

E-commerce Footwear Market Size, Share & Trends Analysis Report By Type (Leather Footwear, Athletic Footwear, Athleisure Footwear), By Region, And Segment Forecasts, 2022 - 2028

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Abstracts

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E-commerce Footwear Market Growth & Trends

The global e-commerce footwear market size is expected to reach USD 156.73 billion by 2028, registering a CAGR of 6.8% during the forecast period, according to a new report by Grand View Research, Inc. The industry growth can be accredited to the rapidly rising demand for footwear on e-commerce portals in developed countries. People are gradually comprehending the importance of using the proper type of shoes for sports activities in order to avoid back pain, hip pain, knee pain, leg injuries, and muscle injuries. As a result, the demand for athletic footwear is anticipated to register a sharp rise during the forecast period.

In addition, rising health concerns due to sedentary lifestyles and the resulting problems are favoring the demand for sports footwear. These issues influence people to participate in both indoor and outdoor physical activities. Furthermore, the footwear industry is continuously observing and evolving customer activities and patterns over the years. In this regard, the on-the-go lifestyle amongst youngsters is compelling manufacturers to intensify their scale of production. Likewise, an increasing number of youths worldwide, along with the significant purchasing power of this consumer group, are expected to favor market growth in the coming years.

The improving lifestyle of consumers is expected to provide a huge market opportunity

in the near future. Due to this changing lifestyle, luxury and high-end (premium) brands have witnessed a huge demand among consumers. This is expected to boost the growth of the footwear market. Furthermore, increasing consumer disposable income and rising awareness of emerging brands are expected to boost the market growth during the projection period. The need for fashion, comfort, and fancy products drive the demand for non-athletic footwear. This is observed across all age groups, but especially among millennials and Gen Z.

The global market has been affected due to the ongoing COVID-19 pandemic. This can be attributed to restrictions imposed by regulatory authorities on public travels and physical activities. Additionally, external factors such as disrupted supply chains, lack of skilled labor, mandatory work-from-home policies, and the advent of online education systems have significantly reduced the demand for footwear. However, rising health awareness among the millennial population and technological advancements undertaken by manufacturers are expected to trigger market growth in the post-pandemic period.

The growth of consumers purchasing products through e-commerce platforms such as Amazon, Alibaba, etc., and the introduction of improved product collections by manufacturers are the key market trends leading the industry growth. Some players are strengthening their online presence to expand their consumer base. Therefore, they ensure the availability of their products through online channels such as company websites and e-commerce sites.

The athleisure footwear type segment is projected to show good growth in the market for e-commerce footwear during the forecast period. This growth is accredited to the incremental demand for these products in developed regions such as North America and Europe. Rising awareness among customers regarding health benefits associated with footwear is a key factor stimulating the growth of this segment during the forecast period.

North America is anticipated to show lucrative growth in this market in the coming years. The increasing demand for leather footwear is driving the growth of this market. The high adoption of leather products in this region, owing to the presence of a large working-class population, is flourishing the growth of this market. Furthermore, the increasing spending power of the people in the region is expected to drive the growth of the footwear market in the coming years.

Key players in the market are concentrating on developing innovative technologies to

make sports shoes more comfortable and increase their stability. All these factors are expected to drive the growth of this market in the coming years. Strategic partnerships and agreements between key players to expand their businesses globally are one of the growing trends in the market. For instance, in 2020, Adidas and Allbirds partnered to develop low-carbon impact sneakers. This partnership was created to reduce their global carbon count. Such initiatives by major players are expected to benefit the footwear market growth in the near future.

E-commerce Footwear Market Report Highlights

Asia Pacific is expected to show the fastest growth of 7.3% from 2022 to 2028, owing to the growing demand for athletic footwear from developing nations such as China and India

The leather footwear type segment contributed to the highest revenue share of around 70% in the global market in 2021, owing to the rising demand for these products in developed regions

Europe dominated the global market by contributing over 31% of the global revenue share in 2021, owing to the rising demand for leather footwear as a result of the growing working middle-class population in this region

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