

# India Sneakers Market, By Product Type (Low-top Sneakers, Mid-top Sneakers, High-top Sneakers), By End Use (Men, Women, Kids), By Sales Channel (Supermarket/Hypermarkets, Specialty Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

<https://marketpublishers.com/r/IE196B6F7F44EN.html>

Date: March 2025

Pages: 81

Price: US\$ 3,500.00 (Single User License)

ID: IE196B6F7F44EN

## Abstracts

India Sneakers Market was valued at USD 3.20 billion in 2024 and is anticipated to grow USD 4.49 billion by 2030 with a CAGR of 5.87% during forecast period. The India sneakers market is experiencing significant growth driven by factors such as rising disposable incomes, urbanization, and changing consumer preferences towards comfort, fashion, and fitness. The market is influenced by the growing popularity of athleisure wear and the increasing awareness of health and fitness. With a young, fashion-conscious population, demand for both casual and performance sneakers is on the rise. Premium international and domestic brands are gaining traction, and online retail platforms are playing a key role in expanding market reach. The market is expected to continue expanding with innovations in design, technology, and material use.

### Key Market Drivers

#### Growing Disposable Income and Urbanization

India's growing middle class is one of the most significant factors driving the demand for sneakers. With increased disposable incomes, a larger section of the population can afford to spend on lifestyle products, including premium and branded sneakers. This is especially evident in urban areas where consumers are more willing to spend on

fashion and footwear as status symbols.

Urbanization has also played a pivotal role in influencing sneaker demand. As cities expand and more people migrate to urban areas in search of better job opportunities, the desire for modern, stylish, and comfortable footwear increases. Urban consumers are not only focused on utility but are also driven by global fashion trends. As a result, global brands like Nike, Adidas, Puma, and Reebok, as well as local brands such as Bata and Liberty, have expanded their presence in Indian cities, driving the sneaker market further.

## Key Market Challenges

### Intense Competition and Market Fragmentation

One of the key challenges in the India sneakers market is the intense competition and market fragmentation. The sneaker market is highly competitive, with both global and local brands vying for consumer attention. Global giants like Nike, Adidas, Puma, and Reebok dominate the market with their premium offerings, but they face stiff competition from domestic brands such as Bata, Liberty, and Campus, which offer affordable options tailored to the Indian market.

While international brands bring high-quality, stylish, and performance-driven sneakers, they come at a higher price point, which limits their accessibility to price-sensitive consumers. On the other hand, local brands cater to a large population seeking affordable footwear options. This price-sensitive nature of the Indian consumer makes it challenging for premium brands to penetrate certain market segments, especially in tier-2 and tier-3 cities.

## Key Market Trends

### Collaborations and Limited-Edition Sneakers

Collaborations between sneaker brands and celebrities, designers, and even other industries are gaining momentum in the India sneakers market. These collaborations often result in limited-edition collections that are highly sought after, especially by sneaker enthusiasts and collectors. Popular global brands like Nike, Adidas, and Puma have partnered with celebrities such as Virat Kohli, Ranveer Singh, and Bollywood movie franchises to launch exclusive sneaker collections tailored to the Indian market.

These collaborations create a sense of exclusivity and urgency, driving demand for sneakers that are seen as limited or special edition. Indian consumers, particularly in the urban centers, are increasingly attracted to these unique designs and the prestige associated with owning a limited-edition product. The influence of social media and the rise of sneaker culture in India have contributed to the success of these collaborations, with consumers eager to showcase their fashionable and exclusive footwear.

### Key Market Players

Adidas India Marketing Private Limited

Puma Sports India Pvt Ltd

Nike India Private Limited

Bata India Limited

Aditya Birla Fashion & Retail Ltd (Reebok)

Four Aces Fashion House Private Limited (Liberty)

Campus Activewear Limited

Woodland (Aero Club) Private Limited

Skechers South Asia Private Limited

Levi Strauss (India) Private Limited

### Report Scope:

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

India Sneakers Market, By Product Type:

Low-top Sneakers

Mid-top Sneakers

High-top Sneakers

India Sneakers Market, By End Use:

Men

Women

Kids

India Sneakers Market, By Sales Channel:

Supermarket/Hypermarkets

Specialty Stores

Online

Others

India Sneakers Market, By Region:

North

South

West

East

Competitive Landscape

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

Available Customizations:

*India Sneakers Market, By Product Type (Low-top Sneakers, Mid-top Sneakers, High-top Sneakers), By End Use (Me...*

India Sneakers Market report with the given market data, TechSci 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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