

# **Badminton Equipment Market By Product Type (Apparel, Shoes, Racquets, Shuttlecocks, Others), By Sales Channel (Specialty Stores, Sports Goods Stores, Online, Others) By Region, By Competition Forecast & Opportunities, 2018-2028F**

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## **Abstracts**

The Global Athletic Footwear Market achieved a valuation of USD 130.12 billion in 2022 and is poised for substantial growth throughout the forecast period, with a projected Compound Annual Growth Rate (CAGR) of 5.2% up to 2028. This growth can be largely attributed to the increasing public awareness of the importance of fitness, which has driven significant changes in consumer purchasing behavior. Rising disposable incomes and a greater emphasis on self-improvement have contributed to a surge in demand for athletic footwear. Several factors, including partnerships between footwear manufacturers and retail chains, the expansion of specialty and franchised shoe stores, and other factors, have also bolstered the demand for athletic footwear. In the coming years, the sports footwear market is expected to benefit from various emerging trends, and innovations in product development, such as smart footwear capable of tracking calories burned, may further impact the athletic footwear market.

Younger generations are becoming increasingly motivated to embrace healthier lifestyles and actively participate in sports and related activities. Simultaneously, individuals have recognized the health benefits of engaging in sports and fitness activities, which can help maintain good health and reduce the risk of chronic conditions like diabetes, heart disease, and depression.

Furthermore, there is a growing awareness of the importance of wearing appropriate footwear during sports activities to prevent issues like back pain, knee discomfort, hip pain, back injuries, and leg muscle injuries. Consequently, a significant increase in

demand for athletic shoes is anticipated in the years ahead. Athletic footwear is experiencing increased demand because it can be used in a variety of situations, appealing to consumers from various demographics, including athletes, climbers, fitness enthusiasts, and those engaging in light exercise routines. These athletic footwear items are crafted using premium raw materials like leather, foam, and advanced chemical additives, which are then assembled into a diverse range of footwear types available in the market.

Leading companies in the market, such as Nike, Inc., Adidas AG, Skechers USA, Inc., and New Balance Athletics, Inc., are concentrating on technological innovations to enhance the stability and comfort of sports shoes. For instance, Adidas AG has introduced Forged Mesh, a single-layer shoe upper with ribbing created using ARAMIS motion capture technology to measure foot strain. This technology aims to provide maximum ankle flexibility and support for unrestricted foot movement. Adidas AG has also secured patents for various technologies, including Adaptive Traxion, Boost, Bounce, Climachill, Promeknit, and Stableframe.

### Key Market Drivers

**Rising Health and Fitness Awareness:** In recent years, there has been a noticeable shift towards healthier lifestyles, with more people recognizing the importance of regular exercise and physical activity. This growing health consciousness has had a profound impact on the athletic footwear market. Consumers are increasingly looking for comfortable, supportive, and specialized athletic footwear to enhance their workout experiences and minimize the risk of injuries. As awareness of the benefits of physical activity spreads, individuals from various age groups are participating in sports and fitness activities. This trend is particularly noticeable among the younger generation, who actively engage in recreational sports, gym workouts, and outdoor activities. Consequently, there is a surge in demand for athletic footwear that caters to specific activities, such as running, cross-training, basketball, and soccer. Major athletic footwear brands have capitalized on this trend by developing innovative technologies and designs that improve performance, provide better support, and reduce the risk of injuries. Features like cushioning, arch support, and lightweight materials have become key selling points for athletic footwear. Moreover, marketing campaigns centered around promoting an active lifestyle have further fueled consumer interest in these products.

**Fashion and Streetwear Integration:** Athletic footwear has seamlessly integrated into mainstream fashion and streetwear. What was once primarily associated with sports

and physical activity is now a fashion staple. This shift in perception has been driven by various factors, including celebrity endorsements, collaborations between athletic brands and fashion designers, and the desire for comfort and versatility in daily attire. Celebrities and influencers frequently wear and promote athletic footwear, making them highly visible in the public eye. This endorsement not only elevates the status of these products but also influences consumer preferences. Additionally, fashion designers have embraced athletic footwear, creating high-end versions that cater to fashion-conscious consumers. These designer collaborations have blurred the lines between sports and fashion, making athletic footwear a statement piece rather than just functional gear. Comfort and versatility have played a significant role in the adoption of athletic footwear as a fashion item. Brands have recognized the need for designs that can transition seamlessly from the gym to everyday life. As a result, sneakers and other athletic footwear styles have become wardrobe essentials, suitable for various occasions.

**Technological Advancements:** Technological advancements have been instrumental in the growth of the athletic footwear market. Both in terms of performance and comfort, innovations have set new standards for what consumers expect from their athletic shoes. These innovations have not only improved the user experience but have also contributed to the market's competitiveness. One of the most prominent advancements is the use of specialized materials and cushioning technologies. Brands invest heavily in research and development to create proprietary cushioning systems that offer superior shock absorption and energy return. For instance, Nike's Air technology and Adidas' Boost foam have revolutionized the industry by providing exceptional comfort and performance. In addition to cushioning, athletic footwear has also seen innovations in materials. Lightweight and breathable fabrics like Flyknit, Primeknit, and engineered mesh have become popular choices for uppers, providing a comfortable and supportive fit while reducing weight. These materials not only enhance performance but also cater to the fashion-conscious consumer looking for stylish, sleek designs. Moreover, technology has extended to the customization of athletic footwear. Brands like Adidas and New Balance offer customizable options where customers can choose colors, materials, and even personalized text or logos for their shoes. This customization trend adds a unique touch to the athletic footwear market and resonates with consumers seeking individuality.

**E-commerce and Digital Marketing:** The rise of e-commerce and digital marketing has transformed the way athletic footwear is marketed, sold, and consumed. Online platforms have provided brands with a global reach, enabling them to target a wider audience and personalize their marketing strategies. The convenience of online

shopping and the availability of detailed product information have also fueled consumer engagement. One of the key advantages of e-commerce is the ability to reach consumers directly, bypassing the need for physical retail stores. This has allowed athletic footwear brands to offer a broader range of products and sizes while reducing overhead costs associated with brick-and-mortar locations. Additionally, the convenience of online shopping, including hassle-free returns and exchanges, has attracted consumers who prioritize convenience and time-saving. Digital marketing has become pivotal in promoting athletic footwear. Brands leverage social media platforms, influencer marketing, and targeted advertising to connect with their target audience. Social media platforms like Instagram and YouTube are particularly effective in showcasing product features, athlete endorsements, and lifestyle content that resonates with consumers. Moreover, influencers and athletes themselves often serve as brand ambassadors, showcasing the latest footwear releases to their followers.

**Athlete Endorsements and Sponsorships:** Athlete endorsements and sponsorships have long been a significant driver in the athletic footwear market. The association of athletes with specific brands and shoe models can significantly influence consumer choices. This driver is particularly relevant in sports where athletes are revered as role models and their performance is closely followed by fans. For example, Michael Jordan's association with Nike's Air Jordan line has become iconic. The success of this partnership demonstrates the impact of athlete endorsements on brand recognition and sales. Similarly, top-tier athletes in various sports, such as LeBron James, Serena Williams, and Cristiano Ronaldo, have lucrative sponsorship deals with

athletic footwear brands. These endorsements not only promote specific shoe models but also contribute to the overall image and reputation of the brand. Consumers often aspire to emulate the performance and style of their favorite athletes, making athlete endorsements a powerful marketing tool. Moreover, sponsorships of sports teams and events also play a role in driving brand visibility and consumer engagement. Athletic footwear brands often sponsor major sporting events, from the Olympics to the FIFA World Cup, gaining global exposure and connecting with sports enthusiasts worldwide.

### Key Market Challenges

**Intense Competition:** One of the foremost challenges in the athletic footwear market is the intense competition among brands. The market is saturated with well-established companies like Nike, Adidas, Puma, and Under Armour, each vying for market share. This saturation leads to aggressive marketing and pricing strategies, making it difficult for smaller or newer players to gain a foothold. Established brands have the advantage

of brand recognition, athlete endorsements, and extensive distribution networks. They invest heavily in research and development to innovate and launch new products regularly. Smaller companies must find unique selling points or niches to compete effectively, whether through specialization in a specific sport, technological innovations, or sustainability efforts. Moreover, the rise of direct-to-consumer (DTC) sales channels has further intensified competition. Brands are increasingly focused on building strong online presences, bypassing traditional retail channels, and engaging with consumers directly. This shift requires significant investments in e-commerce infrastructure and digital marketing to remain competitive.

**Rapidly Changing Consumer Preferences:** Consumer preferences in the athletic footwear market evolve rapidly. What is in fashion today might be outdated in a matter of months. This dynamic nature of consumer tastes poses a significant challenge for brands in terms of product development, inventory management, and marketing. Brands must stay attuned to the latest fashion trends, technological advancements, and consumer demands to remain relevant. This often requires swift product design and production cycles to respond to emerging trends. Additionally, brands need to forecast accurately to avoid overstocking or understocking, as both can result in financial losses. Furthermore, the influence of social media and celebrity endorsements can quickly change consumer preferences. A viral Instagram post or a celebrity spotted wearing a particular shoe can lead to a surge in demand for that product, catching brands off guard. Brands need to be agile and ready to capitalize on these trends while managing inventory and production.

**Counterfeit Products:** Counterfeit athletic footwear is a persistent challenge in the market. Counterfeit products not only erode brand trust but also result in significant revenue losses for legitimate manufacturers. These counterfeit goods are often of lower quality, compromising on performance, comfort, and durability, which can negatively impact consumer experiences. Counterfeiters have become increasingly sophisticated, making it difficult for consumers to distinguish between genuine and fake products. Online marketplaces and social media platforms have become popular channels for the sale of counterfeit athletic footwear. Brands must invest in anti-counterfeiting measures and collaborate with law enforcement agencies to curb this issue. Addressing counterfeit products also involves educating consumers about the risks associated with purchasing from unauthorized sellers. Brands can play a role in raising awareness and providing guidelines on how to spot counterfeit items.

## Key Market Trends



**Sustainable Materials and Practices:** One of the most prominent trends in the athletic footwear market is the increasing emphasis on sustainability. Consumers are becoming more eco-conscious and are demanding products that align with their environmental values. Brands have responded by incorporating sustainable materials and practices into their product development and manufacturing processes. Sustainable materials, such as recycled plastics, organic cotton, and eco-friendly leather alternatives, are gaining traction in athletic footwear design. Brands are also exploring innovative ways to reduce waste, such as using 3D knitting technology to create shoes with minimal material waste. In addition to materials, brands are working to reduce their carbon footprint by optimizing their supply chains and manufacturing processes. Some are even committed to achieving carbon neutrality. Sustainability certifications, such as Cradle to Cradle and bluesign, are becoming important markers of a brand's commitment to eco-friendly practices. Consumers are increasingly looking for transparency from brands regarding their sustainability efforts. Brands that can communicate their eco-friendly initiatives effectively and provide information on the environmental impact of their products are likely to gain a competitive edge in the market.

**Customization and Personalization:** Personalization has become a significant trend in the athletic footwear market, driven by the desire for unique and tailored products. Brands are leveraging technology to offer customization options that allow consumers to design their shoes according to their preferences. Customization can take various forms, from choosing colors and materials to adding personalized text or graphics. Brands like Nike and Adidas offer online platforms that enable consumers to design their sneakers, resulting in a one-of-a-kind product. Beyond aesthetics, customization is also extending to fit and performance. Brands are exploring technologies like 3D foot scanning and gait analysis to create personalized insoles and midsoles that enhance comfort and support based on an individual's unique foot shape and biomechanics. This trend not only enhances the consumer experience but also fosters brand loyalty. Consumers who have a hand in designing their shoes are more likely to feel a connection to the brand and its products.

## Segmental Insights

**Type Insights:** Based on the type, the running shoe category dominated the market in 2022, holding the largest market share. This can be attributed to the widespread use of running shoes on a daily basis and their availability at various price points, from budget-friendly athletic shoes to high-end sports footwear. Running shoe categories encompass those required for training, advanced running, road running, trail running,

track running, and racing. The sports shoe market is further analyzed based on the most popular sports in each region. For example, in the United States, the sports shoe market includes baseball, basketball, American football, ice hockey, tennis, and golf, depending on the popularity of each sport. The trekking and hiking shoe segment is expected to exhibit healthy growth during the forecast period, driven by technological advancements that enhance comfort and flexibility for hikers.

**End User Insights:** In 2022, the men's category held the highest market share, continuing to dominate the market during the forecast period. The popularity of sports among women is on the rise, especially in regions that have not yet been extensively penetrated, and women's footwear is progressively catching up. In comparison to developing and undeveloped countries, the proportion of female athletes competing for their respective countries in major sporting events is higher in most developed nations.

**Regional Insights:** In 2022, Asia Pacific (APAC) dominated the market with a significant share and is expected to maintain its dominance over the forecast period. The region is projected to experience the highest growth rate during the forecast period. The demand for athletic footwear in Asia Pacific is expected to be significantly fueled by rising disposable incomes and the expansion of e-commerce. The region's market is expanding due to growing interest in participating in various sporting events such as the Asian Games, the ICC Cricket World Cup, and the ACC Asia Cup. The United States is a key revenue contributor to the regional market's growth, driven by the enthusiasm of its citizens for sports, fitness, and adventure activities, including aerobics, hiking, training, and trail running.

## Key Market Players

Adidas AG

ASICS Corporation

Fila Inc.

Under Armour, Inc.

Lotto Sport Italia S.p.A

New Balance Athletics, Inc.

Vans, Inc.

Nike, Inc.

Puma SE

Reebok International Ltd

Report Scope:

In this report, the Global Athletic Footwear Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Athletic Footwear Market, By Type:

Aerobic Shoes

Running Shoes

Walking Shoes

Trekking & Hiking Shoes

Sports Shoes

Others

Athletic Footwear Market, By End User:

Men

Women

Children

Athletic Footwear Market, By Sales Channel:

Supermarkets/Hypermarkets



Multi-Branded Stores

Sports Stores

Online

Others

Athletic Footwear Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Athletic Footwear Market.

## Available Customizations:

Global Athletic Footwear market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).

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  - 14.1.10.1. Company Details
  - 14.1.10.2. Products
  - 14.1.10.3. Financials (As Per Availability)
  - 14.1.10.4. Key Market Focus & Geographical Presence
  - 14.1.10.5. Recent Developments
  - 14.1.10.6. Key Management Personnel

## **15. STRATEGIC RECOMMENDATIONS/ACTION PLAN**

- 15.1. Key Focus Areas
- 15.2. Target Product Type
- 15.3. Target Sales Channel
- About Us & Disclaimer

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