Sneakers Market Size to Reach $143.66 Billion by 2031 as Lifestyle-Performance Fusion Drives Growth, Mordor Intelligence

The sneakers market is set to expand at a 7.41% CAGR through 2031, with Asia-Pacific growing at a robust 8.52% CAGR.

HYDERABAD, TELANGANA, INDIA, September 11, 2026 /EINPresswire.com/ -- According to Mordor Intelligence, the global sneakers market size is projected to grow from $100.48 billion in 2026 to $143.66 billion by 2031, registering a CAGR of 7.41% during the forecast period (2026-2031). Growth is being reshaped by sneakers' evolution from purely functional gear into everyday lifestyle statements, by a widening digital-first, dual-tier market spanning premium and mass price points, and by emerging challengers using direct-to-consumer and sustainability positioning to contest share long held by a small set of global brands.

Sneakers Market Key Growth Factors

Lifestyle-Performance Fusion Reshapes Product Strategy

Sneakers are increasingly bought as everyday lifestyle statements rather than purely functional performance gear, pushing brands to fuse technical cushioning, materials, and support systems with fashion-forward silhouettes. While performance footwear still holds a significant share of category revenue, lifestyle and fashion-oriented designs are gaining share faster, reflecting consumer preference for footwear that works across gym, street, and office settings.

This blurring of use cases is changing how brands allocate product and marketing investment, with retro and heritage silhouettes emerging as a rare growth pocket even as overall unit demand cools in some Western markets: within Europe and the U.S., retro styles are among the few segments forecast to keep growing across both men's and women's lines.

Digital-First Buying Sustains a Dual-Tier Market Structure

Growing digital-first purchasing behavior is reshaping how sneakers are discovered, sized, and sold, favoring brands with strong direct digital storytelling and data-driven release strategies. At the same time, the market is bifurcating: premiumization is advancing in mature markets through limited releases and technical storytelling, while affordable, mass-tier options are expanding access across emerging markets in Asia-Pacific, South America, and the Middle East

and Africa.

This dual-tier structure is forcing manufacturers to run parallel playbooks, calibrating price architecture, sizing depth, and channel mix differently for premium digital-native buyers than for value-conscious, high-volume emerging-market demand.

Direct-to-Consumer and Sustainability Narratives Empower Challengers

Emerging and mid-tier players are intensifying competition by leaning into sustainability credentials, community-driven marketing, and direct-to-consumer channels, chipping away at the historical dominance of a small set of global brands. Nike, Adidas, and New Balance together still commanded roughly three-quarters of the market in 2025, but that concentration is loosening as challengers including Skechers post strong visibility gains in men's categories.

Notably, even as challengers double down on DTC, established leaders are recalibrating their own channel mix: Nike shifted a majority of its revenue back through wholesale partners in 2026 after a multi-year direct-to-consumer push, underscoring how contested the balance between digital-first differentiation and retail scale has become.

"As sneakers shift from performance gear to everyday lifestyle statements, our structural analysis maps how digital-first buying and premiumization are reshaping demand across price tiers and geographies. Built on direct competitive tracking and objective volume data, this report equips commercial leaders with a verified, defensible foundation for strategic product and go-to-market investment," says Bhavesh-Narasinha Varute, Senior Research Manager.

Sneakers Market Recent Industry Developments

2025 – Skechers was acquired by 3G Capital in a $9.42 billion take-private deal that closed in September 2025, one of the largest ownership shifts in athletic footwear and a signal of consolidation pressure in the mass-to-premium segment.

2025-2026 – New U.S. import tariffs pushed Nike to warn of a roughly $1 billion cost impact, prompting selective price increases and an accelerated shift of sourcing away from China.

2026 – Nike reversed its multi-year direct-to-consumer push, returning products to wholesale partners including Amazon; wholesale now accounts for roughly 60% of Nike's revenue after North American wholesale sales grew 11% in a recent quarter.

Sneakers Market Segment Insights

By Product Type

Athletic Sneakers

Lifestyle and Fashion Sneakers

By End User

Men

Women

Children

By Price Range

Mass

Premium

By Distribution Channel

Supermarkets/Hypermarkets

Specialty Stores

Others

Sneakers Market Regional Insights

North America and Europe remain the most commercially significant markets for premium and lifestyle sneakers, though both are seeing near-term softness: European sales are forecast to decline roughly 5% and U.S. sales roughly 3% quarter-over-quarter into Q4 2026, even as retro and heritage silhouettes keep growing in both regions.

Asia-Pacific is emerging as the primary long-term growth engine, projected to reach an 8.52% CAGR by 2031, supported by rising disposable incomes, expanding fitness culture, and growing demand for both international and homegrown athletic brands across China and India.

South America and the Middle East and Africa continue to offer accessible, mass-tier volume growth, while premium and performance positioning is gradually gaining traction among higher-income urban consumers in these regions.

The sneakers market report is also available in the following languages:

Japanese: https://www.mordorintelligence.com/ja/industry-reports/sneakers-

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Competitive Landscape

The global sneakers market remains concentrated at the top but increasingly contested, with Nike, Adidas, and New Balance together accounting for roughly three-quarters of category share in 2025, even as that concentration loosens under pressure from resurgent and emerging challengers.

Competitive intensity is rising around retro and heritage product cycles, community-led marketing, and channel strategy, as brands including Skechers post strong visibility gains in men's categories while other challengers use direct-to-consumer and sustainability positioning to build loyalty outside traditional wholesale relationships.

At the same time, incumbents are recalibrating their own channel and sourcing strategies in response to cost pressure, including new import tariffs, and a maturing DTC channel, underscoring how quickly competitive advantage is shifting across pricing, product, and distribution in this category.

Key Companies in the Sneakers Market

Nike Inc.

Adidas AG

Puma SE

New Balance Athletics Inc.

Skechers USA, Inc.

Discover the latest trends, growth opportunities, and competitive developments in the Sneakers Market: https://www.mordorintelligence.com/industry-reports/sneakers-market?utm_source=einpr

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Leather Footwear Market: The global leather footwear market size was valued at USD 124.96 billion in 2025 and is estimated to grow from USD 130.75 billion in 2026 to reach USD 169.03 billion by 2031, at a CAGR of 5.27% during the forecast period. Demand is supported by formalwear recovery, expanding urban middle-class populations across Asia and Africa, and persistent consumer preference for the durability, breathability, and repairability inherent to genuine leather.

Sunglasses Market Size: The global sunglasses market is estimated at USD 23.01 billion in 2026 and is projected to reach USD 31.06 billion by 2031, advancing at a 6.18% CAGR from its 2025 valuation of USD 21.67 billion. Premiumization is accelerating as eyewear transitions from simple UV protection into an essential fashion accessory tied to holistic wellness and smart digital connectivity. While North America commands primary revenue share, the Asia-Pacific region is generating the fastest unit volume growth, prompting eyewear houses to drive differentiation through bio-based acetate frames, recycled polymer lenses, and circular supply chains.

Read more: https://www.mordorintelligence.com/industry-reports/sunglasses-market?utm_source=einpr

Demi Fine Jewelry Market Share: The global demi fine jewelry market size is expected to grow from USD 3.53 billion in 2025 to USD 3.78 billion in 2026 and reach USD 5.74 billion by 2031, registering an 8.71% CAGR. Market momentum is propelled by millennial and Gen Z consumers seeking affordable luxury that balances high-end aesthetics with accessible everyday pricing. Digital-native jewelry brands are leveraging influencer discovery and expanding collections crafted from gold vermeil, recycled sterling silver, and ethically sourced gemstones to bridge the pricing gap between costume accessories and traditional fine jewelry.

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With a team of over 550 domain experts and on-the-ground specialists spanning 150+ countries, Mordor Intelligence possesses a unique understanding of the global business landscape. This expertise translates into comprehensive syndicated and custom research reports covering a wide spectrum of industries, including aerospace & defense, agriculture, animal nutrition and

wellness, automation, automotive, chemicals & materials, consumer goods & services, electronics, energy & power, financial services, food & beverages, healthcare, hospitality & tourism, information & communications technology, investment opportunities, and logistics.

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