

India Footwear Market By Product Type (Non-Athletic Footwear, Athletic Footwear), By Material (Rubber, Leather, Plastic, Others), By Distribution Channel (Supermarkets/Hypermarkets, Multi-Branded Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2021-2031F

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Abstracts

Market Overview

India Footwear Market was valued at USD 19.42 Billion in 2025 and is projected to reach USD 34.79 Billion by 2031, growing at a CAGR of 10.20% during the forecast period. The market is witnessing robust expansion fueled by increasing disposable incomes, growing urbanization, and evolving consumer preferences favoring stylish and branded footwear. With a diverse demographic base and expanding middle class, demand is rising across both luxury and value-driven segments. The surge in online retail, particularly in tier II and III cities, is enhancing consumer access to a wider variety of products. Additionally, government initiatives like “Make in India” are boosting local production and drawing foreign investment into the sector. Innovation in design, materials, and a growing emphasis on fitness and comfort have further driven interest in sports and athleisure footwear, making India a key growth hub for global and domestic brands.

Key Market Drivers

Rising Disposable Income and Changing Consumer Preferences

The increase in consumer purchasing power and evolving fashion consciousness are

key drivers of growth in the footwear market. As India's per capita disposable income rose from USD 2.11 thousand in 2019 to USD 2.54 thousand in 2023, more consumers have shifted preferences toward branded, stylish, and comfort-oriented footwear. Footwear is now perceived as a fashion accessory, particularly among urban youth and millennials, rather than merely a functional item. With growing influence from global trends and digital platforms, there's a rising appetite for fashion-forward and lifestyle-centric footwear. This change is especially evident in tier II and III cities, where aspirational buying patterns are boosting demand across price ranges, thereby broadening the market base for both premium and affordable brands.

Key Market Challenges

Dominance of the Unorganized Sector and Price Sensitivity

Despite the market's growth, a major challenge remains the stronghold of the unorganized sector, particularly in rural and semi-urban regions. Low-cost, non-branded footwear offered by local vendors and small manufacturers continues to attract price-conscious consumers, limiting the penetration of branded products. These unorganized players often operate outside regulatory frameworks, offering cheaper products that compete on price rather than quality or design. This price-driven consumer behavior creates challenges for organized brands in scaling and maintaining quality standards across wider geographies. As affordability remains a key buying criterion for a large segment of the population, the transition to a fully organized retail structure is expected to be gradual.

Key Market Trends

Rising Popularity of Sustainable and Eco-Friendly Footwear

Sustainability is emerging as a defining trend in the Indian footwear market. Environmentally conscious consumers, especially in urban areas, are increasingly seeking footwear made with eco-friendly materials such as cork, jute, recycled plastic, and plant-based leather. Brands are responding by adopting green manufacturing practices and promoting transparency in sourcing and labor ethics. Indian start-ups like Neeman's and Paaduks are gaining traction by offering sustainable footwear options made from natural fibers and biodegradable materials. This trend is especially prevalent among Gen Z and millennial consumers, who are driving the shift toward ethical and responsible consumption. As awareness grows, sustainable footwear is expected to move beyond a niche offering to become a mainstream category.

Key Market Players

Relaxo Footwears Limited.

Liberty

Ajanta Shoes

Khadim India Ltd.

Campus Activewear Limited.

Nike, Inc.

Bata India

Paragon Polymer Product Private Limited

adidas India Marketing Pvt. Ltd

PUMA India Ltd

Report Scope:

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

India Footwear Market, By Product Type:

Non-Athletic Footwear

Athletic Footwear

India Footwear Market, By Material:

Canned

Pouches

Others

India Footwear Market, By Distribution Channel:

Supermarkets/Hypermarkets

Multi-Branded Stores

Online

Others

India Footwear Market, By Region:

North

South

East

West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the India Footwear Market.

Available Customizations:

India 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:

India Footwear Market By Product Type (Non-Athletic Footwear, Athletic Footwear), By Material (Rubber, Leather...

Company Information

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