

Trail Running Shoes Market Size, Share & Trends Analysis Report By Type (Light, Rugged, Off Trail), By Distribution Channel (Online, Offline), By Region, And Segment Forecasts, 2019 - 2025

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Abstracts

The global trail running shoes market size is expected to reach USD 8.9 billion by 2025, registering a 5.9% CAGR over the forecast period, according to a new report published by Grand View Research, Inc. Increasing participation in trail running events is anticipated to drive the product demand. Rising popularity of outdoor activities is supporting the product demand. As per the Physical Activity Council, the participation rate in outdoor activity increased from 53.9% in 2013 to 59.2% in 2018. The boom in marathon running is also projected to drive the market growth.

The demand for trail running shoes is majorly driven by growing number of female participants. The female participation in running increased from 22% in 2014 to 34% 2017. Growing popularity of trail running events, such as Ultra-Trail du Mont-Blanc (UTMB) is also supporting the market growth. The demand for entry in this event witnessed 68% rise from 2016 to 2019. In 2019, the event received 26,000 applications from 10,000 places. There are around 4,300 races are certified and recognized by the International Trail Running Association (ITRA) and around 10,000 events taking place worldwide.

High number of professional ultra-trail running participants is also a major factor driving the growth of the trail running shoes market. The ultra-trail running witnessed a 14% year-on-year growth over the past 25 years. The participants in this group are the core consumers of trail running shoes. High adoption among these consumers in order to maintain grip over dirt, mud, gravel, roots, and rock slabs, along with protecting the feet from injuries is expected to bode well for the overall market growth.

Asia Pacific registered the fastest CAGR in 2018 and is anticipated to continue leading over the forecasted period. The growth is majorly driven by demand for trail running shoes from China. North America was the largest market in 2018. As per the American Trail Running Association, 83% of runners wore trail-specific shoes when training on the trails in 2019, compared to 78% in 2018.

Further key findings from the report suggest:

By type, light trail running shoes emerged as the largest and fastest growing segment in 2018, owing to preference by new comers due to the high traction on the soil

Rugged trail running shoes is estimated to witness strong growth over the forecast period, owing to high demand by the runners who prefer running on hiking trails

Offline distribution channel accounts for majority of market share in terms of product sales owing to availability of the right fit and cushioning and help to understand the mechanism of shoes' functionality

Some of the key players operating in the global trail running shoes market include VF Corporation; New Balance Athletics, Inc.; Wolverine World Wide Inc.; Brooks Sports, Inc.; Adidas AG; Nike Inc.; Skechers U.S.A, Inc.; Asics Group; Deckers Outdoor Corporation; and Amer Sports

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