

# **Smart Shoes Market by Product Type (Smart Walking Shoes, Smart Running Shoes and Smart Sports Shoes), End User (Men and Women), and Distribution Channel (Supermarket/Hypermarket, Specialty Store and Online Store): Global Opportunity Analysis and Industry Forecast, 2019–2026**

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## **Abstracts**

The global Smart Shoes market was valued at \$115.3 million in 2018 and is projected to reach \$223.4 million by 2026, growing at a CAGR of 9.1% from 2019 to 2026. The rise in demand for various types of wearable devices has been driving the global smart shoes market.

The global Smart Shoes market is segmented based on product type, end use, distribution channel and regions. Based on product type, the global Smart Shoes market is further segmented into smart walking shoes, smart running shoes and smart sports shoes. Among these product types, smart running shoes segment accounts to higher value share owing to higher rate of demand incurring from various fitness enthusiast customers.

North America and Europe are known to be the dominant regions in the global Smart Shoes market. North America has witnessed higher rate of traction for different types of wearable devices since the product provide innovative feature that make their life easy in day-to-day busy life. Some of the key macroeconomic factors such as rise in internet penetration rate, surge in per-capita income also play an important role in contributing to the overall growth of the global smart shoes market.

Though North America and Europe accounts to higher value share in the global Smart

Shoes market, Asia-Pacific is expected to exhibit faster growth in the future. Asia-Pacific has witnessed rise in demand for different types of wearable products such as smartphones, smart watches, and smart accessories. Smart shoes are newly launched products in the region. In 2018, the wearable products segment accounted to US\$7.3 billion. The Asia-Pacific regions have witnessed surge in number of millennials and the millennials are the forefront users of various types of wearable products. Therefore, rise in number millennial population makes way for lucrative growth opportunities in the market.

Smart shoes are expensive when compared with other regular shoes owing to the technology adopted during the production of the shoe. Further, the maintenance cost for the product is also high. This makes smart shoes to be counted in the premium product range. This leads to decrease in affordability for the product among the common end user, which in turn restricts the market growth.

Millennials, population aged between 20 and 35 years, are tech-savvy, active, and broad minded. They always tend to try products that are new in the market and determine whether the products cater to the requirements. Thus, they are also anticipated to exhibit interest in smart shoes that help them in their daily tasks. This factor is projected to fuel the growth of the market.

Some of the key companies profiled in the report include Adidas AG, Digitsole, Nike Inc., Puma SE, Salted Venture, TRAQshoe, Under Armour Inc., Vivobarefoot Limited, Xiaomi Corporation, Zhor-Tech.

## KEY BENEFITS FOR STAKEHOLDERS

The report provides an extensive analysis of the current and emerging market trends and opportunities in the global Smart Shoes market.

The report provides detailed qualitative and quantitative analysis of current trends and future estimations that help evaluate the prevailing market opportunities.

A comprehensive analysis of the factors that drive and restrict the growth of the market is provided.

An extensive analysis of the market is conducted by following key product positioning and monitoring the top competitors within the market framework.

The report provides extensive qualitative insights on the potential segments or regions exhibiting favorable growth.

## KEY MARKET SEGMENTS

### By Product Type

Smart Walking Shoes

Smart Running Shoes

Smart Sports Shoes

### By End Use

Men

Women

### By Distribution Channel

Supermarket/Hypermarket

Specialty Store

Online Store

### By Region

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Russia

Rest of Europe

Asia-Pacific

China

India

Japan

Australia and New Zealand

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

## Contents

### CHAPTER 1: INTRODUCTION

- 1.1. Report description
- 1.2. Key benefits for stakeholders
- 1.3. Key market segments
- 1.4. Research methodology
  - 1.4.1. Primary research
  - 1.4.2. Secondary research
  - 1.4.3. Analyst tools and models

### CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. Key findings
  - 2.1.1. Top impacting factors
  - 2.1.2. Top investment pockets
- 2.2. CXO perspective

### CHAPTER 3: MARKET OVERVIEW

- 3.1. Market definition and scope
- 3.2. Parent/Peer Market Overview
- 3.3. Key Forces Shaping Smart Shoe Market
  - 3.3.1. Low-to-high bargaining power of suppliers
  - 3.3.2. Moderate-to-high threat of new entrants
  - 3.3.3. Moderate threat of substitutes
  - 3.3.4. Moderate intensity of rivalry
  - 3.3.5. Low-to-moderate bargaining power of buyers
- 3.4. Pricing Analysis
  - 3.4.1. Pricing Analysis of Product A, By Region, 2018 & 2025
- 3.5. Market evolution/ Industry roadmap
- 3.6. Case Studies
  - 3.6.1. Case Study
- 3.7. Market dynamics
  - 3.7.1. Drivers
    - 3.7.1.1. Surge in demand for wearable products
    - 3.7.1.2. Emphasis on performance enhancement programs
    - 3.7.1.3. Smart shoes for elderly people

- 3.7.1.4. Rise in demand from the healthcare industry
- 3.7.2. Restraints
  - 3.7.2.1. High marginal price of the product
  - 3.7.2.2. Lower product penetration in untapped market
- 3.7.3. Opportunities
  - 3.7.3.1. Premiumization trend provide immense opportunity
  - 3.7.3.2. Rise in number of millennial populations
  - 3.7.3.3. Rise of social media marketing

## **CHAPTER 4: SMART SHOES MARKET, BY PRODUCT TYPE**

- 4.1. Overview
- 4.2. Smart Walking Shoes
  - 4.2.1. Key market trends, growth factors, and opportunities
  - 4.2.2. Market size and forecast, by region
  - 4.2.3. Market analysis by country
- 4.3. Smart Running Shoes
  - 4.3.1. Key market trends, growth factors, and opportunities
  - 4.3.2. Market size and forecast, by region
  - 4.3.3. Market analysis by country
- 4.4. Smart Sports Shoes
  - 4.4.1. Key market trends, growth factors, and opportunities
  - 4.4.2. Market size and forecast, by region
  - 4.4.3. Market analysis by country

## **CHAPTER 5: SMART SHOES MARKET, BY END USE**

- 5.1. Overview
- 5.2. Men
  - 5.2.1. Key market trends, growth factors, and opportunities
  - 5.2.2. Market size and forecast, by region
  - 5.2.3. Market analysis by country
- 5.3. Women
  - 5.3.1. Key market trends, growth factors, and opportunities
  - 5.3.2. Market size and forecast, by region
  - 5.3.3. Market analysis by country

## **CHAPTER 6: SMART SHOES MARKET, BY DISTRIBUTION CHANNEL**

## 6.1. Overview

## 6.2. Supermarket/Hypermarket

6.2.1. Key market trends, growth factors, and opportunities

6.2.2. Market size and forecast, by region

6.2.3. Market analysis by country

## 6.3. Specialty Store

6.3.1. Key market trends, growth factors, and opportunities

6.3.2. Market size and forecast, by region

6.3.3. Market analysis by country

## 6.4. Online Store

6.4.1. Key market trends, growth factors, and opportunities

6.4.2. Market size and forecast, by region

6.4.3. Market analysis by country

# CHAPTER 7: SMART SHOES MARKET, BY REGION

## 7.1. Overview

## 7.2. North America

7.2.1. Key market trends, growth factors, and opportunities

7.2.2. Market size and forecast, by Product Type

7.2.3. Market size and forecast, by End Use

7.2.4. Market size and forecast, by Distribution Channel

7.2.5. Market analysis by country

### 7.2.5.1. U.S.

7.2.5.1.1. Market size and forecast, by Product Type

7.2.5.1.2. Market size and forecast, by End Use

7.2.5.1.3. Market size and forecast, by Distribution Channel

7.2.5.1.4. Market size and forecast, by Product Type

7.2.5.1.5. Market size and forecast, by End Use

7.2.5.1.6. Market size and forecast, by Distribution Channel

### 7.2.5.2. Mexico

7.2.5.2.1. Market size and forecast, by Product Type

7.2.5.2.2. Market size and forecast, by End Use

7.2.5.2.3. Market size and forecast, by Distribution Channel

## 7.3. Europe

7.3.1. Key market trends, growth factors, and opportunities

7.3.2. Market size and forecast, by Product Type

7.3.3. Market size and forecast, by End Use

7.3.4. Market size and forecast, by Distribution Channel

### 7.3.5. Market analysis by country

#### 7.3.5.1. UK

7.3.5.1.1. Market size and forecast, by Product Type

7.3.5.1.2. Market size and forecast, by End Use

7.3.5.1.3. Market size and forecast, by Distribution Channel

#### 7.3.5.2. Germany

7.3.5.2.1. Market size and forecast, by Product Type

7.3.5.2.2. Market size and forecast, by End Use

7.3.5.2.3. Market size and forecast, by Distribution Channel

#### 7.3.5.3. France

7.3.5.3.1. Market size and forecast, by Product Type

7.3.5.3.2. Market size and forecast, by End Use

7.3.5.3.3. Market size and forecast, by Distribution Channel

#### 7.3.5.4. Russia

7.3.5.4.1. Market size and forecast, by Product Type

7.3.5.4.2. Market size and forecast, by End Use

7.3.5.4.3. Market size and forecast, by Distribution Channel

#### 7.3.5.5. Rest of Europe

7.3.5.5.1. Market size and forecast, by Product Type

7.3.5.5.2. Market size and forecast, by End Use

7.3.5.5.3. Market size and forecast, by Distribution Channel

### 7.4. Asia-Pacific

7.4.1. Key market trends, growth factors, and opportunities

7.4.2. Market size and forecast, by Product Type

7.4.3. Market size and forecast, by End Use

7.4.4. Market size and forecast, by Distribution Channel.

#### 7.4.4.1. China

7.4.4.1.1. Market size and forecast, by Product Type

7.4.4.1.2. Market size and forecast, by End Use

7.4.4.1.3. Market size and forecast, by Distribution Channel

#### 7.4.4.2. India

7.4.4.2.1. Market size and forecast, by Product Type

7.4.4.2.2. Market size and forecast, by End Use

7.4.4.2.3. Market size and forecast, by Distribution Channel

#### 7.4.4.3. Japan

7.4.4.3.1. Market size and forecast, by Product Type

7.4.4.3.2. Market size and forecast, by End Use

7.4.4.3.3. Market size and forecast, by Distribution Channel

#### 7.4.4.4. Australia

- 7.4.4.4.1. Market size and forecast, by Product Type
- 7.4.4.4.2. Market size and forecast, by End Use
- 7.4.4.4.3. Market size and forecast, by Distribution Channel

#### Rest of Asia-Pacific

- 7.4.4.4.4. Market size and forecast, by Product Type
- 7.4.4.4.5. Market size and forecast, by End Use
- 7.4.4.4.6. Market size and forecast, by Distribution Channel

#### 7.5. LAMEA

- 7.5.1. Key market trends, growth factors, and opportunities
- 7.5.2. Market size and forecast, by Product Type
- 7.5.3. Market size and forecast, by End Use
- 7.5.4. Market size and forecast, by Distribution Channel.

### **CHAPTER 8: COMPETITIVE LANDSCAPE**

#### 8.1. INTRODUCTION

- 8.1.1. MARKET PLAYER POSITIONING, 2017

#### 8.2. MARKET SHARE ANALYSIS OF TOP PLAYERS, 2018 (%)

- 8.2.1. Vendor share analysis, by geography

#### 8.3. TOP WINNING STRATEGIES

- 8.3.1. Top winning strategies, by year
- 8.3.2. Top winning strategies, by development
- 8.3.3. Top winning strategies, by company

#### 8.4. COMPETITIVE DASHBOARD

#### 8.5. COMPETITIVE HEATMAP

### **CHAPTER 9: COMPANY PROFILES: AUTO MAKERS**

#### 9.1. ADIDAS AG (ADIDAS)

- 9.1.1. Company overview
- 9.1.2. Company snapshot
- 9.1.3. Operating business segments
- 9.1.4. Product portfolio
- 9.1.5. Business performance

#### 9.2. Digitsole

- 9.2.1. Company overview
- 9.2.2. Company snapshot
- 9.2.3. Product portfolio
- 9.2.4. Key strategic moves and developments

### 9.3. Nike, Inc.

- 9.3.1. Company overview
- 9.3.2. Company snapshot
- 9.3.3. Operating business segments
- 9.3.4. Product portfolio
- 9.3.5. Business performance
- 9.3.6. Key strategic moves and developments

### 9.4. PUMA SE (KERING)

- 9.4.1. Company overview
- 9.4.2. Company snapshot
- 9.4.3. Operating business segments
- 9.4.4. Product portfolio
- 9.4.5. Business performance
- 9.4.6. Key strategic moves and developments

### 9.5. Salted Venture

- 9.5.1. Company overview
- 9.5.2. Company snapshot
- 9.5.3. Product portfolio
- 9.5.4. Key strategic moves and developments

### 9.6. TRAQshoes

- 9.6.1. Company overview
- 9.6.2. Company snapshot
- 9.6.3. Product portfolio

### 9.7. Under Armour, Inc.

- 9.7.1. Company overview
- 9.7.2. Company snapshot
- 9.7.3. Operating business segments
- 9.7.4. Product portfolio
- 9.7.5. Business performance
- 9.7.6. Key strategic moves and developments

### 9.8. Vivobarefoot Limited

- 9.8.1. Company overview
- 9.8.2. Company snapshot
- 9.8.3. Product portfolio
- 9.8.4. Key strategic moves and developments

### 9.9. Xiaomi Corporation

- 9.9.1. Company overview
- 9.9.2. Company snapshot
- 9.9.3. Operating business segments

9.9.4. Product portfolio

9.9.5. Business performance

9.9.6. Key strategic moves and developments

9.10. Zhor-Tech

9.10.1. Company overview

9.10.2. Company snapshot

9.10.3. Product portfolio

9.10.4. Key strategic moves and developments

## List Of Tables

### LIST OF TABLES

TABLE 01. GLOBAL SMART SHOES MARKET, BY PRODUCT TYPES, 2019-2026 (\$MILLION)

TABLE 02. SMART SHOES MARKET REVENUE FOR SMART WALKING SHOES, BY REGION 2019–2026 (\$MILLION)

TABLE 03. SMART SHOES MARKET REVENUE FOR SMART RUNNING SHOES, BY REGION 2019–2026(\$MILLION)

TABLE 04. SMART SHOES MARKET REVENUE FOR SMART SPORTS SHOES, BY REGION 2019–2026(\$MILLION)

TABLE 05. GLOBAL SMART SHOES MARKET REVENUE, BY END USE, 2019-2026 (\$MILLION)

TABLE 06. SMART SHOES MARKET REVENUE FOR MEN, BY REGION 2019–2026(\$MILLION)

TABLE 07. SMART SHOES MARKET REVENUE FOR WOMEN, BY REGION 2019–2026(\$MILLION)

TABLE 08. GLOBAL SMART SHOES MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019-2026 (\$MILLION)

TABLE 09. SMART SHOES MARKET REVENUE IN SUPERMARKET/HYPERMARKET, BY REGION 2019–2026(\$MILLION)

TABLE 10. SMART SHOES MARKET REVENUE IN SPECIALTY STORE, BY REGION 2019–2026(\$MILLION)

TABLE 11. SMART SHOES MARKET REVENUE IN ONLINE STORE, BY REGION 2019–2026(\$MILLION)

TABLE 12. NORTH AMERICA SMART SHOES MARKET REVENUE, BY PRODUCT TYPES 2019–2026(\$MILLION)

TABLE 13. NORTH AMERICA SMART SHOES MARKET REVENUE, BY END USE 2019–2026(\$MILLION)

TABLE 14. NORTH AMERICA SMART SHOES MARKET VALUE, BY DISTRIBUTION CHANNEL, 2019–2026(\$MILLION)

TABLE 15. U.S. SMART SHOES MARKET REVENUE, BY PRODUCT TYPES 2019–2026(\$MILLION)

TABLE 16. U.S. SMART SHOES MARKET REVENUE, BY END USE 2019–2026(\$MILLION)

TABLE 17. U.S. SMART SHOES MARKET REVENUE, BY DISTRIBUTION CHANNEL 2019–2026(\$MILLION)

TABLE 18. CANADA SMART SHOES MARKET REVENUE, BY PRODUCT TYPES

2019–2026(\$MILLION)

TABLE 19. CANADA SMART SHOES MARKET REVENUE, BY END USE

2019–2026(\$MILLION)

TABLE 20. CANADA SMART SHOES MARKET REVENUE, BY DISTRIBUTION

CHANNEL 2019–2026(\$MILLION)

TABLE 21. MEXICO SMART SHOES MARKET REVENUE, BY PRODUCT TYPES

2019–2026(\$MILLION)

TABLE 22. MEXICO SMART SHOES MARKET REVENUE, BY END USE

2019–2026(\$MILLION)

TABLE 23. MEXICO SMART SHOES MARKET REVENUE, BY DISTRIBUTION

CHANNEL 2019–2026(\$MILLION)

TABLE 24. EUROPE SMART SHOES MARKET REVENUE, BY PRODUCT TYPES

2019–2026(\$MILLION)

TABLE 25. EUROPE SMART SHOES MARKET REVENUE, BY END USE

2019–2026(\$MILLION)

TABLE 26. EUROPE SMART SHOES MARKET REVENUE, BY DISTRIBUTION

CHANNEL 2019–2026(\$MILLION)

TABLE 27. GERMANY SMART SHOES MARKET REVENUE, BY PRODUCT TYPES

2019–2026(\$MILLION)

TABLE 28. GERMANY SMART SHOES MARKET REVENUE, BY END USE

2019–2026(\$MILLION)

TABLE 29. GERMANY SMART SHOES MARKET REVENUE, BY DISTRIBUTION

CHANNEL 2019–2026(\$MILLION)

TABLE 30. FRANCE SMART SHOES MARKET REVENUE, BY PRODUCT TYPES

2019–2026(\$MILLION)

TABLE 31. FRANCE SMART SHOES MARKET REVENUE, BY END USE

2019–2026(\$MILLION)

TABLE 32. FRANCE SMART SHOES MARKET REVENUE, BY DISTRIBUTION

CHANNEL 2019–2026(\$MILLION)

TABLE 33. UK SMART SHOES MARKET REVENUE, BY PRODUCT TYPES

2019–2026(\$MILLION)

TABLE 34. UK SMART SHOES MARKET REVENUE, BY END USE

2019–2026(\$MILLION)

TABLE 35. UK SMART SHOES MARKET REVENUE, BY DISTRIBUTION CHANNEL

2019–2026(\$MILLION)

TABLE 36. ITALY SMART SHOES MARKET REVENUE, BY PRODUCT TYPES

2019–2026(\$MILLION)

TABLE 37. ITALY SMART SHOES MARKET REVENUE, BY END USE

2019–2026(\$MILLION)

TABLE 38. ITALY SMART SHOES MARKET REVENUE, BY DISTRIBUTION CHANNEL 2019–2026(\$MILLION)

TABLE 39. SPAIN SMART SHOES MARKET REVENUE, BY PRODUCT TYPES 2019–2026(\$MILLION)

TABLE 40. SPAIN SMART SHOES MARKET REVENUE, BY END USE 2019–2026(\$MILLION)

TABLE 41. SPAIN SMART SHOES MARKET REVENUE, BY DISTRIBUTION CHANNEL 2019–2026(\$MILLION)

TABLE 42. RUSSIA SMART SHOES MARKET REVENUE, BY PRODUCT TYPES 2019–2026(\$MILLION)

TABLE 43. RUSSIA SMART SHOES MARKET REVENUE, BY END USE 2019–2026(\$MILLION)

TABLE 44. RUSSIA SMART SHOES MARKET REVENUE, BY DISTRIBUTION CHANNEL 2019–2026(\$MILLION)

TABLE 45. REST OF EUROPE SMART SHOES MARKET REVENUE, BY PRODUCT TYPES 2019–2026(\$MILLION)

TABLE 46. REST OF EUROPE SMART SHOES MARKET REVENUE, BY END USE 2019–2026(\$MILLION)

TABLE 47. MARKET SIZE AND FORECAST, BY DISTRIBUTION CHANNEL

TABLE 48. REST OF EUROPE SMART SHOES MARKET REVENUE, BY DISTRIBUTION CHANNEL 2019–2026(\$MILLION)

TABLE 49. ASIA-PACIFIC SMART SHOES MARKET REVENUE, BY PRODUCT TYPES 2019–2026(\$MILLION)

TABLE 50. ASIA-PACIFIC SMART SHOES MARKET REVENUE, BY END USE 2019–2026(\$MILLION)

TABLE 51. ASIA-PACIFIC SMART SHOES MARKET REVENUE, BY DISTRIBUTION CHANNEL 2019–2026(\$MILLION)

TABLE 52. ASIA-PACIFIC SMART SHOES MARKET VOLUME, BY DISTRIBUTION CHANNEL 2019–2026(THOUSAND UNITS)

TABLE 53. CHINA SMART SHOES MARKET REVENUE, BY PRODUCT TYPES 2019–2026(\$MILLION)

TABLE 54. CHINA SMART SHOES MARKET REVENUE, BY END USE 2019–2026(\$MILLION)

TABLE 55. CHINA SMART SHOES MARKET REVENUE, BY DISTRIBUTION CHANNEL 2019–2026(\$MILLION)

TABLE 56. INDIA SMART SHOES MARKET REVENUE, BY PRODUCT TYPES 2019–2026(\$MILLION)

TABLE 57. INDIA SMART SHOES MARKET REVENUE, BY END USE 2019–2026(\$MILLION)

TABLE 58. INDIA SMART SHOES MARKET REVENUE, BY DISTRIBUTION CHANNEL 2019–2026(\$MILLION)

TABLE 59. JAPAN SMART SHOES MARKET REVENUE, BY PRODUCT TYPES 2019–2026(\$MILLION)

TABLE 60. JAPAN SMART SHOES MARKET REVENUE, BY END USE 2019–2026(\$MILLION)

TABLE 61. JAPAN SMART SHOES MARKET REVENUE, BY DISTRIBUTION CHANNEL 2019–2026(\$MILLION)

TABLE 62. AUSTRALIA SMART SHOES MARKET REVENUE, BY PRODUCT TYPES 2019–2026(\$MILLION)

TABLE 63. AUSTRALIA SMART SHOES MARKET REVENUE, BY END USE 2019–2026(\$MILLION)

TABLE 64. AUSTRALIA SMART SHOES MARKET REVENUE, BY DISTRIBUTION CHANNEL 2019–2026(\$MILLION)

TABLE 65. NEW ZEALAND SMART SHOES MARKET REVENUE, BY PRODUCT TYPES 2019–2026(\$MILLION)

TABLE 66. NEW ZEALAND SMART SHOES MARKET REVENUE, BY END USE 2019–2026(\$MILLION)

TABLE 67. NEW ZEALAND SMART SHOES MARKET REVENUE, BY DISTRIBUTION CHANNEL 2019–2026(\$MILLION)

TABLE 68. ASEAN SMART SHOES MARKET REVENUE, BY PRODUCT TYPES 2019–2026(\$MILLION)

TABLE 69. ASEAN SMART SHOES MARKET REVENUE, BY END USE 2019–2026(\$MILLION)

TABLE 70. ASEAN SMART SHOES MARKET REVENUE, BY DISTRIBUTION CHANNEL 2019–2026(\$MILLION)

TABLE 71. REST OF ASIA-PACIFIC SMART SHOES MARKET REVENUE, BY PRODUCT TYPES 2019–2026(\$MILLION)

TABLE 72. REST OF ASIA-PACIFIC SMART SHOES MARKET REVENUE, BY END USE 2019–2026(\$MILLION)

TABLE 73. MARKET SIZE AND FORECAST, BY DISTRIBUTION CHANNEL

TABLE 74. REST OF ASIA-PACIFIC SMART SHOES MARKET REVENUE, BY DISTRIBUTION CHANNEL 2019–2026(\$MILLION)

TABLE 75. LAMEA SMART SHOES MARKET REVENUE, BY PRODUCT TYPES 2019–2026(\$MILLION)

TABLE 76. LAMEA SMART SHOES MARKET REVENUE, BY END USE 2019–2026(\$MILLION)

TABLE 77. LAMEA SMART SHOES MARKET REVENUE, BY DISTRIBUTION CHANNEL 2019–2026(\$MILLION)

TABLE 78. LATIN AMERICA SMART SHOES MARKET REVENUE, BY PRODUCT TYPES 2019–2026(\$MILLION)

TABLE 79. LATIN AMERICA SMART SHOES MARKET REVENUE, BY END USE 2019–2026(\$MILLION)

TABLE 80. LATIN AMERICA SMART SHOES MARKET REVENUE, BY DISTRIBUTION CHANNEL 2019–2026(\$MILLION)

TABLE 81. MIDDLE EAST SMART SHOES MARKET REVENUE, BY PRODUCT TYPES 2019–2026(\$MILLION)

TABLE 82. MIDDLE EAST SMART SHOES MARKET REVENUE, BY END USE 2019–2026(\$MILLION)

TABLE 83. MARKET SIZE AND FORECAST, BY DISTRIBUTION CHANNEL

TABLE 84. MIDDLE EAST SMART SHOES MARKET REVENUE, BY DISTRIBUTION CHANNEL 2019–2026(\$MILLION)

TABLE 85. AFRICA SMART SHOES MARKET REVENUE, BY PRODUCT TYPES 2019–2026(\$MILLION)

TABLE 86. AFRICA SMART SHOES MARKET REVENUE, BY END USE 2019–2026(\$MILLION)

TABLE 87. AFRICA SMART SHOES MARKET VALUE, BY DISTRIBUTION CHANNEL 2019–2026(\$MILLION)

TABLE 88. VENDOR SHARE ANALYSIS, BY GEOGRAPHY, (\$MILLION)

TABLE 89. ADIDAS: COMPANY SNAPSHOT

TABLE 90. ADIDAS: OPERATING SEGMENTS

TABLE 91. ADIDAS: PRODUCT PORTFOLIO

TABLE 92. DIGITSOLE: COMPANY SNAPSHOT

TABLE 93. DIGITSOLE: PRODUCT PORTFOLIO

TABLE 94. NIKE, INC.: COMPANY SNAPSHOT

TABLE 95. NIKE, INC.: OPERATING SEGMENTS

TABLE 96. NIKE, INC.: PRODUCT PORTFOLIO

TABLE 97. PUMA: COMPANY SNAPSHOT

TABLE 98. PUMA: OPERATING SEGMENTS

TABLE 99. PUMA: PRODUCT PORTFOLIO

TABLE 100. SALTED VENTURE: COMPANY SNAPSHOT

TABLE 101. SALTED VENTURE: PRODUCT PORTFOLIO

TABLE 102. TRAQSHOES: COMPANY SNAPSHOT

TABLE 103. TRAQSHOES: PRODUCT PORTFOLIO

TABLE 104. UNDER ARMOUR: COMPANY SNAPSHOT

TABLE 105. UNDER ARMOUR: PRODUCT PORTFOLIO

TABLE 106. VIVOBAREFOOT LIMITED: COMPANY SNAPSHOT

TABLE 107. VIVOBAREFOOT LIMITED: PRODUCT PORTFOLIO

TABLE 108. XIAOMI CORPORATION: COMPANY SNAPSHOT
TABLE 109. XIAOMI CORPORATION: OPERATING SEGMENTS
TABLE 110. XIAOMI CORPORATION: PRODUCT PORTFOLIO
TABLE 111. ZHOR-TECH: COMPANY SNAPSHOT
TABLE 112. ZHOR-TECH: PRODUCT PORTFOLIOTABLE 01. GLOBAL SMART SHOES MARKET, BY PRODUCT TYPES, 2019-2026 (\$MILLION)
TABLE 02. SMART SHOES MARKET REVENUE FOR SMART WALKING SHOES, BY REGION 2019–2026 (\$MILLION)
TABLE 03. SMART SHOES MARKET REVENUE FOR SMART RUNNING SHOES, BY REGION 2019–2026(\$MILLION)
TABLE 04. SMART SHOES MARKET REVENUE FOR SMART SPORTS SHOES, BY REGION 2019–2026(\$MILLION)
TABLE 05. GLOBAL SMART SHOES MARKET REVENUE, BY END USE, 2019-2026 (\$MILLION)
TABLE 06. SMART SHOES MARKET REVENUE FOR MEN, BY REGION 2019–2026(\$MILLION)
TABLE 07. SMART SHOES MARKET REVENUE FOR WOMEN, BY REGION 2019–2026(\$MILLION)
TABLE 08. GLOBAL SMART SHOES MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019-2026 (\$MILLION)
TABLE 09. SMART SHOES MARKET REVENUE IN SUPERMARKET/HYPERMARKET, BY REGION 2019–2026(\$MILLION)
TABLE 10. SMART SHOES MARKET REVENUE IN SPECIALTY STORE, BY REGION 2019–2026(\$MILLION)
TABLE 11. SMART SHOES MARKET REVENUE IN ONLINE STORE, BY REGION 2019–2026(\$MILLION)
TABLE 12. NORTH AMERICA SMART SHOES MARKET REVENUE, BY PRODUCT TYPES 2019–2026(\$MILLION)
TABLE 13. NORTH AMERICA SMART SHOES MARKET REVENUE, BY END USE 2019–2026(\$MILLION)
TABLE 14. NORTH AMERICA SMART SHOES MARKET VALUE, BY DISTRIBUTION CHANNEL, 2019–2026(\$MILLION)
TABLE 15. U.S. SMART SHOES MARKET REVENUE, BY PRODUCT TYPES 2019–2026(\$MILLION)
TABLE 16. U.S. SMART SHOES MARKET REVENUE, BY END USE 2019–2026(\$MILLION)
TABLE 17. U.S. SMART SHOES MARKET REVENUE, BY DISTRIBUTION CHANNEL 2019–2026(\$MILLION)
TABLE 18. CANADA SMART SHOES MARKET REVENUE, BY PRODUCT TYPES

2019–2026(\$MILLION)

TABLE 19. CANADA SMART SHOES MARKET REVENUE, BY END USE

2019–2026(\$MILLION)

TABLE 20. CANADA SMART SHOES MARKET REVENUE, BY DISTRIBUTION

CHANNEL 2019–2026(\$MILLION)

TABLE 21. MEXICO SMART SHOES MARKET REVENUE, BY PRODUCT TYPES

2019–2026(\$MILLION)

TABLE 22. MEXICO SMART SHOES MARKET REVENUE, BY END USE

2019–2026(\$MILLION)

TABLE 23. MEXICO SMART SHOES MARKET REVENUE, BY DISTRIBUTION

CHANNEL 2019–2026(\$MILLION)

TABLE 24. EUROPE SMART SHOES MARKET REVENUE, BY PRODUCT TYPES

2019–2026(\$MILLION)

TABLE 25. EUROPE SMART SHOES MARKET REVENUE, BY END USE

2019–2026(\$MILLION)

TABLE 26. EUROPE SMART SHOES MARKET REVENUE, BY DISTRIBUTION

CHANNEL 2019–2026(\$MILLION)

TABLE 27. GERMANY SMART SHOES MARKET REVENUE, BY PRODUCT TYPES

2019–2026(\$MILLION)

TABLE 28. GERMANY SMART SHOES MARKET REVENUE, BY END USE

2019–2026(\$MILLION)

TABLE 29. GERMANY SMART SHOES MARKET REVENUE, BY DISTRIBUTION

CHANNEL 2019–2026(\$MILLION)

TABLE 30. FRANCE SMART SHOES MARKET REVENUE, BY PRODUCT TYPES

2019–2026(\$MILLION)

TABLE 31. FRANCE SMART SHOES MARKET REVENUE, BY END USE

2019–2026(\$MILLION)

TABLE 32. FRANCE SMART SHOES MARKET REVENUE, BY DISTRIBUTION

CHANNEL 2019–2026(\$MILLION)

TABLE 33. UK SMART SHOES MARKET REVENUE, BY PRODUCT TYPES

2019–2026(\$MILLION)

TABLE 34. UK SMART SHOES MARKET REVENUE, BY END USE

2019–2026(\$MILLION)

TABLE 35. UK SMART SHOES MARKET REVENUE, BY DISTRIBUTION CHANNEL

2019–2026(\$MILLION)

TABLE 36. ITALY SMART SHOES MARKET REVENUE, BY PRODUCT TYPES

2019–2026(\$MILLION)

TABLE 37. ITALY SMART SHOES MARKET REVENUE, BY END USE

2019–2026(\$MILLION)

TABLE 38. ITALY SMART SHOES MARKET REVENUE, BY DISTRIBUTION CHANNEL 2019–2026(\$MILLION)

TABLE 39. SPAIN SMART SHOES MARKET REVENUE, BY PRODUCT TYPES 2019–2026(\$MILLION)

TABLE 40. SPAIN SMART SHOES MARKET REVENUE, BY END USE 2019–2026(\$MILLION)

TABLE 41. SPAIN SMART SHOES MARKET REVENUE, BY DISTRIBUTION CHANNEL 2019–2026(\$MILLION)

TABLE 42. RUSSIA SMART SHOES MARKET REVENUE, BY PRODUCT TYPES 2019–2026(\$MILLION)

TABLE 43. RUSSIA SMART SHOES MARKET REVENUE, BY END USE 2019–2026(\$MILLION)

TABLE 44. RUSSIA SMART SHOES MARKET REVENUE, BY DISTRIBUTION CHANNEL 2019–2026(\$MILLION)

TABLE 45. REST OF EUROPE SMART SHOES MARKET REVENUE, BY PRODUCT TYPES 2019–2026(\$MILLION)

TABLE 46. REST OF EUROPE SMART SHOES MARKET REVENUE, BY END USE 2019–2026(\$MILLION)

TABLE 47. MARKET SIZE AND FORECAST, BY DISTRIBUTION CHANNEL

TABLE 48. REST OF EUROPE SMART SHOES MARKET REVENUE, BY DISTRIBUTION CHANNEL 2019–2026(\$MILLION)

TABLE 49. ASIA-PACIFIC SMART SHOES MARKET REVENUE, BY PRODUCT TYPES 2019–2026(\$MILLION)

TABLE 50. ASIA-PACIFIC SMART SHOES MARKET REVENUE, BY END USE 2019–2026(\$MILLION)

TABLE 51. ASIA-PACIFIC SMART SHOES MARKET REVENUE, BY DISTRIBUTION CHANNEL 2019–2026(\$MILLION)

TABLE 52. ASIA-PACIFIC SMART SHOES MARKET VOLUME, BY DISTRIBUTION CHANNEL 2019–2026(THOUSAND UNITS)

TABLE 53. CHINA SMART SHOES MARKET REVENUE, BY PRODUCT TYPES 2019–2026(\$MILLION)

TABLE 54. CHINA SMART SHOES MARKET REVENUE, BY END USE 2019–2026(\$MILLION)

TABLE 55. CHINA SMART SHOES MARKET REVENUE, BY DISTRIBUTION CHANNEL 2019–2026(\$MILLION)

TABLE 56. INDIA SMART SHOES MARKET REVENUE, BY PRODUCT TYPES 2019–2026(\$MILLION)

TABLE 57. INDIA SMART SHOES MARKET REVENUE, BY END USE 2019–2026(\$MILLION)

TABLE 58. INDIA SMART SHOES MARKET REVENUE, BY DISTRIBUTION CHANNEL 2019–2026(\$MILLION)

TABLE 59. JAPAN SMART SHOES MARKET REVENUE, BY PRODUCT TYPES 2019–2026(\$MILLION)

TABLE 60. JAPAN SMART SHOES MARKET REVENUE, BY END USE 2019–2026(\$MILLION)

TABLE 61. JAPAN SMART SHOES MARKET REVENUE, BY DISTRIBUTION CHANNEL 2019–2026(\$MILLION)

TABLE 62. AUSTRALIA SMART SHOES MARKET REVENUE, BY PRODUCT TYPES 2019–2026(\$MILLION)

TABLE 63. AUSTRALIA SMART SHOES MARKET REVENUE, BY END USE 2019–2026(\$MILLION)

TABLE 64. AUSTRALIA SMART SHOES MARKET REVENUE, BY DISTRIBUTION CHANNEL 2019–2026(\$MILLION)

TABLE 65. NEW ZEALAND SMART SHOES MARKET REVENUE, BY PRODUCT TYPES 2019–2026(\$MILLION)

TABLE 66. NEW ZEALAND SMART SHOES MARKET REVENUE, BY END USE 2019–2026(\$MILLION)

TABLE 67. NEW ZEALAND SMART SHOES MARKET REVENUE, BY DISTRIBUTION CHANNEL 2019–2026(\$MILLION)

TABLE 68. ASEAN SMART SHOES MARKET REVENUE, BY PRODUCT TYPES 2019–2026(\$MILLION)

TABLE 69. ASEAN SMART SHOES MARKET REVENUE, BY END USE 2019–2026(\$MILLION)

TABLE 70. ASEAN SMART SHOES MARKET REVENUE, BY DISTRIBUTION CHANNEL 2019–2026(\$MILLION)

TABLE 71. REST OF ASIA-PACIFIC SMART SHOES MARKET REVENUE, BY PRODUCT TYPES 2019–2026(\$MILLION)

TABLE 72. REST OF ASIA-PACIFIC SMART SHOES MARKET REVENUE, BY END USE 2019–2026(\$MILLION)

TABLE 73. MARKET SIZE AND FORECAST, BY DISTRIBUTION CHANNEL

TABLE 74. REST OF ASIA-PACIFIC SMART SHOES MARKET REVENUE, BY DISTRIBUTION CHANNEL 2019–2026(\$MILLION)

TABLE 75. LAMEA SMART SHOES MARKET REVENUE, BY PRODUCT TYPES 2019–2026(\$MILLION)

TABLE 76. LAMEA SMART SHOES MARKET REVENUE, BY END USE 2019–2026(\$MILLION)

TABLE 77. LAMEA SMART SHOES MARKET REVENUE, BY DISTRIBUTION CHANNEL 2019–2026(\$MILLION)

TABLE 78. LATIN AMERICA SMART SHOES MARKET REVENUE, BY PRODUCT TYPES 2019–2026(\$MILLION)

TABLE 79. LATIN AMERICA SMART SHOES MARKET REVENUE, BY END USE 2019–2026(\$MILLION)

TABLE 80. LATIN AMERICA SMART SHOES MARKET REVENUE, BY DISTRIBUTION CHANNEL 2019–2026(\$MILLION)

TABLE 81. MIDDLE EAST SMART SHOES MARKET REVENUE, BY PRODUCT TYPES 2019–2026(\$MILLION)

TABLE 82. MIDDLE EAST SMART SHOES MARKET REVENUE, BY END USE 2019–2026(\$MILLION)

TABLE 83. MARKET SIZE AND FORECAST, BY DISTRIBUTION CHANNEL

TABLE 84. MIDDLE EAST SMART SHOES MARKET REVENUE, BY DISTRIBUTION CHANNEL 2019–2026(\$MILLION)

TABLE 85. AFRICA SMART SHOES MARKET REVENUE, BY PRODUCT TYPES 2019–2026(\$MILLION)

TABLE 86. AFRICA SMART SHOES MARKET REVENUE, BY END USE 2019–2026(\$MILLION)

TABLE 87. AFRICA SMART SHOES MARKET VALUE, BY DISTRIBUTION CHANNEL 2019–2026(\$MILLION)

TABLE 88. VENDOR SHARE ANALYSIS, BY GEOGRAPHY, (\$MILLION)

TABLE 89. ADIDAS: COMPANY SNAPSHOT

TABLE 90. ADIDAS: OPERATING SEGMENTS

TABLE 91. ADIDAS: PRODUCT PORTFOLIO

TABLE 92. DIGITSOLE: COMPANY SNAPSHOT

TABLE 93. DIGITSOLE: PRODUCT PORTFOLIO

TABLE 94. NIKE, INC.: COMPANY SNAPSHOT

TABLE 95. NIKE, INC.: OPERATING SEGMENTS

TABLE 96. NIKE, INC.: PRODUCT PORTFOLIO

TABLE 97. PUMA: COMPANY SNAPSHOT

TABLE 98. PUMA: OPERATING SEGMENTS

TABLE 99. PUMA: PRODUCT PORTFOLIO

TABLE 100. SALTED VENTURE: COMPANY SNAPSHOT

TABLE 101. SALTED VENTURE: PRODUCT PORTFOLIO

TABLE 102. TRAQSHOES: COMPANY SNAPSHOT

TABLE 103. TRAQSHOES: PRODUCT PORTFOLIO

TABLE 104. UNDER ARMOUR: COMPANY SNAPSHOT

TABLE 105. UNDER ARMOUR: PRODUCT PORTFOLIO

TABLE 106. VIVOBAREFOOT LIMITED: COMPANY SNAPSHOT

TABLE 107. VIVOBAREFOOT LIMITED: PRODUCT PORTFOLIO

TABLE 108. XIAOMI CORPORATION: COMPANY SNAPSHOT  
TABLE 109. XIAOMI CORPORATION: OPERATING SEGMENTS  
TABLE 110. XIAOMI CORPORATION: PRODUCT PORTFOLIO  
TABLE 111. ZHOR-TECH: COMPANY SNAPSHOT  
TABLE 112. ZHOR-TECH: PRODUCT PORTFOLIO

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