

Sports and Athletic Socks Market Size, Share & Growth Report, H2-2026: Industry Outlook By Product, By Material Type, By Sports Category, By Consumer Group, By Price, By Distribution Channel, Companies and Countries to 2032

<https://marketpublishers.com/r/SED5B8CD279AEN.html>

Date: September 2026

Pages: 193

Price: US\$ 3,285.00 (Single User License)

ID: SED5B8CD279AEN

Abstracts

The global Sports and Athletic Socks Market size is forecast to grow at a CAGR of 5.09% between 2026 and 2032. This Sports and Athletic Socks report provides a comprehensive analysis across By Product (Crew Socks, Ankle and No-Show Socks, Knee-High Socks, Compression Socks), By Material Type (Cotton, Synthetic, Wool, Blended Fabrics), By Sports Category (Running and Jogging, Fitness and Gym Training, Football, Basketball, Tennis and Racket Sports, Outdoor and Hiking, Cycling), By Consumer Group (Men, Women, Kids, Unisex), By Price (Mass, Premium), By Distribution Channel (Specialty Sports Stores, Supermarkets and Hypermarkets, Department and Apparel Stores, Online Retail, Brand Outlets), across 5 geographic regions, and 22 countries.

Activity-Specific Cushioning and Moisture Management Drive Athletic Sock Demand

The global sports and athletic socks industry covers running, hiking, cycling, skiing, football, basketball, tennis, training, and compression-oriented products engineered for repetitive movement and prolonged footwear use. Demand is driven by recreational participation, endurance events, gym culture, outdoor activities, and consumers recognizing socks as performance equipment rather than basic apparel. Buyers assess moisture transport, blister reduction, anatomical fit, arch support, cushioning placement, temperature regulation, seam construction, and resistance to slippage. Product choice increasingly varies by sport, footwear type, climate, and training duration, supporting

portfolios spanning no-show, ankle, quarter, crew, and over-the-calf formats. Merino wool, polyester, nylon, elastane, and blended yarn systems are selected according to thermal control, drying speed, durability, compression, and softness requirements. Premium buyers also value guarantees, domestic manufacturing, recycled content, and extended product life.

Seamless Knitting, Sport-Specific Design, and Circular Programs Advance Innovation

Athletic sock manufacturers are refining construction around friction control, durability, and targeted protection. Darn Tough Vermont developed its Steep Lines ski and snowboard sock through integrated design and production work, aligning graphics, fit, yarn structure, and cushioning with boot-based performance requirements. The company's running portfolio now spans multiple heights and padding levels, using athlete and customer feedback to refine arch support and cushion placement. Smartwool continues to apply Virtually Seamless toe construction to reduce pressure points across running, hiking, and snow-sport products, while Indestructawool technology reinforces high-wear zones. Smartwool's Second Cut Project, operated with Material Return, collects used socks from any brand and converts recovered textile material into insulation and other products, connecting performance development with post-consumer waste recovery.

Anatomical Fit, Durable Merino Blends, and Sock Recycling Define Competition

Manufacturer activity shows sports socks becoming increasingly specialized by movement pattern, footwear interface, and environmental conditions. Brands are mapping cushion zones to heels, forefeet, shins, and pressure points while using elasticized arches and performance fits to limit bunching and internal friction. Merino-blend products are being positioned for year-round temperature regulation and moisture management, while ultralight synthetic constructions address speed-focused running and cycling. Women-specific sizing, expanded width options, seamless toes, and multiple cuff heights improve fit segmentation without requiring entirely separate product platforms. Durability is becoming a sustainability proposition, reinforced through lifetime guarantees, abrasion-resistant knitting, and repair-or-replacement programs. Post-consumer collection schemes and recycled-yarn development are emerging alongside digital sock finders, direct-to-consumer bundles, athlete partnerships, and sport-specific limited editions that combine technical credibility with lifestyle merchandising.

Shifting Consumer Expectations and Industry Transformation

Young and adult consumers across markets are increasingly scrutinizing products beyond price and brand, seeking greater visibility into ingredients or materials, their origin, manufacturing location, quality, sourcing practices, and environmental attributes. This is increasing the importance of ingredient lists, nutrition labeling, allergen declarations, certifications, sourcing information and other product claims, while also raising the bar for transparency and substantiation.

In addition, the industry is being reshaped by advances in AI, ingredient and formulation technologies, automation, digital commerce, packaging technology and data analytics, creating new opportunities to accelerate product development, improve product quality and optimize operations. However, these capabilities require higher capital commitments, particularly as companies invest in store expansion and refurbishment, automation, AI-enabled systems, digital infrastructure and other productivity-enhancing technologies.

Competitive dynamics are also shifting as private-label and disruptor brands raise value expectations across selected price points, pushing established players to sharpen their entry, core and premium propositions. Private-label expansion, adjacent-category opportunities, M&A and AI are consequently creating new avenues for growth for manufacturers, suppliers and other industry participants across both developed and developing markets.

Impact of Tariffs and Inflation Rates on Sports and Athletic Socks Markets and Companies

Tariffs and elevated inflation are directly reshaping the cost structure and pricing strategies of Food & Beverages and Consumer Goods companies. The impact is particularly visible in imported ingredients and raw materials, packaging materials, energy, transportation, and other internationally sourced inputs, while higher consumer prices are increasing pressure on household purchasing decisions. The IMF WEO Data 2026 projects global headline inflation at 4.7% in 2026, while the continued use of tariffs and other trade measures is increasing uncertainty around sourcing and cross-border costs.

The report quantifies the impact of tariff changes and inflation on the market by analyzing country-level inflation trends, tariff exposure, import dependence, input-cost movements and pricing conditions, and assesses their implications for market volumes, revenues and margins.

Key Value-Creating Activities and Participants Across the Sports and Athletic Socks Industry Value Chain

Sports and Athletic Socks value chains are becoming more cost-sensitive and closely integrated, with changes in input prices, sourcing concentration, production efficiency, packaging costs, logistics and channel economics directly influencing margins and competitive positioning at each stage.

The report maps the value chain from upstream suppliers to end-use channels, identifies the principal participants and value-adding activities at each stage, and assesses the relative importance of procurement, manufacturing, packaging, logistics, distribution and retail in the forecast period.

Sports and Athletic Socks Pricing analysis- How Input Costs, Competition and Positioning Influence Sports and Athletic Socks Market Pricing

Pricing analysis in the report establishes how prices differ across products, segments, countries and channels and what is driving those differences. The report provides historical and current price benchmarks, country-level and regional comparisons, product-level pricing, and an assessment of the principal factors influencing price movements.

Five forces analysis- How Competitive Forces Are Shaping the Sports and Athletic Socks Industry

The chapter in the Sports and Athletic Socks report evaluates competitive rivalry, threat of new entrants, bargaining power of suppliers, bargaining power of buyers, and threat of substitutes, with each force assessed against the market's actual operating conditions. It analyzes market factors including fragmentation, product differentiation, manufacturing and distribution requirements, switching costs, supplier concentration, raw-material availability, retailer purchasing power, and the ability of consumers to substitute between brands. The report also examines how e-commerce and marketplaces are lowering certain barriers to market access while intensifying price transparency, and how established distribution networks, brand recognition, scale and customer relationships continue to protect incumbents across categories.

Critical Success Factors- Key Factors Determining Competitive Success in the Sports and Athletic Socks Industry

The report identifies the critical success factors that fuel growth in the Sports and Athletic Socks market, in addition to market trends and company capabilities. The Sports and Athletic Socks report evaluates critical success factors against the market's competitive environment and assesses how leading participants are strengthening them. Further, the chapter identifies the factors with strongest influence on market-share retention, customer loyalty, pricing power, operating performance, and long-term competitive differentiation.

Segmentation analysis- How Demand Is Distributed Across Key Segments of the Sports and Athletic Socks Market

The report analyzes the global and regional markets across key types, applications, and other segments from 2021 to 2025. Further, forecasts are provided from 2026 to 2032. Key segments included in the study are By Product (Crew Socks, Ankle and No-Show Socks, Knee-High Socks, Compression Socks), By Material Type (Cotton, Synthetic, Wool, Blended Fabrics), By Sports Category (Running and Jogging, Fitness and Gym Training, Football, Basketball, Tennis and Racket Sports, Outdoor and Hiking, Cycling), By Consumer Group (Men, Women, Kids, Unisex), By Price (Mass, Premium), By Distribution Channel (Specialty Sports Stores, Supermarkets and Hypermarkets, Department and Apparel Stores, Online Retail, Brand Outlets).

US Sports and Athletic Socks Market - Strong Consumer Spending, Private-Label Expansion and Premium Product Demand

The US Sports and Athletic Socks companies are focusing on value positioning, distribution strength, product differentiation, and operating efficiency as private-label products gain ground against national brands. The US store-brand sales reached \$282.8 billion in 2025, growing 3.3% versus 1.2% for national brands, while store brands reached a record 21.3% dollar share and 23.5% unit share according to the Private Label Manufacturers Association. The report provides the US Sports and Athletic Socks market size outlook from 2021 to 2032 and the key factors shaping the market along with key strategies adopted by leading companies.

Canada Sports and Athletic Socks Market - Affordability, Retail Concentration and Supply-Chain Resilience Shape Market Growth

Over the past two years, Canadian companies have been focusing on value, supply-chain resilience and manufacturing efficiency to overcome trade and cost pressures.

Retail demand also remained firm, with food and beverage retail sales increasing 4.4% year-on-year in December 2025, led by packaged dry foods, fresh meat and poultry, and snacks, according to Statistics Canada. The report identifies competitive pricing and product value, retailer access, diversified sourcing, productivity, brand positioning, and portfolio innovation as key success factors across the Canadian Sports and Athletic Socks value chain.

Mexico Sports and Athletic Socks Market- Rising Consumption, Manufacturing Expansion and Export Integration Drive Market Development

Mexico's Sports and Athletic Socks market is supported by a large domestic consumer base, established manufacturing capabilities, and strong export integration, while pricing remains an important consideration for consumers and manufacturers. The INEGI reported that the consumer prices for food, beverages and tobacco increased 5.13% year-on-year in May 2026, compared with 3.94% for overall consumer prices, keeping affordability and price management central to category performance. Leading companies are focusing on domestic manufacturing scale, ingredient availability, export competitiveness, product differentiation, efficient sourcing and supply-chain execution to gain profit margins.

Germany Sports and Athletic Socks Market- Private-Label Strength, Price Sensitivity and Manufacturing Efficiency Shape Competition

Value-for-money, private-label competitiveness, efficient sourcing, and cost control are central to market performance and continue to shape the market outlook. German food prices remained structurally above their pre-inflation baseline: the food and non-alcoholic beverages CPI reached 136.2 in 2025 (2020=100), compared with 121.9 for the overall CPI, although annual food inflation moderated to 2.0% in 2025. The market is also being influenced by Germany's policy push toward healthier eating and greater development of alternative protein products, creating additional opportunities for reformulation and product innovation.

France Sports and Athletic Socks Market- Premium Food Culture, Retail Transformation and Selective Consumer Spending Drive Demand

France's Sports and Athletic Socks market is being shaped by moderating food inflation, cautious household consumption and a shift in retail demand toward value and specialized formats. Household final consumption expenditure increased only 0.4% in volume in 2025, while household purchasing power declined 0.4%, keeping affordability

and price-value positioning important despite the easing of inflation. Sports and Athletic Socks companies operating in France are balancing value-oriented pricing with quality and differentiation, strengthening supermarket and alternative-format distribution, managing procurement and supply-chain costs, and responding to increasingly selective household spending.

UK Sports and Athletic Socks Market- Import Dependence, Retail Concentration and Product Portfolio Expansion Influence Market Growth

The UK Sports and Athletic Socks market is strongly influenced by import dependence, household affordability, and retail concentration. Consumer expenditure on food and alcoholic drinks reached ?303.3 billion in real terms in 2025, up 1.1%, with spending on food and drink eaten outside the home increasing 2.3% to ?137.7 billion, while household food expenditure was broadly flat. The structure of the industry also favors companies able to operate efficiently at scale: approximately 98.8% of UK food and drink manufacturing businesses are SMEs, creating a large and fragmented supplier base alongside major manufacturers and retailers. Over the forecast period, competitive pricing, procurement efficiency, product differentiation, retailer and foodservice relationships, import management and the ability to respond remain key success factors.

Spain Sports and Athletic Socks Market- Household Consumption, Tourism and Export-Oriented Manufacturing Support Demand

Spain's Sports and Athletic Socks market is supported by strong household food expenditure, a large tourism-driven consumption base and a highly export-oriented food industry, although consumers remain sensitive to price increases. Tourism provides an additional demand channel: international tourists spent €11.7 billion in Spain in April 2026 alone, up 7.4% year-on-year, including €1.99 billion on food and drinks, up 6.8%. Spain's food industry also reached a record level of exports in 2025, reinforcing its importance as an export manufacturing base and exposing producers to international trade conditions and supply-chain developments.

Italy Sports and Athletic Socks Market- Product Quality, Heritage and Export Competitiveness Remain Key Market Drivers

Italy's consumption structure favors companies capable of maintaining value across differentiated price points: household consumption expenditure averaged €2,738 per month in 2023, up 4.3% from 2022, although the increase reflected both higher

spending and price effects. Italy's large manufacturing and export base supports demand for products with strong quality, provenance, and differentiation, particularly where Italian origin provides a competitive advantage. Companies that can combine Italy's established food-manufacturing capabilities with tighter cost control and differentiated products are better positioned to navigate slower domestic consumption and renewed price pressure.

China Sports and Athletic Socks Market- Digital Commerce, Brand Trust and Selective Consumer Spending Reshape Demand

China's Sports and Athletic Socks markets are being shaped by large-scale domestic consumption, rapid online retail expansion, increasingly selective spending and a widening performance gap between categories. Total retail sales of consumer goods reached RMB 50.1 trillion in 2025, up 3.7%, significantly outperforming beverages at 1.0%. Online retail is particularly important: physical-goods online sales reached RMB 13.1 trillion, representing 26.1% of total consumer-goods retail sales, while online sales of food increased 14.5% according to the National Bureau of Statistics of China. Established brands retain an advantage where consumers prioritize familiarity and brand authority, while the rapid expansion of online food sales creates opportunities for digitally native brands and manufacturers capable of using data, AI, and platform ecosystems.

India Sports and Athletic Socks Market- Rising Consumption, Increasing Investment and Expanding Distribution Create Growth Opportunities

India's Sports and Athletic Socks market is being supported by rising household consumption, a large and increasingly diversified consumer base, expansion of food processing and continued investment in formal food manufacturing. India's rural monthly per-capita consumption expenditure reached ₹4,122 in 2023–24, up from ₹3,773 in 2022–23, while urban MPCE increased to ₹6,996, highlighting the continued expansion of household purchasing capacity across both rural and urban markets. The supply side is also becoming more organized and processing-intensive. Digital commerce and AI-enabled consumer engagement are also becoming increasingly relevant, particularly as Indian consumers adopt digital tools across product discovery and purchasing.

Japan Sports and Athletic Socks Market- Aging Consumers, Household Price Sensitivity and Digital Purchasing Reshape the Market

Japan's Sports and Athletic Socks markets are being shaped by high food expenditure,

renewed price pressure and increasingly cautious real household consumption, alongside a structurally mature consumer base. Price pressure has also remained visible in 2026, with Japan's headline CPI increasing 1.5% year-on-year in May 2026, while core inflation excluding fresh food increased 1.4%. Meanwhile, online purchasing remains an important route to consumers: 55.3% of two-or-more-person households used online shopping in May 2026, with food contributing materially to the increase in online-shopping expenditure. Companies also need to manage smaller household sizes and differing consumption patterns by age, while maintaining strong product differentiation in a mature market where incremental volume growth is more difficult to achieve.

Brazil Sports and Athletic Socks Market- Strong Domestic Consumption and Export-Oriented Manufacturing Drive Growth

Brazil's Sports and Athletic Socks market is supported by a large domestic consumption base, a highly integrated agricultural and food-processing sector, and exceptional export competitiveness, while renewed food-price pressure is keeping affordability important. The country's food and beverage industry generated R\$1.388 trillion in revenue in 2025, equivalent to 10.9% of national GDP, with domestic sales reaching R\$1.02 trillion; retail accounted for R\$732 billion and foodservice R\$287.9 billion. Real industry sales increased 2.2%, while companies invested R\$41.3 billion, up 6.8%, including R\$26.7 billion in innovation, plant modernization and new technologies.

Middle East Africa Sports and Athletic Socks Market- Import Dependence and Value-Added Products Gaining Steady Demand Growth

The Middle East Sports and Athletic Socks markets are being shaped by high dependence on food imports, food-security investment, urbanization, tourism, premium retail and increasingly selective consumer spending, with conditions differing substantially between Gulf markets and the wider region. The GCC recorded overall inflation of only 1.8% in 2025, while food and beverage prices increased 1.2%, indicating relatively contained consumer-price pressure compared with many global markets. Across the region, this combination of import exposure and localization is increasing the importance of supplier diversification, local production, inventory management, and efficient logistics, while strong tourism, hospitality, and modern retail ecosystems are supporting demand for differentiated, convenience-oriented, and premium products.

Sports and Athletic Socks Competitive Landscape

The Sports and Athletic Socks competitive landscape is becoming more fragmented as established multinational brands compete simultaneously with private-label products, regional manufacturers, digitally native brands and category-focused disruptors. Competitive advantage is increasingly determined by the ability to balance price, product quality, innovation, distribution reach and speed of response rather than by brand scale alone. The report provides detailed analysis of leading companies including business profile, SWOT analysis, products and services, and financial profiles of NIKE, Inc., Adidas AG, Under Armour, Inc., PUMA SE, ASICS Corporation, New Balance Athletics, Inc., Stance, Inc., Lululemon Athletica Inc., Falke KGaA, Thorlos, Inc..

Sports and Athletic Socks Market Segmentation

By Product

Crew Socks

Ankle and No-Show Socks

Knee-High Socks

Compression Socks

By Material Type

Cotton

Synthetic

Wool

Blended Fabrics

By Sports Category

Running and Jogging

Fitness and Gym Training

Football

Basketball

Tennis and Racket Sports

Outdoor and Hiking

Cycling

By Consumer Group

Men

Women

Kids

Unisex

By Price

Mass

Premium

By Distribution Channel

Specialty Sports Stores

Supermarkets and Hypermarkets

Department and Apparel Stores

Online Retail

Brand Outlets

Geographical Coverage

North America (US, Canada, Mexico)

Europe (Germany, UK, Spain, France, Italy, Russia, Rest of Europe)

Asia Pacific (China, India, Japan, South Korea, Southeast Asia, Rest of APAC)

Latin America (Brazil, Argentina, Rest of South and Central America)

Middle East and Africa (Saudi Arabia, UAE, MENA, South Africa, Sub-Saharan Africa)

Leading Companies in Sports and Athletic Socks Industry

NIKE, Inc.

Adidas AG

Under Armour, Inc.

PUMA SE

ASICS Corporation

New Balance Athletics, Inc.

Stance, Inc.

Lululemon Athletica Inc.

Falke KGaA

Thorlos, Inc.

Frequently Asked Questions

1. What is the current size of the Sports and Athletic Socks market?

The Sports and Athletic Socks market is estimated at US\$ in 2026, based on the report's market sizing methodology. Demand is supported by new product launches, while competition from local labels is influencing near-term market performance. The market is expected to reach US\$ by 2032, reflecting the investment expansion of leading companies.

2. How fast is the Sports and Athletic Socks market expected to grow through the forecast period?

The Sports and Athletic Socks market is projected to expand at a 5.09% CAGR between 2026 and 2032, with growth concentrated in Asia Pacific.

3. Which segment currently accounts for the largest share of the Sports and Athletic Socks market?

The report analyzes the report across By Product (Crew Socks, Ankle and No-Show Socks, Knee-High Socks, Compression Socks), By Material Type (Cotton, Synthetic, Wool, Blended Fabrics), By Sports Category (Running and Jogging, Fitness and Gym Training, Football, Basketball, Tennis and Racket Sports, Outdoor and Hiking, Cycling), By Consumer Group (Men, Women, Kids, Unisex), By Price (Mass, Premium), By Distribution Channel (Specialty Sports Stores, Supermarkets and Hypermarkets, Department and Apparel Stores, Online Retail, Brand Outlets).

4. Which regions are generating the largest demand for Sports and Athletic Socks products?

Differences in consumer preferences, pricing, regulation and distribution infrastructure continue to create significant variations in market performance across regions. Asia Pacific is the fastest growing market driven by China, India, Southeast Asia, and other emerging markets.

5. Which companies are leading the Sports and Athletic Socks market?

The Sports and Athletic Socks market includes major participants such as NIKE, Inc., Adidas AG, Under Armour, Inc., PUMA SE, ASICS Corporation, New Balance Athletics, Inc., Stance, Inc., Lululemon Athletica Inc., Falke KGaA, Thorlos, Inc.. Leading companies compete through product portfolio, distribution, technology, while recent

competitive activity includes M&A, product launches, capacity expansion, and geographic expansion. Market leadership varies significantly by product category and geography.

Contents

CHAPTER 1- EXECUTIVE SUMMARY

- 1.1. Market Snapshot: Market Size, CAGR, and Growth Outlook to 2032
- 1.2. Key Industry Highlights, 2026
- 1.3. Premium Market Insights
 - 1.3.1. Potential Sports and Athletic Socks Market Types and Applications
 - 1.3.2. Fastest Growing Countries Over the forecast period
- 1.4. Market Scope and Segmentation
 - 1.4.1. Key Market Segments
 - 1.4.2. Key Countries and Regions
 - 1.4.3. Top Companies in the Sports and Athletic Socks Industry
- 1.5. Macroeconomic and Demographic Outlook
 - 1.5.1. GDP Outlook by Top 20 Countries, 2010-2030
 - 1.5.2. Population Forecast by Country, 2010-2030
 - 1.5.3. Inflation Trends in Leading Countries
- 1.6. Impact of Trade Policies, Regulations, and Sustainability
 - 1.6.1. Trade tariffs and localization requirements
 - 1.6.2. ESG and sustainability pressures
 - 1.6.3. Compliance-driven structural changes in the value chain

CHAPTER 2- RESEARCH METHODOLOGY

- 2.1. Report Coverage
- 2.2. Secondary Research
- 2.3. Primary Research
- 2.4. Data Triangulation
- 2.5. Market Modeling and Forecasting

CHAPTER 3- GLOBAL SPORTS AND ATHLETIC SOCKS MARKET TRENDS, GROWTH DRIVERS, CHALLENGES, AND OPPORTUNITIES THROUGH 2032

- 3.1. An Introduction to Global Sports and Athletic Socks Markets in 2026
- 3.2. Global Historic and Forecast Sports and Athletic Socks Market Size Outlook, USD Million, 2021-2032
- 3.3. Annual Market Size Growth Rate (Y-o-Y), %, 2021-2032
- 3.4. Market Dynamics
 - 3.4.1. Key Sports and Athletic Socks Market Driving Forces and Their Impact on

Market Outlook

3.4.2. Short and Long-Term Trends and Insights Shaping the Future

3.4.3. Potential Sports and Athletic Socks Market Opportunities for Industry

Stakeholders

3.4.4. Potential Challenges across Sports and Athletic Socks Value Chain

CHAPTER 4- SPORTS AND ATHLETIC SOCKS MARKET COMPETITIVE LANDSCAPE, STRATEGIC ANALYSIS, AND VALUE CHAIN ASSESSMENT

4.1. Porter's Five Forces Analysis

4.1.1. Bargaining Power of Buyers

4.1.2. Bargaining Power of Suppliers

4.1.3. Threat of Substitutes

4.1.4. Threat of New Entrants

4.1.5. Intensity of Competitive Rivalry

4.1.6. Market Attractiveness Analysis by Segment

4.1.7. Market Attractiveness Analysis by Country

4.2. Competitive Landscape

4.2.1 Product Analysis of Leading Sports and Athletic Socks Companies

4.2.2 Recent Strategic Developments

4.2.3 Mergers, Acquisitions, and Partnerships

4.2.4 Key Success Factors

4.3. Value Chain Analysis

4.3.1. Key Value Chain Segments

4.3.2. Dominant players by value-chain stage

4.4. SWOT Analysis

4.4.1. Key Strengths and Opportunities

4.4.2. Major Weaknesses and Threats

4.5 Technology Roadmap

CHAPTER 5- SPORTS AND ATHLETIC SOCKS MARKET OUTLOOK BY SEGMENTS

5.1. Market Size Outlook by Type, USD Million, 2021- 2025 and 2026-2032

5.2. Market Size Outlook by Application, USD Million, 2021- 2025 and 2026-2032

5.3. Market Size Outlook by Country, USD Million, 2021- 2025 and 2026-2032

By Product

Crew Socks

Ankle and No-Show Socks

Knee-High Socks
Compression Socks
By Material Type
Cotton
Synthetic
Wool
Blended Fabrics
By Sports Category
Running and Jogging
Fitness and Gym Training
Football
Basketball
Tennis and Racket Sports
Outdoor and Hiking
Cycling
By Consumer Group
Men
Women
Kids
Unisex
By Price
Mass
Premium
By Distribution Channel
Specialty Sports Stores
Supermarkets and Hypermarkets
Department and Apparel Stores
Online Retail
Brand Outlets

CHAPTER 6- SCENARIO ANALYSIS AND OUTLOOK

6.1. Base Case Scenario

6.1.1. Definitions and Insights

6.1.2. Market Size Outlook to 2032

6.2. Low Growth Case Scenario

6.2.1. Definitions and Insights

6.2.2. Market Size Outlook to 2032

6.3. High Growth Case Scenario

- 6.3.1. Definitions and Insights
- 6.3.2. Market Size Outlook to 2032

CHAPTER 7- NORTH AMERICA SPORTS AND ATHLETIC SOCKS MARKET SIZE ANALYSIS AND OUTLOOK

- 7.1. North America Sports and Athletic Socks Market Overview
- 7.2. Leading Companies Operating in North America
- 7.3. Key Industry Statistics, 2026
- 7.4. North America Sports and Athletic Socks Market Trends and Growth Opportunities to 2032
- 7.5. North America Sports and Athletic Socks Market Size Outlook by Type
- 7.6. North America Sports and Athletic Socks Market Size Outlook by Application
- 7.7. North America Sports and Athletic Socks Market Size Outlook by Country
- 7.8. United States
 - 7.8.1. Key Statistics
 - 7.8.2. The US Sports and Athletic Socks Market Size Outlook, 2021- 2032
 - 7.8.3. Key Market Drivers and Industry Developments in the US Sports and Athletic Socks Companies
- 7.9. Canada
 - 7.9.1. Key Statistics
 - 7.9.2. Canada Sports and Athletic Socks Market Size Outlook, 2021- 2032
 - 7.9.3. Key Market Drivers and Industry Developments in Canada Sports and Athletic Socks Companies
- 7.10. Mexico
 - 7.10.1. Key Statistics
 - 7.10.2. Mexico Sports and Athletic Socks Market Size Outlook, 2021- 2032
 - 7.10.3. Key Market Drivers and Industry Developments in Mexico Sports and Athletic Socks Companies

CHAPTER 8- EUROPE SPORTS AND ATHLETIC SOCKS MARKET SIZE ANALYSIS AND OUTLOOK

- 8.1. Europe Sports and Athletic Socks Market Overview
- 8.2. Leading Companies Operating in Europe
- 8.3. Key Industry Statistics, 2026
- 8.4. Europe Sports and Athletic Socks Market Trends and Growth Opportunities to
- 8.5. Europe Sports and Athletic Socks Market Size Outlook by Type
- 8.6. Europe Sports and Athletic Socks Market Size Outlook by Application

8.7. Europe Sports and Athletic Socks Market Size Outlook by Country

8.8. Germany

8.8.1. Key Statistics

8.8.2. Germany Sports and Athletic Socks Market Size Outlook, 2021- 2032

8.8.3. Key Market Drivers and Industry Developments in Germany Sports and Athletic Socks Companies

8.9. France

8.9.1. Key Statistics

8.9.2. France Sports and Athletic Socks Market Size Outlook, 2021- 2032

8.9.3. Key Market Drivers and Industry Developments in France Sports and Athletic Socks Companies

8.10. United Kingdom

8.10.1. Key Statistics

8.10.2. United Kingdom Sports and Athletic Socks Market Size Outlook, 2021- 2032

8.10.3. Key Market Drivers and Industry Developments in the UK Sports and Athletic Socks Companies

8.11. Spain

8.11.1. Key Statistics

8.11.2. Spain Sports and Athletic Socks Market Size Outlook, 2021- 2032

8.11.3. Key Market Drivers and Industry Developments in Spain Sports and Athletic Socks Companies

8.12. Italy

8.12.1. Key Statistics

8.12.2. Italy Sports and Athletic Socks Market Size Outlook, 2021- 2032

8.12.3. Key Market Drivers and Industry Developments in Italy Sports and Athletic Socks Companies

8.13. Rest of Europe

8.13.1. Key Statistics

8.13.2. Rest of Europe Sports and Athletic Socks Market Size Outlook, 2021- 2032

8.13.3. Key Market Drivers and Industry Developments in Rest of Europe Sports and Athletic Socks Companies

CHAPTER 9- ASIA PACIFIC SPORTS AND ATHLETIC SOCKS MARKET SIZE ANALYSIS AND OUTLOOK

9.1. Asia Pacific Sports and Athletic Socks Market Overview

9.2. Leading Companies Operating in Asia Pacific

9.3. Key Industry Statistics, 2026

9.4. Asia Pacific Sports and Athletic Socks Market Trends and Growth Opportunities to

- 9.5. Asia Pacific Sports and Athletic Socks Market Size Outlook by Type
- 9.6. Asia Pacific Sports and Athletic Socks Market Size Outlook by Application
- 9.7. Asia Pacific Sports and Athletic Socks Market Size Outlook by Country
- 9.8. China
 - 9.8.1. Key Statistics
 - 9.8.2. China Sports and Athletic Socks Market Size Outlook, 2021- 2032
 - 9.8.3. Key Market Drivers and Industry Developments in China Sports and Athletic Socks Companies
- 9.9. Japan
 - 9.9.1. Key Statistics
 - 9.9.2. Japan Sports and Athletic Socks Market Size Outlook, 2021- 2032
 - 9.9.3. Key Market Drivers and Industry Developments in Japan Sports and Athletic Socks Companies
- 9.10. India
 - 9.10.1. Key Statistics
 - 9.10.2. India Sports and Athletic Socks Market Size Outlook, 2021- 2032
 - 9.10.3. Key Market Drivers and Industry Developments in India Sports and Athletic Socks Companies
- 9.11. South Korea
 - 9.11.1. Key Statistics
 - 9.11.2. South Korea Sports and Athletic Socks Market Size Outlook, 2021- 2032
 - 9.11.3. Key Market Drivers and Industry Developments in South Korea Sports and Athletic Socks Companies
- 9.12. Australia
 - 9.12.1. Key Statistics
 - 9.12.2. Australia Sports and Athletic Socks Market Size Outlook, 2021- 2032
 - 9.12.3. Key Market Drivers and Industry Developments in Australia Sports and Athletic Socks Companies
- 9.13. Southeast Asia
 - 9.13.1. Key Statistics
 - 9.13.2. Southeast Asia Sports and Athletic Socks Market Size Outlook, 2021- 2032
 - 9.13.3. Key Market Drivers and Industry Developments in Southeast Asia Sports and Athletic Socks Companies

CHAPTER 10- SOUTH AND CENTRAL AMERICA SPORTS AND ATHLETIC SOCKS MARKET SIZE ANALYSIS AND OUTLOOK

- 10.1. South and Central America Sports and Athletic Socks Market Overview
- 10.2. Leading Companies Operating in South and Central America

10.3. Key Industry Statistics, 2026

10.4. South and Central America Sports and Athletic Socks Market Trends and Growth Opportunities to

10.5. South and Central America Sports and Athletic Socks Market Size Outlook by Type

10.6. South and Central America Sports and Athletic Socks Market Size Outlook by Application

10.7. South and Central America Sports and Athletic Socks Market Size Outlook by Country

10.8. Brazil

10.8.1. Key Statistics

10.8.2. Brazil Sports and Athletic Socks Market Size Outlook, 2021- 2032

10.8.3. Key Market Drivers and Industry Developments in Brazil Sports and Athletic Socks Companies

10.9. Argentina

10.9.1. Key Statistics

10.9.2. Argentina Sports and Athletic Socks Market Size Outlook, 2021- 2032

10.9.3. Key Market Drivers and Industry Developments in Argentina Sports and Athletic Socks Companies

10.10. Rest of Latin America

10.10.1. Key Statistics

10.10.2. Rest of Latin America Sports and Athletic Socks Market Size Outlook, 2021- 2032

10.10.3. Key Market Drivers and Industry Developments in Rest of Latin America Sports and Athletic Socks Companies

CHAPTER 11- MIDDLE EAST AND AFRICA SPORTS AND ATHLETIC SOCKS MARKET SIZE ANALYSIS AND OUTLOOK

11.1. Middle East and Africa Sports and Athletic Socks Market Overview

11.2. Leading Companies Operating in Middle East and Africa

11.3. Key Industry Statistics, 2026

11.4. Middle East and Africa Sports and Athletic Socks Market Trends and Growth Opportunities to

11.5. Middle East and Africa Sports and Athletic Socks Market Size Outlook by Type

11.6. Middle East and Africa Sports and Athletic Socks Market Size Outlook by Application

11.7. Middle East and Africa Sports and Athletic Socks Market Size Outlook by Country

11.8. Saudi Arabia

- 11.8.1. Key Statistics
- 11.8.2. Saudi Arabia Sports and Athletic Socks Market Size Outlook, 2021- 2032
- 11.8.3. Key Market Drivers and Industry Developments in Saudi Arabia Sports and Athletic Socks Companies
- 11.9. United Arab Emirates
 - 11.9.1. Key Statistics
 - 11.9.2. The UAE Sports and Athletic Socks Market Size Outlook, 2021- 2032
 - 11.9.3. Key Market Drivers and Industry Developments in the UAE Sports and Athletic Socks Companies
- 11.10. Africa
 - 11.10.1. Key Statistics
 - 11.10.2. Africa Sports and Athletic Socks Market Size Outlook, 2021- 2032
 - 11.10.3. Key Market Drivers and Industry Developments in Africa Sports and Athletic Socks Companies

CHAPTER 12- COMPANY PROFILES

- 12.1. Top Companies in Sports and Athletic Socks Industry
 - NIKE, Inc.
 - Adidas AG
 - Under Armour, Inc.
 - PUMA SE
 - ASICS Corporation
 - New Balance Athletics, Inc.
 - Stance, Inc.
 - Lululemon Athletica Inc.
 - Falke KGaA
 - Thorlos, Inc.
- 12.2. Business Description
- 12.3. SWOT Profiles
- 12.4. Products and Services

CHAPTER 13- APPENDIX

- Glossary of Terms
- Research Methodology & Data Sources
- Conclusion & Strategic Recommendations

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