

Global Sneakers Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Sneakers, also known as athletic shoes or trainers, are a type of footwear primarily designed for sports or other forms of physical exercise. They typically feature a flexible sole made of rubber or synthetic material and an upper part made of leather, synthetic, or textile materials. Sneakers have evolved from being purely functional to becoming a fashion statement and a significant part of popular culture. They are now worn for various occasions beyond sports, such as casual outings and even in some professional settings.

The global sneaker market size in 2023 was approximately \$79.6 billion. The market is projected to grow at a Compound Annual Growth Rate (CAGR) of 5.78% from 2024 to 2032. Several key factors are driving this growth. Firstly, the increasing focus on health and fitness among consumers worldwide has led to a rise in demand for athletic footwear, including sneakers. Additionally, the growing trend of athleisure wear, where athletic clothing is worn in non-athletic settings, has boosted the demand for stylish and comfortable sneakers.

One prominent trend in the sneaker market is the growing popularity of sustainable and eco-friendly footwear. Consumers are becoming more environmentally conscious, leading to a shift towards sneakers made from recycled materials or produced using sustainable practices. Brands that emphasize sustainability in their sneaker production are gaining traction among environmentally conscious consumers.

Another trend shaping the sneaker market is the rise of collaborations between footwear brands and celebrities, athletes, or fashion designers. These collaborations create

limited-edition sneaker releases that generate significant hype and drive sales. For example, partnerships between Nike and basketball star Michael Jordan have resulted in highly coveted sneaker collections that sell out quickly upon release.

Regional market distribution plays a crucial role in the sneaker industry. North America and Europe are leading markets for sneakers, driven by a strong sports culture, fashion trends, and the presence of major athletic footwear brands. Asia-Pacific is also a significant market, with countries like China and Japan showing a growing appetite for sneakers due to increasing disposable incomes and a growing interest in fitness and sports.

Despite the positive outlook, the sneaker market faces challenges such as counterfeit products, which not only impact brand reputation but also pose risks to consumer health and safety. Additionally, the rise of direct-to-consumer sales and e-commerce platforms has increased competition among brands, requiring them to invest in innovative marketing strategies and customer engagement to stand out in a crowded market.

In conclusion, the sneaker market is poised for steady growth driven by factors like the focus on health and fitness, the popularity of athleisure wear, and the demand for sustainable footwear. Brands that can adapt to evolving consumer preferences, leverage collaborations effectively, and navigate regional dynamics will be well-positioned to capitalize on the opportunities in this dynamic market.

This report provides a deep insight into the global Sneakers market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Sneakers Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are

planning to foray into the Sneakers market in any manner.

Global Sneakers Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Adidas

Asics

Converse

Hoka

Designer Sneakers

New Balance

Nike

Onitsuka Tiger

Puma

Salomon

Superga

Vans

Veja

Market Segmentation (by Type)

\$100-\$500/Pair

>\$500/Pair

Market Segmentation (by Application)

Online Sales

Offline Sales

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Sneakers Market

Overview of the regional outlook of the Sneakers Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Sneakers Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the

industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Sneakers

1.2 Key Market Segments

1.2.1 Sneakers Segment by Type

1.2.2 Sneakers Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 SNEAKERS MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Sneakers Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global Sneakers Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

2.4 Macroeconomic Analysis

3 SNEAKERS MARKET COMPETITIVE LANDSCAPE

3.1 Global Sneakers Sales by Manufacturers (2019-2024)

3.2 Global Sneakers Revenue Market Share by Manufacturers (2019-2024)

3.3 Sneakers Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global Sneakers Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Sneakers Sales Sites, Area Served, Product Type

3.6 Sneakers Market Competitive Situation and Trends

3.6.1 Sneakers Market Concentration Rate

3.6.2 Global 5 and 10 Largest Sneakers Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 SNEAKERS INDUSTRY CHAIN ANALYSIS

4.1 Sneakers Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF SNEAKERS MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Market Restraints

5.5 Industry News

5.5.1 New Product Developments

5.5.2 Mergers & Acquisitions

5.5.3 Expansions

5.5.4 Collaboration/Supply Contracts

5.6 Industry Policies

6 SNEAKERS MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Sneakers Sales Market Share by Type (2019-2024)

6.3 Global Sneakers Market Size Market Share by Type (2019-2024)

6.4 Global Sneakers Price by Type (2019-2024)

7 SNEAKERS MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Sneakers Market Sales by Application (2019-2024)

7.3 Global Sneakers Market Size (M USD) by Application (2019-2024)

7.4 Global Sneakers Sales Growth Rate by Application (2019-2024)

8 SNEAKERS MARKET SALES BY REGION

8.1 Global Sneakers Sales by Region

8.1.1 Global Sneakers Sales by Region

8.1.2 Global Sneakers Sales Market Share by Region

8.2 Global Sneakers Market Size by Region

8.2.1 Global Sneakers Market Size by Region

8.2.2 Global Sneakers Market Size Market Share by Region

8.3 North America

8.3.1 North America Sneakers Sales by Country

8.3.2 North America Sneakers Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Sneakers Sales by Country

8.4.2 Europe Sneakers Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Russia Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Sneakers Sales by Region

8.5.2 China

8.5.3 Japan

8.5.4 South Korea

8.5.5 India

8.5.6 Southeast Asia

8.6 Asia Pacific

8.6.1 Asia Pacific Sneakers Market Size by Region

8.6.2 Asia Pacific Sneakers Market Size by Region

8.6.3 China

8.6.4 Japan

8.6.5 South Korea

8.6.6 India

8.6.7 Southeast Asia

8.7 South America

8.7.1 South America Sneakers Sales by Country

8.7.2 South America Sneakers Market Size by Country

8.7.3 Brazil

8.7.4 Argentina

8.7.5 Columbia

8.8 Middle East and Africa

8.8.1 Middle East and Africa Sneakers Sales by Region

8.8.2 Middle East and Africa Sneakers Market Size by Region

8.8.3 Saudi Arabia

- 8.8.4 UAE
- 8.8.5 Egypt
- 8.8.6 Nigeria
- 8.8.7 South Africa

9 SNEAKERS MARKET PRODUCTION BY REGION

- 9.1 Global Production of Sneakers by Region (2019-2024)
- 9.2 Global Sneakers Revenue Market Share by Region (2019-2024)
- 9.3 Global Sneakers Production, Revenue, Price and Gross Margin (2019-2024)
- 9.4 North America Sneakers Production
 - 9.4.1 North America Sneakers Production Growth Rate (2019-2024)
 - 9.4.2 North America Sneakers Production, Revenue, Price and Gross Margin (2019-2024)
- 9.5 Europe Sneakers Production
 - 9.5.1 Europe Sneakers Production Growth Rate (2019-2024)
 - 9.5.2 Europe Sneakers Production, Revenue, Price and Gross Margin (2019-2024)
- 9.6 Japan Sneakers Production (2019-2024)
 - 9.6.1 Japan Sneakers Production Growth Rate (2019-2024)
 - 9.6.2 Japan Sneakers Production, Revenue, Price and Gross Margin (2019-2024)
- 9.7 China Sneakers Production (2019-2024)
 - 9.7.1 China Sneakers Production Growth Rate (2019-2024)
 - 9.7.2 China Sneakers Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

- 10.1 Adidas
 - 10.1.1 Adidas Sneakers Basic Information
 - 10.1.2 Adidas Sneakers Product Overview
 - 10.1.3 Adidas Sneakers Product Market Performance
 - 10.1.4 Adidas Business Overview
 - 10.1.5 Adidas Sneakers SWOT Analysis
 - 10.1.6 Adidas Recent Developments
- 10.2 Asics
 - 10.2.1 Asics Sneakers Basic Information
 - 10.2.2 Asics Sneakers Product Overview
 - 10.2.3 Asics Sneakers Product Market Performance
 - 10.2.4 Asics Business Overview
 - 10.2.5 Asics Sneakers SWOT Analysis

10.2.6 Asics Recent Developments

10.3 Converse

10.3.1 Converse Sneakers Basic Information

10.3.2 Converse Sneakers Product Overview

10.3.3 Converse Sneakers Product Market Performance

10.3.4 Converse Sneakers SWOT Analysis

10.3.5 Converse Business Overview

10.3.6 Converse Recent Developments

10.4 Hoka

10.4.1 Hoka Sneakers Basic Information

10.4.2 Hoka Sneakers Product Overview

10.4.3 Hoka Sneakers Product Market Performance

10.4.4 Hoka Business Overview

10.4.5 Hoka Recent Developments

10.5 Designer Sneakers

10.5.1 Designer Sneakers Sneakers Basic Information

10.5.2 Designer Sneakers Sneakers Product Overview

10.5.3 Designer Sneakers Sneakers Product Market Performance

10.5.4 Designer Sneakers Business Overview

10.5.5 Designer Sneakers Recent Developments

10.6 New Balance

10.6.1 New Balance Sneakers Basic Information

10.6.2 New Balance Sneakers Product Overview

10.6.3 New Balance Sneakers Product Market Performance

10.6.4 New Balance Business Overview

10.6.5 New Balance Recent Developments

10.7 Nike

10.7.1 Nike Sneakers Basic Information

10.7.2 Nike Sneakers Product Overview

10.7.3 Nike Sneakers Product Market Performance

10.7.4 Nike Business Overview

10.7.5 Nike Recent Developments

10.8 Onitsuka Tiger

10.8.1 Onitsuka Tiger Sneakers Basic Information

10.8.2 Onitsuka Tiger Sneakers Product Overview

10.8.3 Onitsuka Tiger Sneakers Product Market Performance

10.8.4 Onitsuka Tiger Business Overview

10.8.5 Onitsuka Tiger Recent Developments

10.9 Puma

- 10.9.1 Puma Sneakers Basic Information
- 10.9.2 Puma Sneakers Product Overview
- 10.9.3 Puma Sneakers Product Market Performance
- 10.9.4 Puma Business Overview
- 10.9.5 Puma Recent Developments
- 10.10 Salomon
 - 10.10.1 Salomon Sneakers Basic Information
 - 10.10.2 Salomon Sneakers Product Overview
 - 10.10.3 Salomon Sneakers Product Market Performance
 - 10.10.4 Salomon Business Overview
 - 10.10.5 Salomon Recent Developments
- 10.11 Superga
 - 10.11.1 Superga Sneakers Basic Information
 - 10.11.2 Superga Sneakers Product Overview
 - 10.11.3 Superga Sneakers Product Market Performance
 - 10.11.4 Superga Business Overview
 - 10.11.5 Superga Recent Developments
- 10.12 Vans
 - 10.12.1 Vans Sneakers Basic Information
 - 10.12.2 Vans Sneakers Product Overview
 - 10.12.3 Vans Sneakers Product Market Performance
 - 10.12.4 Vans Business Overview
 - 10.12.5 Vans Recent Developments
- 10.13 Veja
 - 10.13.1 Veja Sneakers Basic Information
 - 10.13.2 Veja Sneakers Product Overview
 - 10.13.3 Veja Sneakers Product Market Performance
 - 10.13.4 Veja Business Overview
 - 10.13.5 Veja Recent Developments

11 SNEAKERS MARKET FORECAST BY REGION

- 11.1 Global Sneakers Market Size Forecast
- 11.2 Global Sneakers Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Sneakers Market Size Forecast by Country
 - 11.2.3 Asia Pacific Sneakers Market Size Forecast by Region
 - 11.2.4 South America Sneakers Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Sneakers by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

12.1 Global Sneakers Market Forecast by Type (2025-2032)

12.1.1 Global Forecasted Sales of Sneakers by Type (2025-2032)

12.1.2 Global Sneakers Market Size Forecast by Type (2025-2032)

12.1.3 Global Forecasted Price of Sneakers by Type (2025-2032)

12.2 Global Sneakers Market Forecast by Application (2025-2032)

12.2.1 Global Sneakers Sales (K Units) Forecast by Application

12.2.2 Global Sneakers Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

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