

# **Athletic Footwear Market by Product Types (Sports, Running and walking shoes, Hiking and backpacking shoes, Aerobic and gym wear) and by User (Men, Women, Kids) - Global Opportunity Analysis and Industry Forecast, 2015 - 2022**

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## **Abstracts**

Athletic footwear refers to footwear that are designed for sporting and other outdoor activities. Moreover, they are increasingly being used as casual and fashion footwear by people of all ages. The market offers a variety of footwear in different colors, designs and at different price points, to cater to the varying needs and purchasing power of consumers. The athletic footwear market is highly competitive with players making huge investments in marketing and brand building, to differentiate themselves and attract more number of players. There are numerous small players that offer stiff competition to the global athletic footwear giants, primarily in developing markets.

Large population size coupled with rising disposable income and the increasing health and fitness awareness are amongst the major factors boosting the demand for high-end athletic footwear in developing markets. Increasing sales through online channel, innovative product launches and attractive marketing and promotional strategies followed by the companies are other factors that have fuelled the overall growth of the athletic footwear market. Increasing environmental concerns and rising prices of raw materials have emerged as the major challenges for the players operating in the market. However, the market is anticipated to unfold attractive business opportunities owing to changing consumer lifestyles and increasing penetration of online retailing.

The global athletic footwear market is segmented on the basis of product type, users and geography. By product type, the global athletic footwear market is further categorized into four sub segments which include sports shoes, running and walking shoes, hiking and backpacking shoes and aerobic and gym wear shoes. By user, the market is segmented as men, women and kids. Geographically, the market is classified

into North America, Europe, Asia Pacific and LAMEA. Asics and Puma are popular athletic footwear brands in Europe while, in North America, Skechers, New Balance and VF Corporation have a stronger presence.

Companies profiled in the report include Asics Corporation, Adidas AG, Puma SE, VF Corporation, Nike, Inc., FILA, Inc., New Balance, Inc., Skechers Inc., K-Swiss and Wolverine World Wide, Inc. Among the aforementioned companies, Adidas and Nike have a large number of retail outlets, a strong distribution channel and a large consumer base worldwide, making them the leading companies in the global athletic footwear market.

## **KEY BENEFITS**

The report provides a comprehensive analysis of current and future market trends in the world athletic footwear market to identify the potential investment pockets.

Current and future trends are outlined to determine the overall attractiveness and to single out profitable trends to gain a stronger foothold in the market.

Quantitative analysis of the current trends and forecasts from 2016 to 2022 are provided to showcase the financial appetency of the market.

Porters Five Force model of the industry and SWOT analysis illustrates the potency of the buyers & suppliers participating in the market.

Value chain analysis in the report provides a clear understanding of the roles of the various stakeholders involved in the value chain.

## **KEY MARKET SEGMENTS**

### **MARKET, BY PRODUCT**

Sports shoes

Tennis Shoes

Soccer Shoes

Basketball Shoes

Cricket Shoes

Others

Running & walking shoes

Hiking & backpacking shoes

Aerobic & gym wear shoes

## MARKET, BY USER

Men

Women

Kids

## MARKET, BY GEOGRAPHY

North America

Europe

Asia Pacific

LAMEA

## KEY PLAYERS

Asics Corporation

Adidas AG

Puma SE

VF Corporation,

Nike, Inc.

FILA, Inc.

New Balance, Inc.

Skechers, Inc.

K-Swiss, Inc.

Wolverine World Wide, Inc.

## Contents

### CHAPTER 1 INTRODUCTION

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

### CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Executive Summary
- 2.2 CXO perspective

### CHAPTER 3 MARKET OVERVIEW

- 3.1 Market definition and scope
- 3.2 Key Findings
  - 3.2.1 Top impacting factors
  - 3.2.2 Top winning strategies 2012-2015 (%)
  - 3.2.3 Top investment pockets
- 3.3 Value chain analysis
  - 3.3.1 Raw material suppliers
  - 3.3.2 Athletic footwear manufacturers
  - 3.3.3 Distribution platforms
  - 3.3.4 End users
- 3.4 Porters five forces analysis
- 3.5 Market share analysis, 2015 (%)
- 3.6 Drivers
  - 3.6.1 Growing health awareness
  - 3.6.2 Growing number of retail outlets
  - 3.6.3 Increasing disposable income
  - 3.6.4 Innovative product launches
- 3.7 Restraints
  - 3.7.1 Increasing environmental concerns
  - 3.7.2 Rising prices of raw materials

### 3.8 Opportunities

- 3.8.1 Changing consumers lifestyle
- 3.8.2 Fashion trends
- 3.8.3 Emerging role of e-commerce

## **CHAPTER 4 MARKET BY TYPE**

### 4.1 Sports shoes

- 4.1.1 Key market trends
- 4.1.2 Competitive scenario
- 4.1.3 Key drivers and opportunities
- 4.1.4 Market size and forecast
- 4.1.5 Tennis shoes
  - 4.1.5.1 Market overview
  - 4.1.5.2 Market size and forecast
- 4.1.6 Soccer shoes
  - 4.1.6.1 Market overview
  - 4.1.6.2 Market size and forecast
- 4.1.7 Basketball shoes
  - 4.1.7.1 Market overview
  - 4.1.7.2 Market size and forecast
- 4.1.8 Cricket shoes
  - 4.1.8.1 Market overview
  - 4.1.8.2 Market size and forecast
- 4.1.9 Others
  - 4.1.9.1 Market Overview
  - 4.1.9.2 Market size and forecast

### 4.2 Running & walking shoes

- 4.2.1 Key market trends
- 4.2.2 Competitive Scenario
- 4.2.3 Key drivers and opportunities
- 4.2.4 Market size and forecast

### 4.3 Hiking & backpacking shoes

- 4.3.1 Key market trends
- 4.3.2 Competitive Scenario
- 4.3.3 Key drivers and opportunities
- 4.3.4 Market size and forecast

### 4.4 Aerobics & gym wear shoes

- 4.4.1 Key market trends

- 4.4.2 Competitive Scenario
- 4.4.3 Key drivers and opportunities
- 4.4.4 Market share and forecast

## **CHAPTER 5 MARKET BY USER**

- 5.1 Men
  - 5.1.1 Market overview
  - 5.1.2 Market size and forecast
- 5.2 Women
  - 5.2.1 Market overview
  - 5.2.2 Market size and forecast
- 5.3 Kids
  - 5.3.1 Market overview
  - 5.3.2 Market size and forecast

## **CHAPTER 6 MARKET BY GEOGRAPHY**

- 6.1 North America
  - 6.1.1 Key market trends
  - 6.1.2 Competitive scenario
  - 6.1.3 Key drivers and opportunities
  - 6.1.4 Market share and forecast
- 6.2 Europe
  - 6.2.1 Key market trends
  - 6.2.2 Competitive scenario
  - 6.2.3 Key drivers and opportunities
  - 6.2.4 Market share and forecast
- 6.3 Asia Pacific
  - 6.3.1 Key market trends
  - 6.3.2 Competitive scenario
  - 6.3.3 Key drivers and opportunities
  - 6.3.4 Market share and forecast
- 6.4 LAMEA
  - 6.4.1 Key market trends
  - 6.4.2 Competitive scenario
  - 6.4.3 Key drivers and opportunities
  - 6.4.4 Market share and forecast

## CHAPTER 7 COMPANY PROFILE

### 7.1 Asics Corporation

- 7.1.1 Company overview
- 7.1.2 Business performance
- 7.1.3 Strategic moves and developments
- 7.1.4 SWOT Analysis of Asics Corporation

### 7.2 Adidas group

- 7.2.1 Company overview
- 7.2.2 Business performance
- 7.2.3 Strategic moves and developments
- 7.2.4 SWOT Analysis of Adidas AG

### 7.3 Puma SE

- 7.3.1 Company overview
- 7.3.2 Business performance
- 7.3.3 Strategic moves and developments
- 7.3.4 SWOT Analysis of Puma SE

### 7.4 VF Corporation

- 7.4.1 Company overview
- 7.4.2 Business performance
- 7.4.3 Strategic moves and developments
- 7.4.4 SWOT Analysis of VF Corporation

### 7.5 Nike, Inc.

- 7.5.1 Company overview
- 7.5.2 Business performance
- 7.5.3 Strategic moves and developments
- 7.5.4 SWOT Analysis of Nike, Inc.

### 7.6 FILA Korea, Ltd.

- 7.6.1 Company overview
- 7.6.2 Business performance
- 7.6.3 Strategic moves and developments
- 7.6.4 SWOT Analysis of Fila Korea

### 7.7 New Balance, Inc.

- 7.7.1 Company overview
- 7.7.2 Business performance
- 7.7.3 Strategic moves and developments
- 7.7.4 SWOT Analysis of New Balance

### 7.8 SKECHERS, Inc.

- 7.8.1 Company overview



- 7.8.2 Business performance
- 7.8.3 Strategic moves and developments
- 7.8.4 SWOT Analysis of Skechers, Inc.
- 7.9 K-Swiss, Inc.
  - 7.9.1 Company overview
  - 7.9.2 Strategic moves and developments
  - 7.9.3 SWOT Analysis of K-Swiss, Inc.
- 7.10 Wolverine World Wide, Inc.
  - 7.10.1 Company overview
  - 7.10.2 Business performance
  - 7.10.3 Strategic moves and developments
  - 7.10.4 SWOT Analysis of Wolverine World Wide, Inc.

## List Of Tables

### LIST OF TABLES

TABLE 1 MARKET BY GEOGRAPHY, 2015-2022 (\$MILLION)
TABLE 2 MARKET BY PRODUCT TYPE, 2015-2022 (\$MILLION)
TABLE 3 WORLD SPORTS SHOES MARKET BY GEOGRAPHY, 2015-2022 (\$MILLION)
TABLE 4 WORLD TENNIS SHOES MARKET BY GEOGRAPHY, 2015-2022 (\$MILLION)
TABLE 5 WORLD SOCCER SHOES MARKET BY GEOGRAPHY, 2015-2022 (\$MILLION)
TABLE 6 WORLD BASKETBALL SHOES MARKET BY GEOGRAPHY, 2015-2022 (\$MILLION)
TABLE 7 WORLD CRICKET SHOES MARKET BY GEOGRAPHY, 2015-2022 (\$MILLION)
TABLE 8 OTHER SHOES MARKET BY GEOGRAPHY, 2015-2022 (\$MILLION)
TABLE 9 WORLD RUNNING & WALKING SHOES MARKET BY GEOGRAPHY, 2015-2022 (\$MILLION)
TABLE 10 WORLD HIKING & BACKPACKING SHOES MARKET BY GEOGRAPHY, 2015- 2022 (\$MILLION)
TABLE 11 WORLD AEROBIC & GYM WEAR SHOES MARKET BY GEOGRAPHY, 2015-2022 (\$MILLION)
TABLE 12 MARKET BY USER, 2015-2022, (\$MILLION)
TABLE 13 WORLD MEN ATHLETIC FOOTWEAR MARKET BY GEOGRAPHY, 2015-2022, (\$MILLION)
TABLE 14 WORLD WOMEN ATHLETIC FOOTWEAR MARKET BY GEOGRAPHY, 2015-2022, (\$MILLION)
TABLE 15 WORLD KIDS ATHLETIC FOOTWEAR MARKET BY GEOGRAPHY, 2015-2022, (\$MILLION)
TABLE 16 NORTH AMERICA ATHLETIC FOOTWEAR MARKET BY TYPE, 2015-2022, (\$MILLION)
TABLE 17 NORTH AMERICA ATHLETIC FOOTWEAR MARKET BY USER, 2015-2022, (\$MILLION)
TABLE 18 EUROPE ATHLETIC FOOTWEAR MARKET BY TYPE, 2015-2022, (\$MILLION)
TABLE 19 EUROPE ATHLETIC FOOTWEAR MARKET BY USER, 2015-2022, (\$MILLION)
TABLE 20 ASIA PACIFIC ATHLETIC FOOTWEAR MARKET BY TYPE, 2015-2022,

(\$MILLION)

TABLE 21 ASIA PACIFIC ATHLETIC FOOTWEAR MARKET BY USER, 2015-2022,

(\$MILLION)

TABLE 22 LAMEA ATHLETIC FOOTWEAR MARKET BY TYPE, 2015-2022,

(\$MILLION)

TABLE 23 LAMEA ATHLETIC FOOTWEAR MARKET BY USER, 2015-2022,

(\$MILLION)

TABLE 24 SNAPSHOT OF ASICS CORPORATION

TABLE 25 SNAPSHOT OF ADIDAS GROUP

TABLE 26 SNAPSHOT OF PUMA SE

TABLE 27 SNAPSHOT OF VF CORPORATION

TABLE 28 SNAPSHOT OF NIKE, INC.

TABLE 29 SNAPSHOT OF FILA KOREA, LTD.

TABLE 30 SNAPSHOT OF NEW BALANCE, INC.

TABLE 31 SNAPSHOT OF SKECHERS, INC.

TABLE 32 SNAPSHOT OF K-SWISS, INC.

TABLE 33 SNAPSHOT OF WOLVERINE WORLD WIDE, INC.

## List Of Figures

### LIST OF FIGURES

FIG. 1 TOP IMPACTING FACTORS IN THE ATHLETIC FOOTWEAR INDUSTRY

FIG. 2 TOP WINNING STRATEGIES IN ATHLETIC FOOTWEAR INDUSTRY,  
2010-2015 (%)

FIG. 3 TOP WINNING STRATEGIES COMPARISON, 2015 (%)

FIG. 4 TOP INVESTMENT POCKETS

FIG. 5 VALUE CHAIN ANALYSIS

FIG. 6 PORTERS FIVE FORCES ANALYSIS

FIG. 7 MARKET SHARE ANALYSIS, 2015 (%)

FIG. 8 GLOBAL ATHLETIC FOOTWEAR INDUSTRY BY GEOGRAPHY, 2015-2022  
(%)

FIG. 9 GLOBAL ATHLETIC FOOTWEAR INDUSTRY BY CAGR, 2015-2022 (%)

FIG. 10 REVENUE OF THE ASICS CORPORATION, 2012-2014 (\$MILLION)

FIG. 11 SWOT ANALYSIS OF THE ASICS CORPORATION

FIG. 12 REVENUE OF THE ADIDAS GROUP, 2012-2014 (\$MILLION)

FIG. 13 SWOT ANALYSIS OF ADIDAS AG

FIG. 14 REVENUE OF PUMA SE, 2012-2014, (\$MILLION)

FIG. 15 SWOT ANALYSIS OF PUMA

FIG. 16 REVENUE OF VF CORPORATION, 2012-2014 (\$MILLION)

FIG. 17 SWOT ANALYSIS OF VF CORPORATION

FIG. 18 REVENUE OF NIKE, INC., 2012-2014 (\$MILLION)

FIG. 19 SWOT ANALYSIS OF NIKE, INC.

FIG. 20 REVENUE OF FILA KOREA, LTD., 2012-2014 (\$MILLION)

FIG. 21 SWOT ANALYSIS OF FILA KOREA, LTD.

FIG. 22 REVENUE OF NEW BALANCE, 2012-2014 (\$MILLION)

FIG. 23 SWOT ANALYSIS OF NEW BALANCE, INC.

FIG. 24 REVENUE OF SKECHERS, INC., 2012-2014 (\$MILLION)

FIG. 25 SWOT ANALYSIS OF SKECHERS, INC.

FIG. 26 SWOT ANALYSIS OF K-SWISS, INC.

FIG. 27 REVENUE OF THE WOLVERINE WORLD WIDE, INC., 2012-2014 (\$MILLION)

FIG. 28 SWOT ANALYSIS OF WOLVERINE WORLD WIDE, INC.

## I would like to order

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