

Performance Grip Socks Market is Anticipated to Develop Altogether at Strong CAGR | GT GRIP Socks, LUX

The performance grip socks market was valued at \$1.3 billion in 2023, and is projected to hit \$1.7 billion by 2028, growing at a CAGR of 6.2% from 2024 to 2028.

WILMINGTON, DE, UNITED STATES, July 25, 2025 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[Performance Grip Socks Market](#)," The [performance grip socks](#) market

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By distribution channel, the hypermarkets and supermarkets segment held the highest performance grip socks market share in 2023.

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Allied Market Research

was valued at \$1.3 billion in 2023, and is estimated to reach \$1.7 billion by 2028, growing at a CAGR of 6.2% from 2024 to 2028.

Performance grip socks market trends include innovations in material science, such as moisture-wicking fabrics and anti-slip silicone applications, improve grip and reduce slippage, particularly in high-performance sports and fitness activities. Advanced knitting technologies allow

seamless designs, ensuring better fit and reduced risk of shoe bites. Integration of smart textiles, including embedded sensors to monitor pressure and movement, is transforming grip socks into performance-tracking tools. Moreover, 3D printing and sustainable production techniques foster customization and eco-friendly solutions, catering to evolving consumer preferences. These advancements enhance user experience and expand the market potential by meeting the needs of professional athletes and fitness enthusiasts, ensuring sustained growth in this niche segment.

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However, high production costs associated with advanced materials and technologies in performance grip socks restrain market expansion, making it less accessible to price-sensitive consumers. For instance, according to fashion world article (2022), producing one meter of woven fabric from cotton costs \$1.91 in Italy compared to \$1.11 in India, highlighting regional cost disparities that influence material expenses. Advanced features such as moisture-wicking fabrics and anti-slip silicone add further to manufacturing costs, which are passed on to

consumers. In the U.S., only 9.1% of consumers spent over \$500 annually on sports apparel in 2018, indicating limited willingness to pay for high-cost performance wear. These pricing dynamics restrict the market to premium segments, limiting broader adoption among budget-conscious buyers despite the functional benefits of grip socks.

Furthermore, sponsorship creates significant opportunities for the performance grip socks industry by enhancing brand visibility, credibility, and consumer engagement. Collaborating with professional athletes, teams, and sports leagues allows brands to highlight their products on high-profile platforms, attracting attention from sports enthusiasts and fans. For instance, equipping athletes with branded grip socks during televised events boosts product awareness and establishes trust in their performance benefits. Sponsorship deals extend to community-based sports, schools, and local leagues, broadening market reach and fostering brand loyalty from an early stage. In addition, partnerships with fitness influencers and trainers on social media create opportunities to target niche fitness communities effectively. Co-branded merchandise with sports organizations or celebrity athletes drive performance grip socks market demand by creating exclusive, limited-edition product lines. Sponsorship opens avenues for brand positioning in high-visibility sporting events such as marathons, tournaments, and championships, driving performance grip socks market growth by solidifying the brand's association with performance and innovation.

The performance grip socks market size is segmented on the basis of length, grip, price range, distribution channel, sports type, and region. By length, the market is divided into knees, crew, and ankle. By grip, the market is fragmented into silicon grip, rubberized grip, and textured grip. By price range, the market is classified into premium, mid-range, and economy. By distribution channel, the market is categorized into hypermarkets/supermarkets, specialty stores, online retail, and others. By sport type, the market is divided into football, basketball, tennis, gym & yoga, volleyball, golf, track events, cricket, and others. Region-wise, the market is analyzed across North America (the U.S., and rest of North America), Western Europe (France, Germany, Italy, Spain, UK, Netherland, Sweden, and rest of Western Europe), Eastern Europe (Poland, Romania, Hungary, Russia, Czech Republic, and Rest of Eastern Europe), and Asia-Pacific (China, Japan, India, Australia, South Korea, Thailand, Malaysia, Indonesia, and the rest of Asia-Pacific).

By length, the market is segmented knees, crew, and ankle. The ankle segment accounted for a major share in the performance grip socks market in 2023 and is expected to grow at a significant CAGR during the forecast period.

By grip, the market is segmented silicon grip, rubberized grip, and textured grip. The rubberized grip segment accounted for a major share in the performance grip socks market in 2023 and is expected to grow at a significant CAGR during the forecast period.

By price range, the market is segmented premium, mid-range, and economy. The mid-range segment accounted for a major share in the performance grip socks market in 2023 and is expected to grow at a significant CAGR during the forecast period.

By distribution channel, the market is segmented into hypermarkets/supermarkets, specialty stores, online retail, and others. The hypermarkets/supermarkets segment accounted for a major share in the performance grip socks market in 2023 and is expected to grow at a significant CAGR during the forecast period.

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By sport type, the market is segmented into Football, Basketball, Tennis, Gym and Yoga, Volleyball, Golf, Track Events, Cricket, and others. The Football segment accounted for a major share in the performance grip socks market in 2023 and is expected to grow at a significant CAGR during the forecast period.

Region wise, it is analyzed across North America, Western Europe, Eastern Europe, and Asia-Pacific. The North America performance grip socks market accounted for a major share in 2023 and is expected to grow at a significant CAGR during the performance grip socks market forecast period.

The major players operating in the market focus on key market strategies, such as mergers, product launches, acquisitions, collaborations, and partnerships. They have also been focusing on strengthening their market reach to maintain their reputation in the ever-competitive market. Some of the key players in the performance grips socks market include GT GRIP Socks

LUX

GRIP X Performance Socks

VYPR:5

AdvantEdge

TRU

Kingly Ltd

Paultex Hosiery Ltd

Bahlol International

GEARXPro

For more information on this report, visit: <https://www.alliedmarketresearch.com/checkout-final/6cc03652eeb0b62e51e2c1f25715fd02>

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