

Athletic Footwear Market Report by Product Type (Aerobic Shoes, Running Shoes, Walking Shoes, Trekking and Hiking Shoes, Sports Shoes), Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Brand Outlets, Online Channels), End User (Men, Women, Kids), and Region 2024-2032

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Abstracts

The global athletic footwear market size reached US\$ 121.0 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 173.5 Billion by 2032, exhibiting a growth rate (CAGR) of 4% during 2024-2032. The increasing interest in sports and fitness activities, rising fashion and lifestyle influence, growing endorsements and sponsorships by professional athletes and sports teams, rising awareness about health and fitness benefits, and advancements in technology represent some of the key factors propelling the market.

Athletic footwear refers to specialized shoes designed for sports and physical activities. They are specifically crafted to provide comfort, support, and performance-enhancing features for athletes and active individuals. Athletic footwear typically incorporates cushioning, stability, and traction elements to optimize performance, minimize the risk of injury. These shoes are designed for running, hiking, or playing basketball, soccer and tennis. They often utilize advanced materials, technologies, and ergonomic designs to offer superior fit, shock absorption, breathability, and durability. Athletic footwear plays a crucial role in optimizing athletic performance, providing protection, and ensuring optimal foot comfort during rigorous physical activities.

The increasing global interest in sports and fitness activities has escalated the demand

for athletic footwear. As more individuals engage in sports and fitness routines, the need for specialized shoes designed for specific activities, such as running, walking and playing, rises. Additionally, the fashion and lifestyle trends influence the athletic footwear market. Sneakers and sports shoes have become a popular fashion statement, not limited to athletic purposes. Other than this, endorsements and sponsorships by professional athletes and sports teams have a significant impact on the athletic footwear market. Influential athletes endorsing specific brands or wearing particular shoe models create brand loyalty and consumer trust, driving product sales. Besides this, the rising awareness regarding health and fitness benefits contributes to the market expansion. As people become more health-conscious, they invest in athletic footwear to support their active lifestyles and minimize the risk of foot and leg injuries. Moreover, advancements in technology, such as innovations in cushioning, support systems, lightweight materials and breathable fabrics, enhance comfort, performance, and durability. These factors are expected to provide a favorable market outlook in the upcoming years.

Athletic Footwear Market Trends/Drivers:

Increasing Global Interest in Sports and Fitness Activities

With more of individuals participating in sports and fitness routines, footwear designed specifically for these activities is rising. Athletes and active individuals seek shoes that provide comfort, support, and performance-enhancing features to optimize their performance and minimize the risk of injury. The growing awareness about the benefits of regular exercise and the increasing popularity of sports worldwide contribute to the sustained demand for athletic footwear. This trend encourage manufacturers to develop innovative designs, technologies, and materials to meet the evolving needs of athletes and fitness enthusiasts, fueling the market growth.

Rising Influence of Fashion and Lifestyle Trends

Sneakers and sports shoes have become a fashion statement, blending style and functionality. The incorporation of athletic footwear into everyday wear has created a demand for trendy and fashionable designs. Collaborations between athletic footwear brands and fashion designers, celebrities, or influencers further enhance their appeal. As consumers seek to express their personal style and embrace athleisure trends, they are becoming inclined toward athletic footwear as a fashionable and versatile choice. This convergence of fashion and sportswear drives the market, prompting manufacturers to develop aesthetically appealing designs that cater to the evolving tastes and preferences of consumers.

Advancements in Technology

Innovations in cushioning systems, materials, and manufacturing techniques improve shock absorption, energy return, and overall support. Lightweight materials reduce shoe weight, thus enhancing agility and speed. Breathable fabrics and moisture-wicking technologies improve ventilation and comfort. Advancements in outsole designs provide better traction and durability. Additionally, wearable tech integration allows for personalized tracking and analysis of performance metrics. These technological advancements enhance athletic performance and also attract consumers seeking cutting-edge features. Moreover, manufacturers invest in research and development to stay competitive, thus driving the market forward with improved functionality and innovative solutions.

Athletic Footwear Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global athletic footwear market report, along with forecasts at the global, regional, and country levels from 2024-2032. Our report has categorized the market based on the product type, distribution channel, and end user.

Breakup by Product Type:

- Aerobic Shoes
- Running Shoes
- Walking Shoes
- Trekking and Hiking Shoes
- Sports Shoes

Running shoes represent the most popular product type

The report has provided a detailed breakup and analysis of the market based on the product type. This includes aerobic shoes, running shoes, walking shoes, trekking and hiking shoes, and sports shoes. According to the report, running shoes accounted for the largest market share.

Aerobic shoes are specifically designed for high-impact aerobic exercises, such as dance workouts, aerobics, and cardio classes. These shoes provide excellent cushioning and shock absorption to protect the feet and joints during intense movements. They feature flexible soles and lightweight materials to allow for quick

movements and agility. The growing popularity of aerobic workouts and fitness classes has increased the demand for dedicated aerobic shoes, driving the market for this specialized footwear.

Running shoes are designed to provide optimal support, cushioning, and stability for runners. They feature advanced cushioning technologies, breathable uppers, and durable outsoles with enhanced traction. The increasing interest in running as a recreational and fitness activity, as well as the participation in marathons and races, has propelled the demand for running shoes.

Walking shoes are designed for individuals who engage in regular walking or enjoy leisurely strolls. These shoes prioritize comfort, support, and shock absorption. They feature cushioned insoles, breathable materials, and flexible outsoles to promote a smooth and comfortable walking experience. With the growing emphasis on maintaining an active lifestyle and the popularity of walking as a low-impact exercise, the demand for walking shoes has increased.

Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Specialty Stores

Brand Outlets

Online Channels

The majority of the athletic footwear are distributed through specialty stores

A detailed breakup and analysis of the supermarkets and hypermarkets market based on the distribution channel has also been provided in the report, this includes supermarkets and hypermarkets, specialty stores, brand outlets, and online channels. According to the report, special stores represented the largest segment.

Supermarkets and hypermarkets play a significant role in driving the market by providing a convenient one-stop shopping experience for consumers. These large retail stores offer a wide range of athletic footwear options from various brands at competitive prices. Their accessibility and extensive product selection attract a broad customer base, including casual athletes and fitness enthusiasts, thus contributing to the overall growth of the market.

Specialty stores, such as sports retailers and dedicated athletic shoe stores, are

another driving force behind the market. These stores offer a specialized shopping experience, providing knowledgeable staff and a focused range of athletic footwear options. They cater specifically to the needs of athletes and sports enthusiasts, offering expert advice, fitting services, and a curated selection of performance-oriented footwear. Specialty stores create a destination for customers seeking high-quality athletic shoes, driving the market with their expertise and tailored offerings.

Brand outlets play a significant role in driving the market by showcasing the latest collections and exclusives from specific brands. These outlets offer a direct channel for consumers to access authentic branded athletic footwear. Brand outlets often create a unique shopping experience, featuring brand-themed displays and promotions that attract brand loyalists and enthusiasts. They provide an opportunity for consumers to engage with the brand identity, innovations, and product offerings. The presence of brand outlets drives consumer demand for specific athletic footwear brands and strengthens their market presence.

Breakup by End User:

Men

Women

Kids

Men hold the majority of the overall market share

The report has also provided a comprehensive analysis based on end user, which include men, women and kids. According to the report, men accounted for the largest market share.

Nowadays, there has been a significant increase in the popularity of athletic footwear among men. Men have historically been associated with sports and athletic activities, and they continue to be a significant consumer group for athletic footwear. Men engage in various sports such as basketball, soccer, running, tennis, and more, requiring specific athletic shoes designed for their needs. As a result, several athletic shoe brands now offer a wide range of options for men, prioritizing factors like stability, durability, and performance-enhancing features when selecting athletic footwear.

Over the years, there has been a significant increase in the participation of women in sports and fitness activities. As a result, athletic footwear brands have recognized the need to cater to women's specific requirements. Women's athletic shoes are designed

to accommodate differences in foot shape and biomechanics. They may include features such as improved arch support, narrower heel construction, and more feminine designs to cater to women's preferences and provide them with comfort and performance during physical activities.

Kids and teenagers involved in physical education classes, sports teams, or recreational activities also require athletic footwear suitable for their age and activity level. Athletic footwear designed for kids often includes features like enhanced flexibility, lightweight construction, and additional protection to support their growing feet and promote proper development.

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

North America exhibits a clear dominance in the market, accounting for the majority of

the overall athletic footwear market share

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa.

North America drives the athletic footwear market with its strong sports culture and fitness-conscious population. The region has a high participation rate in sports and recreational activities, creating a significant demand for athletic footwear. Major sports events, such as the Super Bowl and NBA championships, further boost the market. Additionally, the presence of prominent athletic footwear brands and a robust retail infrastructure contributes to the market growth. Moreover, constant innovation in technology and materials by North American manufacturers also propels the market, ensuring a wide range of performance-enhancing options for athletes and fitness enthusiasts.

Europe plays a vital role in the market, driven by its passion for sports and fashion-forward trends. The region hosts several prominent sports events, including the UEFA Champions League and Wimbledon, which amplify the demand for athletic footwear. Europe is also home to renowned fashion capitals, driving the convergence of sportswear and fashion. The rise of athleisure trends has made athletic footwear a fashion statement. Additionally, Europe's emphasis on outdoor activities and fitness, such as hiking and cycling, further fuels the market, creating a demand for specialized athletic footwear.

Asia Pacific is a significant driver of the market due to its population size, rapid urbanization, and increasing disposable income. The region's growing middle class, particularly in countries like China and India, has led to increased participation in sports and fitness activities. Furthermore, rising health awareness and the influence of Western sports and fashion culture are augmenting the demand for athletic footwear. Major global sports brands target the region for expansion, further driving the market with new product launches and marketing campaigns.

Competitive Landscape:

Key players in the market have taken several strategic efforts to drive growth and meet consumer demands. They invest heavily in research and development to innovate and introduce new technologies that enhance performance, comfort, and durability of their

footwear. These companies collaborate with professional athletes and sports teams for endorsements and sponsorships to create brand loyalty and increase market visibility. Several players also focus on expanding their distribution networks by partnering with retail outlets, online platforms, and brand outlets to ensure widespread availability. Marketing campaigns and advertising initiatives, including social media promotions and celebrity collaborations, are employed to create brand awareness and appeal to a wider consumer base. Additionally, sustainability initiatives, such as using eco-friendly materials and reducing carbon footprint, have been adopted by key players to align with the growing consumer demand for environment-friendly products.

The report has provided a comprehensive analysis of the competitive landscape in the global athletic footwear market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Adidas AG
ASICS Corporation
FILA Holdings Corp
K-Swiss Inc.
New Balance Inc.
Nike Inc.
Puma SE
Reebok International Ltd.
Saucony
SKECHERS Inc.
Under Armour Inc.

Recent Developments:

Nike introduced the world's first hydrogen-powered inland container ship, the "H 2 Barge 1, which will take products for Europe, sailing between Rotterdam in the Netherlands and Nike's European Logistics Campus in Belgium.

New Balance and Joe Freshgoods launched "Beneath the Surface" campaign to launch the New Balance 610 Sneaker and Rainier Boots.

Adidas announced the release of existing Yeezy products in May 2023. Yeezy is a collaborative brand between Adidas and Kanye West, a renowned rapper and fashion designer.

Key Questions Answered in This Report

1. What was the size of the global athletic footwear market in 2023?

2. What is the expected growth rate of the global athletic footwear market during 2024-2032?
3. What are the key factors driving the global athletic footwear market?
4. What has been the impact of COVID-19 on the global athletic footwear market?
5. What is the breakup of the global athletic footwear market based on the product type?
6. What is the breakup of the global athletic footwear market based on the distribution channel?
7. What is the breakup of the global athletic footwear market based on the end user?
8. What are the key regions in the global athletic footwear market?
9. Who are the key players/companies in the global athletic footwear market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL ATHLETIC FOOTWEAR MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY PRODUCT TYPE

- 6.1 Aerobic Shoes
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Running Shoes
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Walking Shoes

- 6.3.1 Market Trends
- 6.3.2 Market Forecast
- 6.4 Trekking and Hiking Shoes
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast
- 6.5 Sports Shoes
 - 6.5.1 Market Trends
 - 6.5.2 Market Forecast

7 MARKET BREAKUP BY DISTRIBUTION CHANNEL

- 7.1 Supermarkets and Hypermarkets
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Specialty Stores
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 7.3 Brand Outlets
 - 7.3.1 Market Trends
 - 7.3.2 Market Forecast
- 7.4 Online Channels
 - 7.4.1 Market Trends
 - 7.4.2 Market Forecast

8 MARKET BREAKUP BY END USER

- 8.1 Men
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Women
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast
- 8.3 Kids
 - 8.3.1 Market Trends
 - 8.3.2 Market Forecast

9 MARKET BREAKUP BY REGION

- 9.1 North America

- 9.1.1 United States
 - 9.1.1.1 Market Trends
 - 9.1.1.2 Market Forecast
- 9.1.2 Canada
 - 9.1.2.1 Market Trends
 - 9.1.2.2 Market Forecast
- 9.2 Asia-Pacific
 - 9.2.1 China
 - 9.2.1.1 Market Trends
 - 9.2.1.2 Market Forecast
 - 9.2.2 Japan
 - 9.2.2.1 Market Trends
 - 9.2.2.2 Market Forecast
 - 9.2.3 India
 - 9.2.3.1 Market Trends
 - 9.2.3.2 Market Forecast
 - 9.2.4 South Korea
 - 9.2.4.1 Market Trends
 - 9.2.4.2 Market Forecast
 - 9.2.5 Australia
 - 9.2.5.1 Market Trends
 - 9.2.5.2 Market Forecast
 - 9.2.6 Indonesia
 - 9.2.6.1 Market Trends
 - 9.2.6.2 Market Forecast
 - 9.2.7 Others
 - 9.2.7.1 Market Trends
 - 9.2.7.2 Market Forecast
- 9.3 Europe
 - 9.3.1 Germany
 - 9.3.1.1 Market Trends
 - 9.3.1.2 Market Forecast
 - 9.3.2 France
 - 9.3.2.1 Market Trends
 - 9.3.2.2 Market Forecast
 - 9.3.3 United Kingdom
 - 9.3.3.1 Market Trends
 - 9.3.3.2 Market Forecast
 - 9.3.4 Italy

- 9.3.4.1 Market Trends
- 9.3.4.2 Market Forecast
- 9.3.5 Spain
 - 9.3.5.1 Market Trends
 - 9.3.5.2 Market Forecast
- 9.3.6 Russia
 - 9.3.6.1 Market Trends
 - 9.3.6.2 Market Forecast
- 9.3.7 Others
 - 9.3.7.1 Market Trends
 - 9.3.7.2 Market Forecast
- 9.4 Latin America
 - 9.4.1 Brazil
 - 9.4.1.1 Market Trends
 - 9.4.1.2 Market Forecast
 - 9.4.2 Mexico
 - 9.4.2.1 Market Trends
 - 9.4.2.2 Market Forecast
 - 9.4.3 Others
 - 9.4.3.1 Market Trends
 - 9.4.3.2 Market Forecast
- 9.5 Middle East and Africa
 - 9.5.1 Market Trends
 - 9.5.2 Market Breakup by Country
 - 9.5.3 Market Forecast

10 SWOT ANALYSIS

- 10.1 Overview
- 10.2 Strengths
- 10.3 Weaknesses
- 10.4 Opportunities
- 10.5 Threats

11 VALUE CHAIN ANALYSIS

12 PORTERS FIVE FORCES ANALYSIS

- 12.1 Overview

- 12.2 Bargaining Power of Buyers
- 12.3 Bargaining Power of Suppliers
- 12.4 Degree of Competition
- 12.5 Threat of New Entrants
- 12.6 Threat of Substitutes

13 PRICE ANALYSIS

14 COMPETITIVE LANDSCAPE

- 14.1 Market Structure
- 14.2 Key Players
- 14.3 Profiles of Key Players
 - 14.3.1 Adidas AG
 - 14.3.1.1 Company Overview
 - 14.3.1.2 Product Portfolio
 - 14.3.1.3 Financials
 - 14.3.1.4 SWOT Analysis
 - 14.3.2 ASICS Corporation
 - 14.3.2.1 Company Overview
 - 14.3.2.2 Product Portfolio
 - 14.3.2.3 Financials
 - 14.3.3 FILA Holdings Corp
 - 14.3.3.1 Company Overview
 - 14.3.3.2 Product Portfolio
 - 14.3.4 K-Swiss Inc.
 - 14.3.4.1 Company Overview
 - 14.3.4.2 Product Portfolio
 - 14.3.5 New Balance Inc.
 - 14.3.5.1 Company Overview
 - 14.3.5.2 Product Portfolio
 - 14.3.6 Nike Inc.
 - 14.3.6.1 Company Overview
 - 14.3.6.2 Product Portfolio
 - 14.3.6.3 Financials
 - 14.3.6.4 SWOT Analysis
 - 14.3.7 Puma SE
 - 14.3.7.1 Company Overview
 - 14.3.7.2 Product Portfolio

- 14.3.7.3 Financials
- 14.3.7.4 SWOT Analysis
- 14.3.8 Reebok International Ltd
 - 14.3.8.1 Company Overview
 - 14.3.8.2 Product Portfolio
 - 14.3.8.3 SWOT Analysis
- 14.3.9 Saucony
 - 14.3.9.1 Company Overview
 - 14.3.9.2 Product Portfolio
- 14.3.10 SKECHERS Inc.
 - 14.3.10.1 Company Overview
 - 14.3.10.2 Product Portfolio
 - 14.3.10.3 Financials
 - 14.3.10.4 SWOT Analysis
- 14.3.11 Under Armour Inc.
 - 14.3.11.1 Company Overview
 - 14.3.11.2 Product Portfolio
 - 14.3.11.3 Financials
 - 14.3.11.4 SWOT Analysis

List Of Tables

LIST OF TABLES

Table 1: Global: Athletic Footwear Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Athletic Footwear Market Forecast: Breakup by Product Type (in Million US\$), 2024-2032

Table 3: Global: Athletic Footwear Market Forecast: Breakup by Distribution Channel (in Million US\$), 2024-2032

Table 4: Global: Athletic Footwear Market Forecast: Breakup by End User (in Million US\$), 2024-2032

Table 5: Global: Athletic Footwear Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 6: Global: Athletic Footwear Market: Competitive Structure

Table 7: Global: Athletic Footwear Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Athletic Footwear Market: Major Drivers and Challenges

Figure 2: Global: Athletic Footwear Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Athletic Footwear Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 4: Global: Athletic Footwear Market: Breakup by Product Type (in %), 2023

Figure 5: Global: Athletic Footwear Market: Breakup by Distribution Channel (in %), 2023

Figure 6: Global: Athletic Footwear Market: Breakup by End User (in %), 2023

Figure 7: Global: Athletic Footwear Market: Breakup by Region (in %), 2023

Figure 8: Global: Athletic Footwear (Aerobic Shoes) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 9: Global: Athletic Footwear (Aerobic Shoes) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 10: Global: Athletic Footwear (Running Shoes) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 11: Global: Athletic Footwear (Running Shoes) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 12: Global: Athletic Footwear (Walking Shoes) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 13: Global: Athletic Footwear (Walking Shoes) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 14: Global: Athletic Footwear (Trekking and Hiking Shoes) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 15: Global: Athletic Footwear (Trekking and Hiking Shoes) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 16: Global: Athletic Footwear (Sports Shoes) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 17: Global: Athletic Footwear (Sports Shoes) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 18: Global: Athletic Footwear (Supermarkets and Hypermarkets) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 19: Global: Athletic Footwear (Supermarkets and Hypermarkets) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 20: Global: Athletic Footwear (Specialty Stores) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 21: Global: Athletic Footwear (Specialty Stores) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 22: Global: Athletic Footwear (Brand Outlets) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 23: Global: Athletic Footwear (Brand Outlets) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 24: Global: Athletic Footwear (Online Channels) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 25: Global: Athletic Footwear (Online Channels) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 26: Global: Athletic Footwear (Men) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 27: Global: Athletic Footwear (Men) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 28: Global: Athletic Footwear (Women) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 29: Global: Athletic Footwear (Women) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 30: Global: Athletic Footwear (Kids) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 31: Global: Athletic Footwear (Kids) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 32: North America: Athletic Footwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 33: North America: Athletic Footwear Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 34: United States: Athletic Footwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 35: United States: Athletic Footwear Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 36: Canada: Athletic Footwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 37: Canada: Athletic Footwear Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 38: Asia-Pacific: Athletic Footwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 39: Asia-Pacific: Athletic Footwear Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 40: China: Athletic Footwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 41: China: Athletic Footwear Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 42: Japan: Athletic Footwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 43: Japan: Athletic Footwear Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 44: India: Athletic Footwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 45: India: Athletic Footwear Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 46: South Korea: Athletic Footwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 47: South Korea: Athletic Footwear Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 48: Australia: Athletic Footwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 49: Australia: Athletic Footwear Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 50: Indonesia: Athletic Footwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 51: Indonesia: Athletic Footwear Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 52: Others: Athletic Footwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 53: Others: Athletic Footwear Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 54: Europe: Athletic Footwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 55: Europe: Athletic Footwear Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 56: Germany: Athletic Footwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 57: Germany: Athletic Footwear Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 58: France: Athletic Footwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 59: France: Athletic Footwear Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 60: United Kingdom: Athletic Footwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 61: United Kingdom: Athletic Footwear Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 62: Italy: Athletic Footwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 63: Italy: Athletic Footwear Market Forecast: Sales Value (in Million US\$),

2024-2032

Figure 64: Spain: Athletic Footwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 65: Spain: Athletic Footwear Market Forecast: Sales Value (in Million US\$),
2024-2032

Figure 66: Russia: Athletic Footwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 67: Russia: Athletic Footwear Market Forecast: Sales Value (in Million US\$),
2024-2032

Figure 68: Others: Athletic Footwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 69: Others: Athletic Footwear Market Forecast: Sales Value (in Million US\$),
2024-2032

Figure 70: Latin America: Athletic Footwear Market: Sales Value (in Million US\$), 2018
& 2023

Figure 71: Latin America: Athletic Footwear Market Forecast: Sales Value (in Million
US\$), 2024-2032

Figure 72: Brazil: Athletic Footwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 73: Brazil: Athletic Footwear Market Forecast: Sales Value (in Million US\$),
2024-2032

Figure 74: Mexico: Athletic Footwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 75: Mexico: Athletic Footwear Market Forecast: Sales Value (in Million US\$),
2024-2032

Figure 76: Others: Athletic Footwear Market: Sales Value (in Million US\$), 2018 & 2023

Figure 77: Others: Athletic Footwear Market Forecast: Sales Value (in Million US\$),
2024-2032

Figure 78: Middle East and Africa: Athletic Footwear Market: Sales Value (in Million
US\$), 2018 & 2023

Figure 79: Middle East and Africa: Athletic Footwear Market: Breakup by Country (in %),
2023

Figure 80: Middle East and Africa: Athletic Footwear Market Forecast: Sales Value (in
Million US\$), 2024-2032

Figure 81: Global: Athletic Footwear Industry: SWOT Analysis

Figure 82: Global: Athletic Footwear Industry: Value Chain Analysis

Figure 83: Global: Athletic Footwear Industry: Porter's Five Forces Analysis

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