

Europe Smart Shoes Market (2019 - 2025)

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Abstracts

The Europe Smart Shoes Market would witness market growth of 10.1% CAGR during the forecast period (2019 – 2025).

Smart walking shoes have an in-built sensor to track data and create 'walking experiences'. With sneakers being cloud-connected, this means that data is constantly being synced. This is a handy feature for those who are not looking to strap something onto their wrist all day. Smart sports shoes feature a multi-sensor system within the length of the midsole that can sync shoes to smartphones and give useful data. This includes whether the runners are landing harder on one foot and whether impact concentrates on the heel rather than the midfoot or toes.

The tech-savvy population of Europe desire for the same kind of trend in products that they use in day-to-day activities. Some wearable products that help ease the daily tasks of the customers include smartwatches, smart jeweler, smart clothing, smart coolers, and smartphones. Furthermore, there has been an increase in the number of users in various social media sites with the rise in internet penetration. The focus on healthy lifestyles and well-being, in both public and private sectors, does not seem to reduce this trend. Wearable devices are currently the focus of every discussion which involves the Internet of Things.

Based on Product, the market is segmented into Smart Running Shoes, Smart Walking Shoes and Smart Sports Shoes market. Based on End User, the market is segmented into Men and Women. Further, the market has been segmented on the basis of Distribution Channel into Supermarket/ Hypermarket, Specialty Stores and Online Stores. Based on countries, the market is segmented into Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

The market research report covers the analysis of key stake holders of the market. Key

companies profiled in the report include Nike Inc., Li-Ning Company Limited, Adidas AG, PUMA SE, Under Armour, Inc., 361 Degrees International Limited, Daphne international Holdings limited, SOLE POWER LLC, DIGITSOLE and Ducere Technologies Pvt. Ltd.

Scope of the Study

Market Segmentation:

By Product

Smart Running Shoes

Smart Walking Shoes

Smart Sports Shoes

By End User

Men

Women

By Distribution Channel

Supermarket/ Hypermarket

Specialty Store

Online Store

By Country

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

Companies Profiled

Nike Inc.

Li-Ning Company Limited

Adidas AG

PUMA SE

Under Armour, Inc.

361 Degrees International Limited

Daphne international Holdings limited

SOLE POWER LLC

DIGITSOLE

Ducere Technologies PVT. LTD.

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