

South Korea 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 2026-2034

<https://marketpublishers.com/r/SC1BBC78D8ABEN.html>

Date: July 2026

Pages: 116

Price: US\$ 2,999.00 (Single User License)

ID: SC1BBC78D8ABEN

Abstracts

South Korea athletic footwear market size reached USD 2.5 Billion in 2025. Looking forward, IMARC Group expects the market to reach USD 3.2 Billion by 2034, exhibiting a growth rate (CAGR) of 2.68% during 2026-2034. The increasing advancements in materials and technology, such as lightweight and breathable fabrics, cushioning systems, and sustainable materials, which contribute to the popularity of athletic footwear, are driving the market.

Athletic footwear has evolved from simple protective gear to a dynamic fusion of technology, comfort, and style. Designed to enhance performance and provide optimal support during physical activities, modern athletic shoes cater to diverse sports and fitness needs. Cutting-edge materials, such as breathable mesh and lightweight synthetics, contribute to comfort and agility, while advanced cushioning technologies absorb impact, reducing stress on joints. Brands continually innovate to address specific athletic demands, incorporating features like stability enhancements for running shoes, ankle support for basketball, and specialized traction for various surfaces. Beyond functionality, athletic footwear has become a fashion statement, with vibrant designs and collaborations between sports brands and renowned designers. The industry's emphasis on sustainable materials and manufacturing processes reflects a growing awareness of environmental responsibility. Whether for professional athletes or casual

enthusiasts, athletic footwear plays a pivotal role in promoting performance, preventing injuries, and aligning with personal style preferences.

SOUTH KOREA ATHLETIC FOOTWEAR MARKET TRENDS:

The athletic footwear market in South Korea is experiencing robust growth, primarily driven by increasing consumer awareness of health and fitness. Additionally, the rising trend of athleisure wear has significantly contributed to the surge in demand for athletic footwear. Moreover, advancements in technology and innovation within the industry have propelled the market forward. Furthermore, the growing focus on sustainable and eco-friendly products has prompted manufacturers to develop environmentally-conscious athletic footwear, meeting the preferences of environmentally aware consumers. In tandem, the surge in sports participation, coupled with major sporting events, has heightened the demand for performance-oriented athletic footwear. Furthermore, the influence of celebrity endorsements and collaborations between sports brands and high-profile athletes has intensified consumer interest, fostering market expansion. E-commerce channels have played a pivotal role, offering consumers convenience and a wide range of choices. In essence, a confluence of factors, including lifestyle changes, technological advancements, sustainability initiatives, and effective marketing strategies, continues to propel the regional athletic footwear market to new heights.

SOUTH KOREA ATHLETIC FOOTWEAR MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country level for 2026-2034. Our report has categorized the market based on product type, distribution channel, and end user.

Product Type Insights:

Aerobic Shoes

Running Shoes

Walking Shoes

Trekking and Hiking Shoes

Sports Shoes

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.

Distribution Channel Insights:

Supermarkets and Hypermarkets

Specialty Stores

Brand Outlets

Online Channels

A detailed breakup and analysis of the market based on the distribution channel have also been provided in the report. This includes supermarkets and hypermarkets, specialty stores, brand outlets, and online channels.

End User Insights:

Men

Women

Kids

The report has provided a detailed breakup and analysis of the market based on the end user. This includes men, women, and kids.

Regional Insights:

Seoul Capital Area

Yeongnam (Southeastern Region)

Honam (Southwestern Region)

Hoseo (Central Region)

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Seoul Capital Area, Yeongnam (Southeastern Region), Honam (Southwestern Region), Hoseo (Central Region), and Others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape in the market. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the South Korea athletic footwear market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the South Korea athletic footwear market?

What is the breakup of the South Korea athletic footwear market on the basis of product type?

What is the breakup of the South Korea athletic footwear market on the basis of distribution channel?

What is the breakup of the South Korea athletic footwear market on the basis of end user?

What are the various stages in the value chain of the South Korea athletic footwear market?

What are the key driving factors and challenges in the South Korea athletic footwear?

What is the structure of the South Korea athletic footwear market and who are the key players?

What is the degree of competition in the South Korea athletic footwear market?

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