



Premium Shoe Market 2019, Global Industry Analysis, Size, Share, Growth, Trends and Forecast - 2024

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PUNE, MARKETERSMEDIA, INDIA, September 10, 2019 /EINPresswire.com/ -- Summary

A New Market Study, titled "Premium Shoe Market Upcoming Trends, Growth Drivers and Challenges" has been featured on WiseGuyReports.

This report provides in depth study of "Premium Shoe Market" using SWOT analysis i.e. Strength, Weakness, Opportunities and Threat to the organization. The Premium Shoe Market report also provides an in-depth survey of key players in the market which is based on the various objectives of an organization such as profiling, the product outline, the quantity of production, required raw material, and the financial health of the organization.

Overview

Premium shoe refers to the shoes specially designed for sports and outdoor activities like workouts and athletics. Premiums shoes also refer to the specific brand shoes preferred by the users. The premium shoes find wide application as fashion footwear. The price of these shoes is generally high than that of normal shoes.

The premium shoes are available in a wide variety of designs, shapes, and sizes to cater to the needs of the different consumers. The premium shoe market is anticipated to witness market growth by a significant CAGR during the forecast period.

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Key manufacturers are included based on company profile, sales data and product specifications etc.:

adidas Group

Nike

New Balance

ASICS

British Knights

Amer Sports

SKECHERS USA

C&J Clark International

AVIA

Nfinity

Saucony

NEWTON RUNNING

Brooks Sports

Florsheim Shoes
Kering
Steven Madden
VF Corporation
WEINBRENNER
Columbia Sportswear
Eddie Bauer
The Rockport Group
Under Armour

Market Classification

The global premium shoe market is fragmented based on product type, end-users, distribution channel, material, and geographical regions.

Based on the product type, the global market is subdivided into sports shoes, casual shoes, and other products. The premium sports shoes are the leading market segment across the globe. The increasing number of sports enthusiasts and the rise in the number of stock-keeping units account for the dominating position of the sports shoe segment. The increasing health awareness and the increasing scope of regional as well as international sports further propel the growth of the market segment.

Depending on the end-users, the premium shoe market is segmented into women, men, and children. The men segment of premium shoes is the market leader in the global scenario. The growth in the male population, increase in the participation level of men in sports and outdoor activities, and support of the government for the men championship and tournaments are responsible for the dominant market position. The growing interest of men towards fashion footwear will further fuel the market growth.

Based on the distribution channel, the market is segmented into the offline channel and online channel. The offline channel is the dominating market segment due to the high preference of customers. Online channel is anticipated to witness growth in the coming years.

Based on the material, the market is classified into rubber, leather, and other materials.

Based on the geographical region, the global market includes Asia Pacific, Europe, South America, North America, and the Middle East and Africa. North America is the leading market of premium shoes owing to the growing popularity of online shopping and an increase in e-commerce websites. The market of the Asia Pacific region is expected to witness rapid growth due to the increasing participation in sports.

Market Drivers and Limiting Factors

The endorsement of the premium shoe by the high profile celebrities is a key market driver. The availability of the innovative products and product customization option is another factor responsible for the growth of the global premium shoe market. The growing shift towards a healthy lifestyle will also contribute to the growth of the market.

The production of counterfeit shoes is a major limitation to market growth.

Recent Industry Trend

Product innovation and customization is the most prominent trend in the premium shoe industry. The top players, like Nike and Adidas, are incorporating the strategies of customization and innovation to achieve success in the competitive market.

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