

# Turkey Athletic Footwear Market Size, Share, Trends and Forecast by Product Type, Distribution Channel, End User, and Region, 2026-2034

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## Abstracts

The Turkey athletic footwear market size reached USD 1.7 Billion in 2025. Looking forward, IMARC Group expects the market to reach USD 2.9 Billion by 2034, exhibiting a growth rate (CAGR) of 5.46% during 2026-2034. The increased awareness about health, well-being, and exercise among customers is impelling the market growth. Additionally, the heightened involvement in sporting and recreational activities is driving the demand for sports shoes in the country. Apart from this, changing lifestyle and fashion trends, as fashion-conscious people are moving more towards sneakers and sports shoes as a daily wear option, are expanding the Turkey athletic shoes market share.

### TURKEY ATHLETIC FOOTWEAR MARKET TRENDS:

#### Increased Health and Exercise Awareness

The Turkey athletic shoes sector is influenced by increased awareness about health, well-being, and exercise among customers. Heightened numbers of customers are practicing running, walking, gym workout, yoga, and outdoor sports as a part of their regular lifestyle. Increasing interest in physical health is generating greater demand for cushioned, long-lasting, and performance-driven shoes. Wellness programs, sporting events, and fitness clubs are constantly encouraging people to buy sports shoes appropriate to their sports. Urbanization and lifestyle changes are also to be credited, as working professionals are integrating fitness routines into hectic lifestyles, causing a boom in the demand for sports shoes. Moreover, health campaigns, fitness trainers, and social media influencers are also taking their part in propagating the culture of fitness, which is influencing footwear sales in a positive manner. Therefore, athletic shoes are

no longer just seen as sporting equipment but are being brought into daily life, driving market expansion.

### Growing Sports and Recreation Activity Popularity

The increasing involvement in sporting and recreational activities is steadily catalyzing the demand for sports shoes in Turkey. Football, basketball, running, and trekking are becoming increasingly popular sports among various age groups, making consumers buy performance-specific and injury-prevention sports shoes. Government pushes for developing sports infrastructure, school-level competition, and community-level fitness programs are augmenting the culture of athletic participation further. Also, Turkey's increased participation in global sporting events and football league popularity are nudging young people towards a more active way of life. Leisure activities like hiking and out-of-doors adventures are also generating steady demand for rugged and supportive shoes. As more families and young people are spending money on sporting pursuits, the market is witnessing steady growth. This growing passion for sports culture, plus lifestyle-driven pursuits, is guaranteeing athletic footwear as a major product segment in Turkish retailing. Various exhibitions are also taking place where sports accessories are showcased, thereby encouraging people to purchase products. For instance, in 2025, World Sports Istanbul took place at the Istanbul Expo Center, where a wide variety of sports, fashion, and accessories were shown.

### Influence of Fashion and Lifestyle Trends

The Turkish sports footwear market growth propelled by lifestyle and fashion trends, as fashion-conscious people are moving more towards sneakers and sports shoes as a daily wear option. Athleisure is emerging as a popular trend, in which individuals want comfortable, performance-oriented, and fashion-forward footwear. Global players are introducing limited editions, celebrity endorsements, and fashionable designs, which are appealing to Turkey's fashion-forward young generation. Social media outlets and online retailing portals are hastening these developments, exposing consumers to international sneaker culture and driving the demand for fashion sports footwear. Additionally, the cross-over of sportswear with office and casual wear is making athletic shoes a ubiquitous product beyond gyms and playgrounds, turning them into a necessity on a day-to-day basis. Local and international retailers are also bringing in budget-friendly options to suit various income segments, which is supporting adoption. This integration of functionality and fashion in footwear is constantly influencing buying habits. IMARC Group predicts that the Turkey footwear market is projected to attain USD 4.64 Billion by 2033.

## TURKEY 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 and regional levels 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:

Marmara

Central Anatolia

Mediterranean

Aegean

Southeastern Anatolia

Black Sea

Eastern Anatolia

The report has also provided a comprehensive analysis of all the major regional markets, which include Marmara, Central Anatolia, Mediterranean, Aegean, Southeastern Anatolia, Black Sea, and Eastern Anatolia.

### COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. 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 Turkey athletic footwear market performed so far and how will it perform in the coming years?

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

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

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

What is the breakup of the Turkey athletic footwear market on the basis of region?

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

What are the key driving factors and challenges in the Turkey athletic footwear market?

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

What is the degree of competition in the Turkey athletic footwear market?

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