

# Global Athletic Footwear Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Athletic Footwear market size is expected to reach \$ 141897 million by 2032, rising at a market growth of 4.9% CAGR during the forecast period (2026-2032).

Athletic Footwear refers to a broad category of shoes designed primarily for sports performance and sport-lifestyle use, typically including running shoes, basketball shoes, and lifestyle sneakers. In product structure, it commonly consists of an upper, a sole system, and supporting components, with the sole system usually including a cushioning midsole and a traction-focused outsole. Typical materials include rubber, plastic compounds, foam cushioning materials, natural and synthetic leather, nylon, polyester, and natural fiber textiles. In commercial reality, these products are used not only for running, basketball, and training, but also widely for commuting, casual wear, and fashion-oriented everyday use. Global manufacturing is highly concentrated in Asia, with major production countries including China, Vietnam, and Indonesia, while brand owners serve global demand through wholesale, owned retail, and e-commerce channels.

Global Athletic Footwear production in 2025 is estimated at approximately 6.0-7.2 billion pairs. On an ex-factory basis (approximate FOB), the average price is estimated at around USD 16-21 per pair.

The global athletic footwear market is entering a phase where demand normalization and strategic divergence among brands are happening at the same time. On the one hand, the sporting goods sector continues to face macroeconomic headwinds and intense competition, as highlighted by WFSGI. On the other hand, differences in execution across product innovation, brand storytelling, and channel management are creating clearer winners in footwear. adidas reported footwear-led growth in 2024, with footwear revenue up 17% on a currency-neutral basis and growth supported by both

wholesale and direct-to-consumer channels. PUMA, meanwhile, emphasized its brand elevation strategy in 2024, strengthening sport performance credibility while increasing relevance in Sportstyle Prime and leveraging major global sports events to amplify brand visibility across channels.

On the demand side, growth is increasingly driven by a blend of performance use, athleisure adoption, and fashion-led sneaker consumption rather than by pure competitive sports demand alone. NIKE states in its filing that its athletic footwear is designed primarily for specific athletic use, while a large percentage is worn for casual or leisure purposes, underscoring the continuing convergence of sport and everyday wear. ASICS' 2024 results further show that, alongside Performance Running, SportStyle and Onitsuka Tiger have become major growth pillars, illustrating how performance brand equity can be extended into lifestyle demand. Looking ahead, the main opportunities are likely to come from rising running participation, stronger women and youth demand, premium product mix expansion, and deeper digital direct engagement, while key risks remain tied to promotional cycles, uneven regional demand, trade policy and tariff uncertainty, supply-chain concentration, and raw-material cost volatility.

This report studies the global Athletic Footwear production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Athletic Footwear and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Athletic Footwear that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global Athletic Footwear total production and demand, 2021-2032, (Million Pairs)

Global Athletic Footwear total production value, 2021-2032, (USD Million)

Global Athletic Footwear production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Million Pairs), (based on production site)

Global Athletic Footwear consumption by region & country, CAGR, 2021-2032 & (Million Pairs)

U.S. VS China: Athletic Footwear domestic production, consumption, key domestic manufacturers and share

Global Athletic Footwear production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Million Pairs)

Global Athletic Footwear production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Million Pairs)

Global Athletic Footwear production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Million Pairs)

This report profiles key players in the global Athletic Footwear market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include ANTA Sports Products Limited, Li Ning Company Limited, Xtep International Holdings Limited, 361 Degrees International Limited, Zhongqiao Sports Co., Ltd., ERKE (HongXing Erke), PEAK, NIKE, Inc., adidas AG, PUMA SE, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Athletic Footwear market

### **Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Million Pairs) and average price (USD/Pair) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Athletic Footwear Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global Athletic Footwear Market, Segmentation by Type:

Running Footwear

Basketball Footwear

Lifestyle Sneakers

Others

#### Global Athletic Footwear Market, Segmentation by Material Type:

Synthetic Materials

Textile

Leather

Others

#### Global Athletic Footwear Market, Segmentation by Midsole Foam Type:

EVA-Based Foam

Supercritical Foam

PU-Based Foam

Others

## Global Athletic Footwear Market, Segmentation by Consumer Segment:

Men

Women

Kids and Youth

## Global Athletic Footwear Market, Segmentation by Application:

Offline Retail

Online Retail

## Companies Profiled:

ANTA Sports Products Limited

Li Ning Company Limited

Xtep International Holdings Limited

361 Degrees International Limited

Zhongqiao Sports Co., Ltd.

ERKE (HongXing Erke)

PEAK

NIKE, Inc.

adidas AG

PUMA SE

ASICS Corporation

Mizuno Corporation

On Holding AG

New Balance

Under Armour, Inc.

Deckers Outdoor Corporation

Brooks Sports, Inc.

Skechers (3G Capital)

**Key Questions Answered:**

1. How big is the global Athletic Footwear market?
2. What is the demand of the global Athletic Footwear market?
3. What is the year over year growth of the global Athletic Footwear market?
4. What is the production and production value of the global Athletic Footwear market?
5. Who are the key producers in the global Athletic Footwear market?
6. What are the growth factors driving the market demand?

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