

Sneakers Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> ****Industry:**** Apparel, Footwear & Accessories (Consumer Goods & Services)
> ****Source:**** https://www.mordorintelligence.com/industry-reports/sneakers-market
> ****Scraped Date:**** 2026-09-17

Executive Market Summary

Market Metric	Details
:--	:--
Base Market Size	USD 100.48 billion
Projected Forecast (2031)	USD 100.48 billion
Growth Rate (CAGR)	7.41 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

![Major players in Sneakers industry](images/chart_2.png)

![Sneakers Market Size](images/chart_3.png)

![Sneakers Market Share by Product Type, 2025](images/chart_4.png)

![Sneakers Market Share by Price Range, 2025](images/chart_5.png)

![Sneakers Market Growth Rate by Region](images/chart_6.png)

![Sneakers Market Concentration](images/chart_7.png)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period
|

2021 - 2031
|

Market Size (2026)
|

USD 100.48 Billion
|

Market Size (2031)
|

USD 143.66 Billion
|

Growth Rate (2026 - 2031)
|

7.41 %
|

Fastest Growing Market
|

Asia Pacific
|

Largest Market

Asia Pacific

Market Concentration

Medium

Major Players

*Disclaimer: Major Players sorted in no particular order

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Market Overview

Sneakers Market Analysis by Mordor Intelligence

The sneakers market size is expected to grow from USD 94.61 billion in 2025 and

USD 100.48 billion in 2026 to USD 143.66 billion by 2031, registering a CAGR of 7.41% between 2026 and 2031. Sneakers market expansion is being driven by the growing perception of sneakers as both functional gear and lifestyle statements, prompting brands to fuse technical performance with everyday design appeal. While performance footwear continues to account for a significant revenue share in the sneaker industry, lifestyle-oriented designs are witnessing faster uptake, reflecting consumer preference for multi-purpose use. The rise of digital-first purchasing behavior in the sneaker market, alongside simultaneous premiumization and demand for affordable options in emerging markets, is creating a dual-tier market structure. In the sneakers market, increasing health awareness and participation in fitness activities further reinforce steady demand growth across segments. Meanwhile, emerging players in the sneakers market are intensifying competition by leveraging sustainability narratives, community engagement, and direct-to-consumer strategies, gradually challenging established brands despite their scale and innovation advantages.

Key Report Takeaways

- * By product type, athletic sneakers led with 55.87% of the market share in 2025, while lifestyle and fashion sneakers are forecast to expand at a 7.85% CAGR through 2031.
- * By end user, men accounted for 53.45% of the market size in 2025, whereas the women's segment is projected to advance at a 7.93% CAGR to 2031.
- * By price range, mass products held 65.43% of the sneakers market size in 2025 and the premium tier is set to grow at 7.74% CAGR over 2026-2031.
- * By distribution channel, specialty stores retained 36.35% revenue share in 2025 while online retail is expected to post an 8.22% CAGR to 2031.
- * By geography, Asia-Pacific captured 32.28% of the sneakers market size in 2025 and is forecast to climb at an 8.52% CAGR through 2031.

Key Market Trends

Global Sneakers Market Trends and Insights

Drivers Impact Analysis*

Driver |
(~) % Impact on CAGR Forecast |
Geographic Relevance |
Impact Timeline |

Growing trends in athleisure and lifestyle-oriented fashion

|

+1.20%
|

Global, strongest in North America, Europe, urban Asia-Pacific
|

Medium term (2-4 years)

Escalating focus on health, wellness, and active lifestyles

|

+0.90%

Global, led by North America, Europe, affluent Asia-Pacific metros

Long term (≥ 4 years)

Increasing emphasis on sustainable and eco-conscious innovations

|

+0.80%
|

Europe and North America lead; emerging in Asia-Pacific cities
|

Long term (≥ 4 years)
|

Popularity of limited releases, brand collaborations, and hype-driven culture

|

+1.10%
|

Global, concentrated in North America, Europe, United Arab Emirates, China, Japan
|

Short term (≤ 2 years)
|

Expansion of digital platforms and e-commerce channels

|

+1.50%
|

Global, fastest in Asia-Pacific, Middle East, South America
|

Short term (≤ 2 years)

Rising demand for personalized and customizable products

|

+0.70%

North America and Europe lead; nascent in Asia-Pacific

Medium term (2-4 years)

Source: Mordor Intelligence

Competitive Landscape

Competitive Landscape

The global sneakers market reflects a moderately concentrated structure, with the top players collectively accounting for a sizeable yet non-dominant share, leaving ample opportunity for emerging brands to build traction. While industry leaders such as Nike, Adidas, New Balance, Skechers, and Puma, among others, continue to anchor the market through brand equity and global distribution, their dominance is increasingly contested by agile challengers. Notably, Nike and its Jordan line command a disproportionate share of the resale ecosystem, highlighting the power of cultural relevance in sustaining premium pricing. At the same time, a growing share of profits across the sneakers industry is being captured by newer, design-driven players, indicating that speed, innovation, and niche appeal are becoming as critical as scale.

Competitive intensity is further shaped by the rise of performance-focused disruptors and strategic global investments. Brands like On and Hoka have successfully differentiated themselves through advanced cushioning technologies and a strong focus on the running community, attracting consumers seeking alternatives to legacy offerings. Meanwhile, strategic moves such as Anta's investment in Puma signal a broader shift, where Asian players aim to combine domestic scale with international brand heritage to strengthen global positioning. This evolving mix of incumbents, challengers, and cross-border collaborations is redefining how competitive advantage is built and sustained across the sneakers industry.

Technology and operating models are playing a pivotal role in transforming dynamics across the sneakers industry. Leading brands are increasingly leveraging digital ecosystems, with initiatives such as Nike's SNKRS platform enabling controlled product drops that enhance exclusivity while generating granular consumer insights. At the same time, platforms like StockX are reinforcing trust in the resale market through AI-driven authentication systems, safeguarding both consumers and brand value. Additionally, vertically integrated players such as New Balance are investing in localized manufacturing capabilities in the United States and United Kingdom, enabling faster response times and supply chain resilience across the sneakers industry. Looking ahead, the interplay of digital innovation, supply chain agility, and culturally resonant branding will define the next phase of growth in the global sneakers market.

Sneakers Industry Leaders

*

Nike Inc.

*

Adidas AG

*

Puma SE

*

New Balance Athletics Inc.

*

Skechers USA, Inc.

*

*Disclaimer: Major Players sorted in no particular order

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Component Component 3 Scope Of The Report Bottom

Global Sneakers Market Report Scope

By Product Type

Atheltic Sneakers
|

Lifestyle and Fashion Sneakers
|

Segmentation Accordion Item

By Geography

North America
|

United States
|

|

Canada
|

|

Mexico
|

|

Rest of North America
|

Europe
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Germany
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United Kingdom

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Italy

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France

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Spain

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Netherlands

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Poland

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Belgium

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Sweden

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Rest of Europe

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Asia-Pacific
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China
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India
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Japan
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Australia
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Indonesia

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South Korea

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Thailand

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Singapore

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Rest of Asia-Pacific

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South America

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Brazil

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|

Argentina

|

|

Colombia

|

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Chile

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Peru

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Rest of South America

|

Middle East and Africa

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South Africa

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Saudi Arabia

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United Arab Emirates
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Nigeria
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Egypt
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Morocco
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Turkey
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Rest of Middle East and Africa

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Frequently Asked Questions

What is the current and projected sneakers market size?

The sneakers market is valued at USD 100.48 billion in 2026 and is forecast to climb to USD 143.66 billion by 2031, reflecting a 7.41% CAGR.

Which product type leads the sneakers market share?

Athletic sneakers contributed 55.87% of 2025 revenue, maintaining leadership through continual technology upgrades.

Why is the women's sneaker segment expanding faster than men's?

Larger investments in women's leagues and gender-specific product design are driving a 7.93% CAGR for footwear aimed at female athletes and lifestyle users.

Are premium sneakers outperforming mass options?

Yes, the premium tier is projected to expand at 7.74% CAGR despite commanding a smaller base than mass-market lines.