletes and active individuals.

The growing sports and fitness culture significantly drives the performance grip socks market as more individuals prioritize physical well-being and engage in a variety of fitness activities. As people become more health-conscious, participation in sports, gym workouts, yoga, and running has increased, creating a demand for products that

support performance and safety. For instance, along with the rapid growth of soccer in the U.S., which gained significant traction, especially among younger Americans, there is an increased need for specialized sports gear that enhances stability and comfort. As soccer becomes one of the most followed sports in the U.S., athletes, both professional and amateur, are turning to performance grip socks for their non-slip features, moisture-wicking capabilities, and injury prevention benefits. The growing fitness culture, coupled with the popularity of soccer, encourages consumers to invest in products designed for peak performance, positioning the performance grip socks market for substantial growth.

However, the high cost of performance grip socks is a restraint for market expansion, as it limits accessibility for price-sensitive consumers. While these socks offer specialized features such as enhanced grips, moisture-wicking properties, and injury prevention, the use of advanced materials and technologies often results in a premium price point. This limits casual athletes, recreational fitness enthusiasts, or individuals with limited budgets from purchasing these products, as they opt for more affordable alternatives that lack the same performance benefits. In addition, the perception of performance grip socks as a higher-end product leads some consumers to question whether the added cost is justified for their fitness needs. As a result, while premium performance socks attract a dedicated segment of serious athletes and fitness enthusiasts, the broad adoption of such products is slowed by their relatively high price, limiting the market potential and growth.

Furthermore, collaborations with sports teams and influencers present a significant opportunity for the performance grip socks market growth by enhancing brand visibility and credibility. Influencers, particularly those with strong followings in fitness and sports, effectively promote grip socks, driving consumer interest and expanding market reach. In addition, these collaborations lead to exclusive designs being tailored to specific teams or athletes, improving brand loyalty among fans and players. As performance grip socks gain traction through these strategic alliances, it captures a larger share of the athletic apparel market, appealing to both serious athletes and casual fitness enthusiasts seeking quality and functionality in their gear.

The performance grip socks market is segmented on the basis of length, grip, price range, distribution channel, sports type, and region. By length, the market is divided into knees, crew, and ankle. By grip, the market is fragmented into silicon grip, rubberized grip, and textured grip. By price range, the market is classified into premium, mid-range, and economy. By distribution channel, the market is categorized into hypermarkets/supermarkets, specialty stores, online retail, and others. By sport type,

the market is segregated into football, basketball, tennis, gym & yoga, volleyball, golf, track events, cricket, and others. Region-wise, the market is analyzed across North America (the U.S. and Rest of North America), Western Europe (France, Germany, Italy, Spain, UK, Netherland, Sweden, and rest of Western Europe), Eastern Europe (Poland, Romania, Hungary, Russia, Czech Republic, and rest of Eastern Europe). Asia-Pacific (China, Japan, India, Australia, South Korea, Thailand, Malaysia, Indonesia, and the rest of Asia-Pacific).

The major players operating in the market focus on key market strategies, such as mergers, product launches, acquisitions, collaborations, and partnerships. They have also been focusing on strengthening their market reach to maintain their reputation in the ever-competitive market. Some of the key players in the performance grips socks market include GT GRIP Socks, LUX, GRIP X Performance Socks, VYPR:5, AdvantEdge, TRU, Kingly Ltd, Paultex Hosiery Ltd, Bahlol International, and GEARXPro.

Key Benefits For Stakeholders

This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the performance grip socks market analysis from 2023 to 2028 to identify the prevailing performance grip socks market opportunities.

The market research is offered along with information related to key drivers, restraints, and opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the performance grip socks market segmentation assists to determine the prevailing market opportunities.

Major countries in each region are mapped according to their revenue contribution to the global market.

Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

The report includes the analysis of the regional as well as global performance grip socks market trends, key players, market segments, application areas, and market growth strategies.

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Consumer Buying Behavior Analysis

Product Benchmarking / Product specification and applications

Supply Chain Analysis & Vendor Margins

Technology Trend Analysis

Average Consumer Expenditure

Go To Market Strategy

Regulatory Guidelines

Strategic Recommendations

Additional company profiles with specific to client's interest

Additional country or region analysis- market size and forecast

Average Selling Price Analysis / Price Point Analysis

Brands Share Analysis

Historic market data

Market share analysis of players at global/region/country level

SWOT Analysis

Volume Market Size and Forecast

Key Market Segments

By Grip

Silicone Grip

Rubberized Grip

Textured Fabric

By Price Range

Premium

Mid-Range

Economy

By Length

Knee Length

Crew Length

Ankle Length

By Distribution Channel

Hypermarkets and Supermarkets

Specialty Stores

Online Retail

Others

By Sports Type

Football

Basketball

Tennis

Gym and Yoga

Volleyball

Golf

Track Events

Cricket

Others

By Region

North America

U.S.

Rest Of North America

Western Europe

France

Germany

Italy

Spain

UK

Netherlands

Sweden

Rest Of Western Europe

Eastern Europe

Poland

Romania

Hungary

Russia

Czech Republic

Rest of Eastern Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

Key Market Players

LUX

GRIP X PERFORMANCE SOCKS

TRU.

PAULTEX HOSIERY LTD

BAHLOL INTERNATIONAL

AdvantEdge

GT GRIP SOCKS

VYPR:5

KINGLY LTD

GEARXPRO

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FIGURE 61. TOP WINNING STRATEGIES, BY YEAR

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FIGURE 65. COMPETITIVE DASHBOARD

FIGURE 66. COMPETITIVE HEATMAP: PERFORMANCE GRIP SOCKS MARKET

FIGURE 67. TOP PLAYER POSITIONING, 2023

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