

Global Athletic Footwear Market: Industry Analysis & Outlook (2018-2022)

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Abstracts

Athletic footwear includes hiking, walking, running, sports, aerobics, hiking and casual sneakers, which are generally worn during physical activities or on informal occasions to prevent lower body injuries. Presently, the industry is witnessing a robust growth with the growing preference for athleisure fashion (an outfit style which is designed to be worn for a 24/7 active look) by the populace, worldwide.

The global market is expected to witness lucrative growth due the rising fitness club memberships, growing popularity of outdoor recreation, rising adolescence population count, escalating disposable income and mounting E-commerce retail sales. The market is trending with rising penetration of premium athletic footwear shops, increasing healthcare awareness, growing preference for athleisure and swelling preference for automated machines. However, there are some growth hindering factors in the industry such as rising dominance of counterfeit athletic footwear products and excessive reliance on technology.

Regionally, North America held the leading position in the market, due to increasing focus of people on subscribing fitness club memberships to improve wellbeing along with the growing trend of outfit style which is intended to design for exercises to be worn in school, college or office, thereby creating more demand for athletic footwear in the region.

The report “Global Athletic Footwear Market: Industry Analysis & Outlook (2018-2022)” by Koncept Analytics provides an extensive research and detailed analysis of the present market along with future outlook. Key players i.e. NIKE, Inc., Adidas AG, Puma SE and Skechers USA, Inc. are being profiled along with their respective financials and growth strategies.

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