

# North America Trail Running Shoes Market Size, Share & Trend Analysis Report By Type (Light Trail Running Shoes, Rugged Trail Running Shoes, Off-Trail Running Shoes), By Distribution Channel, By Country, And Segment Forecasts, 2024 - 2030

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## Abstracts

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### North America Trail Running Shoes Market Growth & Trends

The North America trail running shoes market size is anticipated to reach USD 3.70 billion by 2030 and is projected to grow at a CAGR of 7.1% from 2024 to 2030, according to a new report by Grand View Research, Inc. The demand for trail running shoes in North America is increasing due to various factors. A prominent trend is the growing interest in outdoor recreation and physical fitness, particularly among younger demographics. Trail running has become a favored activity for these individuals, offering both a physical challenge and an opportunity to connect with nature.

As a result, there is a heightened enthusiasm for different types of trail running shoes characterized by new designs and innovative materials. In November 2023, ASICS announced the latest iteration of its flagship cushioned running shoe, the GEL-NIMBUS 26, introducing enhanced features for an improved fit and superior grip. A notable upgrade is the incorporation of the innovative HYBRID ASICSGRIP technology, complemented by the AHARPLUS outsole rubber. This dynamic combination not only ensures superior traction but also enhances softness and durability, instilling confidence in runners navigating wet and slippery surfaces. Crafted from a lightweight and breathable knit material, the upper further contributes to an overall smoother and more comfortable running experience.

Companies are also widely focusing on manufacturing shoes from recycled material to boost the sustainability quotient. Several players are collaborating with various associations to cope with the growing trend of sustainable products. Elite runners are more inclined toward custom-made trail running shoes, and this trend is creating an opportunity for new players to enter the market. Tecnica, a division of Tecnica Group S.P.A., offers customizable in-store trail running shoes based on consumers' preference for footbed, outsole designs, traction, lateral patterns, lacing preferences, uppers zones, and other features.

Consumers in the U.S. and Canadian market are more inclined to purchase trail running shoes from their preferred or popular brands. Well-established brands such as Salomon, Nike, Adidas, Brooks, and Hoka One One have a strong presence in the U.S. market. These brands have built trust and credibility over the years, resonating with consumers seeking reliable and high-quality footwear for trail running.

According to a 2020 survey conducted by the International Trail Running Association, Hoka One One, followed by Altra, Brooks, and Salomon, are among the most preferred trail running shoe brands in the U.S.

### North America Trail Running Shoes Market Report Highlights

Based on type, the rugged trail running shoes segment led the market with the largest revenue share of 32.8% in 2023. Rugged trail running shoes are equipped with aggressive tread patterns and grippy outsoles that offer superior traction on varied surfaces, including loose gravel, wet rocks, and slippery slopes. The enhanced traction helps runners maintain stability and control, reducing the risk of slips, falls, and injuries on rugged terrain.

Based on distribution channel, the outdoor & sporting goods stores segment is expected to grow at a fastest CAGR from 2024 to 2030. Outdoor and sporting goods stores typically carry a wide range of trail running shoe brands and models, providing customers with ample options to choose from. This diverse selection allows individuals to compare different features, styles, and price points, enabling them to find the perfect shoes that align with their preferences and budget.

Canada market is expected to grow at the fastest CAGR of 6.1% from 2024 to 2030. Canada boasts vast and diverse natural landscapes, including mountains,

forests, and rugged coastlines, which provide ample opportunities for outdoor activities such as trail running. With numerous national parks, provincial parks, and wilderness areas to explore, Canadians often invest in trail running shoes to enjoy the beauty of their country's wilderness while staying active and healthy

## Contents

### **CHAPTER 1. METHODOLOGY AND SCOPE**

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
  - 1.3.1. Purchased Database
  - 1.3.2. GVR's Internal Database
  - 1.3.3. Secondary Sources & Third-Party Perspectives
  - 1.3.4. Primary Research
- 1.4. Information Analysis
  - 1.4.1. Data Analysis Models
- 1.5. Market Information & Data Visualization
- 1.6. Data Validation & Publishing

### **CHAPTER 2. EXECUTIVE SUMMARY**

- 2.1. Market Outlook
- 2.2. Segmental Outlook
- 2.3. Country Outlook
- 2.4. Competition Outlook

### **CHAPTER 3. NORTH AMERICA TRAIL RUNNING SHOES MARKET VARIABLES, TRENDS & SCOPE**

- 3.1. Market Lineage Outlook
- 3.2. Industry Value Chain Analysis
  - 3.2.1. Raw Materials Distribution Channel Outlook
  - 3.2.2. Manufacturing & Technology Outlook
  - 3.2.3. Profit Margin Analysis
- 3.3. Market Dynamics
  - 3.3.1. Market Driver Analysis
  - 3.3.2. Market Restraint Analysis
  - 3.3.3. Market Opportunities
  - 3.3.4. Market Challenges
- 3.4. Industry Analysis - Porter's Five Forces Analysis
- 3.5. Market Entry Strategies

## **CHAPTER 4. NORTH AMERICA TRAIL RUNNING SHOES MARKET: CONSUMER BEHAVIOR ANALYSIS**

- 4.1. Demographic Analysis
- 4.2. Consumer Trends & Preferences
- 4.3. Factors Influencing Buying Behavior
- 4.4. Consumer Service Adoption Trends
- 4.5. Key Observations & Findings

## **CHAPTER 5. NORTH AMERICA TRAIL RUNNING SHOES MARKET: TYPE ESTIMATES & TREND ANALYSIS**

- 5.1. Type Movement Analysis & Market Share, 2023 & 2030
- 5.2. Light Trail Running Shoes
  - 5.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 5.3. Rugged Trail Running Shoes
  - 5.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 5.4. Off Trail Running Shoes
  - 5.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 6. NORTH AMERICA TRAIL RUNNING SHOES MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS**

- 6.1. Distribution Channel Movement Analysis & Market Share, 2023 & 2030
- 6.2. Outdoor & Sporting Goods Stores
  - 6.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 6.3. Brand-owned Retail Stores
  - 6.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 6.4. Multi-owned Retail Stores
  - 6.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 6.5. Online
  - 6.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 6.6. Others
  - 6.6.1. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 7. NORTH AMERICA TRAIL RUNNING SHOES MARKET: COUNTRY ESTIMATES & TREND ANALYSIS**

- 7.1. Country Movement Analysis & Market Share, 2023 & 2030

## 7.2. North America

7.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)

7.2.2. U.S.

7.2.2.1. Key country dynamics

7.2.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)

7.2.3. Canada

7.2.3.1. Key country dynamics

7.2.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 8. COMPETITIVE ANALYSIS**

8.1. Recent developments & impact analysis, by key market participants

8.2. Company Categorization

8.3. Participant's Overview

8.4. Financial Performance

8.5. Product Benchmarking

8.6. Company Market Share Analysis, 2023 (%)

8.6.1. U.S.

8.6.2. Canada

8.7. Company Heat Map Analysis

8.8. Strategy Mapping

8.9. Company Profiles

8.9.1. Salomon

8.9.1.1. Company Overview

8.9.1.2. Financial Performance

8.9.1.3. Product Benchmarking

8.9.1.4. Strategic Initiatives

8.9.2. Nike, Inc.

8.9.2.1. Company Overview

8.9.2.2. Financial Performance

8.9.2.3. Product Benchmarking

8.9.2.4. Strategic Initiatives

8.9.3. Brooks Sports, Inc (Berkshire Hathaway)

8.9.3.1. Company Overview

8.9.3.2. Financial Performance

8.9.3.3. Product Benchmarking

8.9.3.4. Strategic Initiatives

8.9.4. Hoka One One

8.9.4.1. Company Overview

- 8.9.4.2. Financial Performance
- 8.9.4.3. Product Benchmarking
- 8.9.4.4. Strategic Initiatives
- 8.9.5. New Balance
  - 8.9.5.1. Company Overview
  - 8.9.5.2. Financial Performance
  - 8.9.5.3. Product Benchmarking
  - 8.9.5.4. Strategic Initiatives
- 8.9.6. Merrel
  - 8.9.6.1. Company Overview
  - 8.9.6.2. Financial Performance
  - 8.9.6.3. Product Benchmarking
  - 8.9.6.4. Strategic Initiatives
- 8.9.7. Saucony
  - 8.9.7.1. Company Overview
  - 8.9.7.2. Financial Performance
  - 8.9.7.3. Product Benchmarking
  - 8.9.7.4. Strategic Initiatives
- 8.9.8. The North Face (Americas)
  - 8.9.8.1. Company Overview
  - 8.9.8.2. Financial Performance
  - 8.9.8.3. Product Benchmarking
  - 8.9.8.4. Strategic Initiatives
- 8.9.9. ALTRA RUNNING (Outdoor Segment)
  - 8.9.9.1. Company Overview
  - 8.9.9.2. Financial Performance
  - 8.9.9.3. Product Benchmarking
  - 8.9.9.4. Strategic Initiatives
- 8.9.10. Adidas Outdoor
  - 8.9.10.1. Company Overview
  - 8.9.10.2. Financial Performance
  - 8.9.10.3. Product Benchmarking
  - 8.9.10.4. Strategic Initiatives
- 8.9.11. La Sportiva
  - 8.9.11.1. Company Overview
  - 8.9.11.2. Financial Performance
  - 8.9.11.3. Product Benchmarking
  - 8.9.11.4. Strategic Initiatives

## List Of Tables

### LIST OF TABLES

- Table 1. North America trail running shoes market - Key market driver analysis
- Table 2. North America trail running shoes market - Key market restraint analysis
- Table 3. North America light trail running shoes market estimates and forecast, 2018 - 2030 (USD Million)
- Table 4. North America rugged trail running shoes market estimates and forecast, 2018 - 2030 (USD Million)
- Table 5. North America off trail running shoes market estimates and forecast, 2018 - 2030 (USD Million)
- Table 6. North America trail running shoes market estimates and forecast, by outdoor & sporting goods stores, 2018 - 2030 (USD Million)
- Table 7. North America trail running shoes market estimates and forecast, by brand-owned retail stores, 2018 - 2030 (USD Million)
- Table 8. North America trail running shoes market estimates and forecast, by multi-owned retail stores, 2018 - 2030 (USD Million)
- Table 9. North America trail running shoes market estimates and forecast, by online channels, 2018 - 2030 (USD Million)
- Table 10. North America trail running shoes market estimates and forecast, by other channels, 2018 - 2030 (USD Million)
- Table 11. North America trail running shoes market estimates and forecast, 2018 - 2030 (USD Million)
- Table 12. North America trail running shoes market revenue estimates and forecast, by type, 2018 - 2030 (USD Million)
- Table 13. North America trail running shoes market revenue estimates and forecast, by distribution channel, 2018 - 2030 (USD Million)
- Table 14. U.S. macro-economic outlay
- Table 15. U.S. North America trail running shoes market estimates and forecast, 2018 - 2030 (USD Million)
- Table 16. U.S. North America trail running shoes market revenue estimates and forecast, by type, 2018 - 2030 (USD Million)
- Table 17. U.S. North America trail running shoes market revenue estimates and forecast, by distribution channel, 2018 - 2030 (USD Million)
- Table 18. Canada macro-economic outlay
- Table 19. Canada North America trail running shoes market estimates and forecast, 2018 - 2030 (USD Million)



Table 20. Canada North America trail running shoes market revenue estimates and forecast, by type, 2018 - 2030 (USD Million)

Table 21. Canada North America trail running shoes market revenue estimates and forecast, by distribution channel, 2018 - 2030 (USD Million)

Table 22. Recent developments & impact analysis, by key market participants

Table 23. U.S. trail running company market share, 2023

Table 24. Canada trail running company market share, 2023

Table 25. Company heat map analysis

Table 26. Companies undergoing key strategies.

## List Of Figures

### LIST OF FIGURES

Fig. 1 North America trail running shoes market snapshot

Fig. 2 North America trail running shoes market segmentation & scope

Fig. 3 North America trail running shoes market: Penetration & growth prospect mapping

Fig. 4 North America trail running shoes market: Value chain analysis

Fig. 5 North America trail running shoes market: Market dynamics

Fig. 6 North America trail running shoes market: Porter's Five Forces analysis

Fig. 7 North America trail running shoes market: Type movement analysis, 2023 & 2030 (%)

Fig. 8 North America light trail running shoes market estimates and forecast, 2018 - 2030 (USD Million)

Fig. 9 North America rugged trail running shoes market estimates and forecast, 2018 - 2030 (USD Million)

Fig. 10 North America off trail running shoes market estimates and forecast, 2018 - 2030 (USD Million)

Fig. 11 North America trail running shoes market: Distribution channel movement analysis, 2023 & 2030 (%)

Fig. 12 North America trail running shoes market estimates and forecast, by outdoor & sporting goods stores, 2018 - 2030 (USD Million)

Fig. 13 North America trail running shoes market estimates and forecast, by brand-owned retail stores, 2018- 2030 (USD Million)

Fig. 14 North America trail running shoes market estimates and forecast, by multi-owned retail stores, 2018 - 2030 (USD Million)

Fig. 15 North America trail running shoes market estimates and forecast, by online, 2018 - 2030 (USD Million)

Fig. 16 North America trail running shoes market estimates and forecast, by others, 2018 - 2030 (USD Million)

Fig. 17 North America trail running shoes market: Regional movement analysis, 2023 & 2030 (%)

Fig. 18 North America trail running shoes market estimates and forecast, 2018 - 2030 (USD Million)

Fig. 19 U.S. trail running shoes market estimates and forecast, 2018 - 2030 (USD Million)

Fig. 20 Canada trail running shoes market estimates and forecast, 2018 - 2030 (USD

Million)

Fig. 21 Key company categorization

Fig. 22 U.S. trail running company market share analysis, 2023

Fig. 23 Canada trail running company market share analysis, 2023

Fig. 24 Strategic framework of North America trail running shoes market

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