

# SKU Intelligence Analysis for Nike Sports Shoes - India

## Background

We are conducting an in-depth analysis of SKU metrics and distribution within the Sports Shoes category in India. This research aims to provide valuable insights into the performance and market dynamics of various SKUs under this category.

## Objectives

### 1. Market Size, Growth, Outlook:

- Determine the current market size of the Sports Shoes category in India.
- Analyze historical growth trends and project future market outlook.

### 2. Strongest Players, Competitive Landscape:

- Identify the leading brands in the Sports Shoes category.
- Assess the competitive landscape and market share of key players.

### 3. Product Types Under Each Brand:

- Catalog the top 5 products under the Nike brand.
- Provide detailed information on each product, including:
  - Brand
  - Product Name
  - Price
  - Size
  - Color
  - Purpose

### 4. Product Analysis:

- Conduct a comprehensive analysis of the products in terms of consumer preferences and demographics.

# 1. Market Size, Growth, Outlook

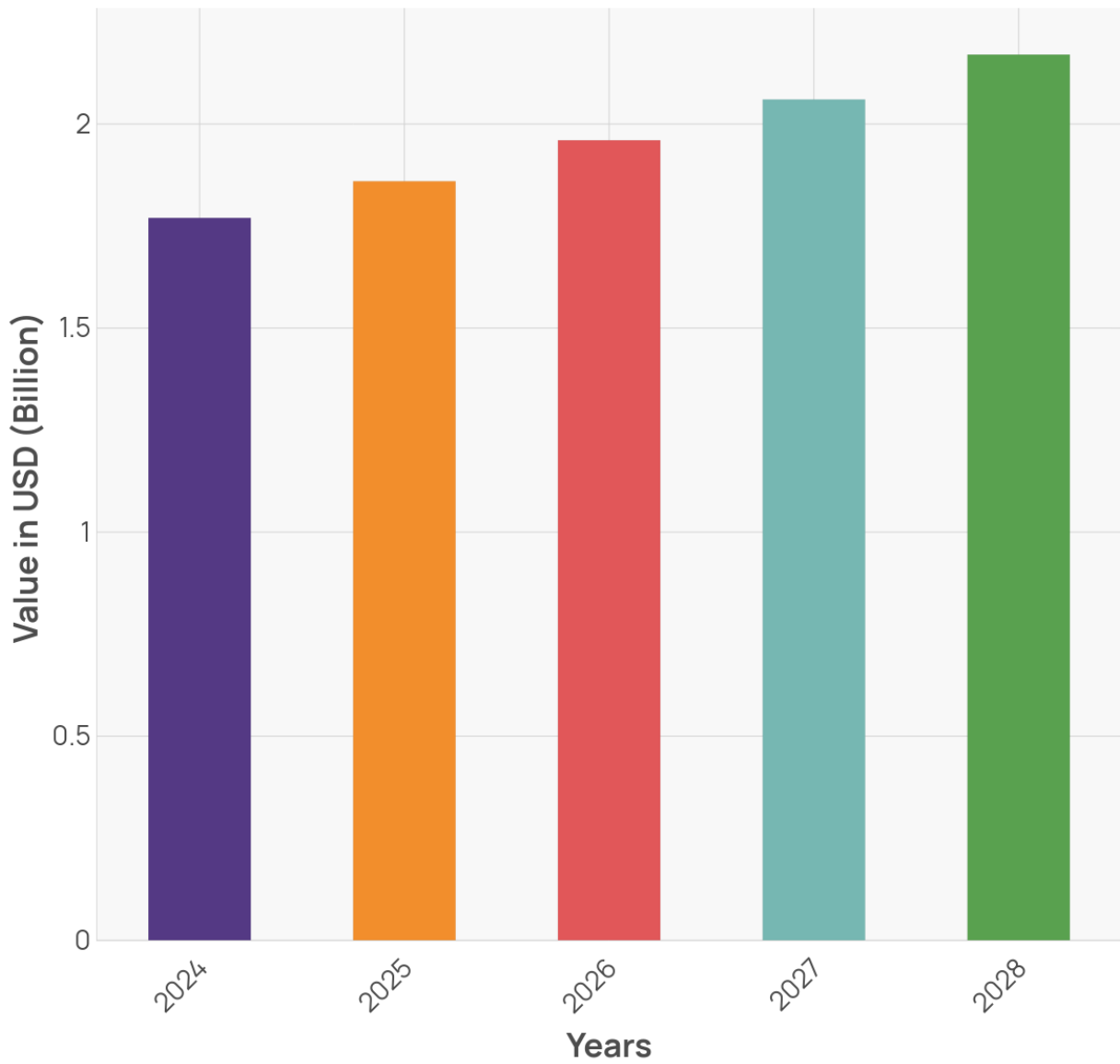
## 1.1 Current Market Size of Sports Shoes in India

- The revenue in India's Athletic Footwear segment is estimated to be USD 1.77 billion in 2024.
- The market is anticipated to experience an annual growth rate of 5.23% CAGR from 2024 to 2028.
- In terms of per capita revenue, India is expected to generate USD 1.24 billion in 2024.
- The volume of India's Athletic Footwear segment is expected to reach 19.88 million pairs by 2028 [1].

## 1.2 Historical Growth Trends of the Sports Shoes Market in India Over the Past 5 Years

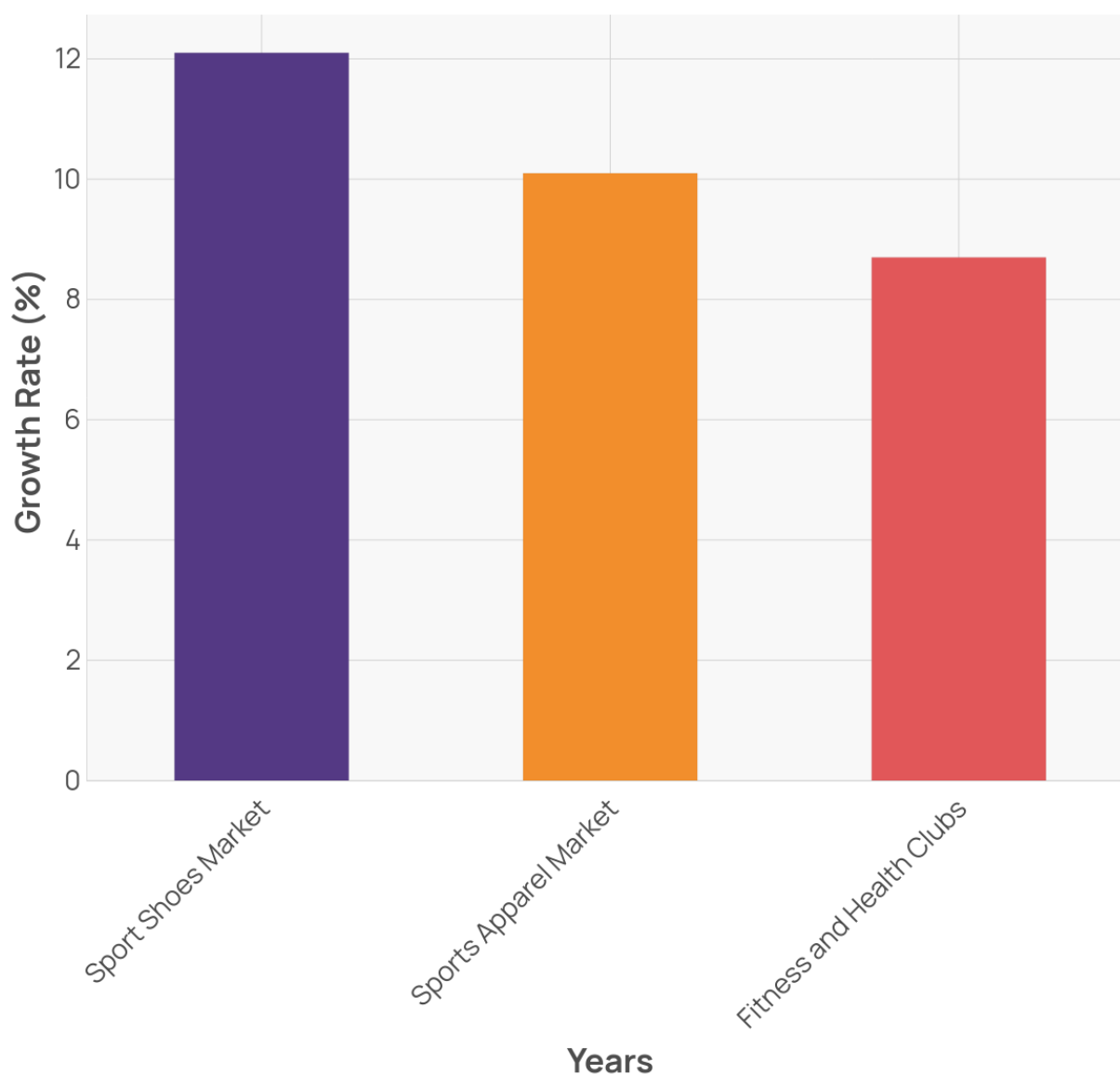
- The Indian sports shoes market has experienced consistent growth over the past five years, driven by factors such as rising disposable incomes, growing health consciousness, and increasing participation in sports and fitness activities.
- In 2024, the revenue in India's Athletic Footwear segment is estimated to be US\$1.77bn.
- It is anticipated that the market will experience an annual growth rate of 5.23% (CAGR 2024-2028).
- This growth has been fueled by the increasing popularity of running, gym workouts, and outdoor activities.
- Additionally, the rising penetration of e-commerce in India has also contributed to the growth of the sports shoes market, with online sales now accounting for 60% of the total market.
- The average selling price of sports shoes has also been steadily increasing over the past five years, indicating a shift towards premium and performance-driven footwear.
- This growth trend is expected to continue in the coming years, driven by the continued expansion of the e-commerce sector and the rising popularity of sports and fitness activities in India. [2]

## MARKET SIZE PROJECTIONS



Market Size Projections [2]

## AVERAGE GROWTH RATE COMPARISONS



Comparison of Average Growth Rates in Different Markets in India [2]

### 1.3 Projected Market Outlook for Sports Shoes in India for the Next 5 Years

- **Overall Footwear Market Growth:** The overall footwear market in India is expected to grow annually by 4.85% CAGR from 2024 to 2028.
- **Segmentation and Market Size:**
  - The Leather Footwear segment, encompassing sports shoes, is the largest segment with a market volume of USD 18.08 billion in 2024.
  - The Athletic Footwear segment, specifically, is projected to generate USD 1.77 billion in revenue in 2024.

- **Volume and Consumption:**

- By 2028, the total footwear market volume is anticipated to reach 2,226 million pairs, with a slight volume growth of 0.4% expected in 2025.
- The average volume per person in the footwear market is forecasted to be 1.51 pairs in 2024.

- **Market Dynamics:**

- Growth drivers include the rise in e-commerce sales, expanding middle class, and increasing health consciousness, particularly promoting active lifestyles.
- Non-luxury sales are expected to dominate, accounting for 98% of the footwear market in India by 2024.

- **Revenue Projections:**

- The projected market revenue for the footwear market in India in 2024 is estimated to be ₹2,17,514 crore (USD 26.06 billion).
- Specifically, the Athletic Footwear segment is anticipated to grow at an annual rate of 5.23% CAGR from 2024 to 2028, reflecting its strong market expansion. [3]

## 2. Strongest Players & Competitive Landscape

### 2.1 Leading Brands in Sports Shoes Category

The leading brands in the sports shoes category in India are:

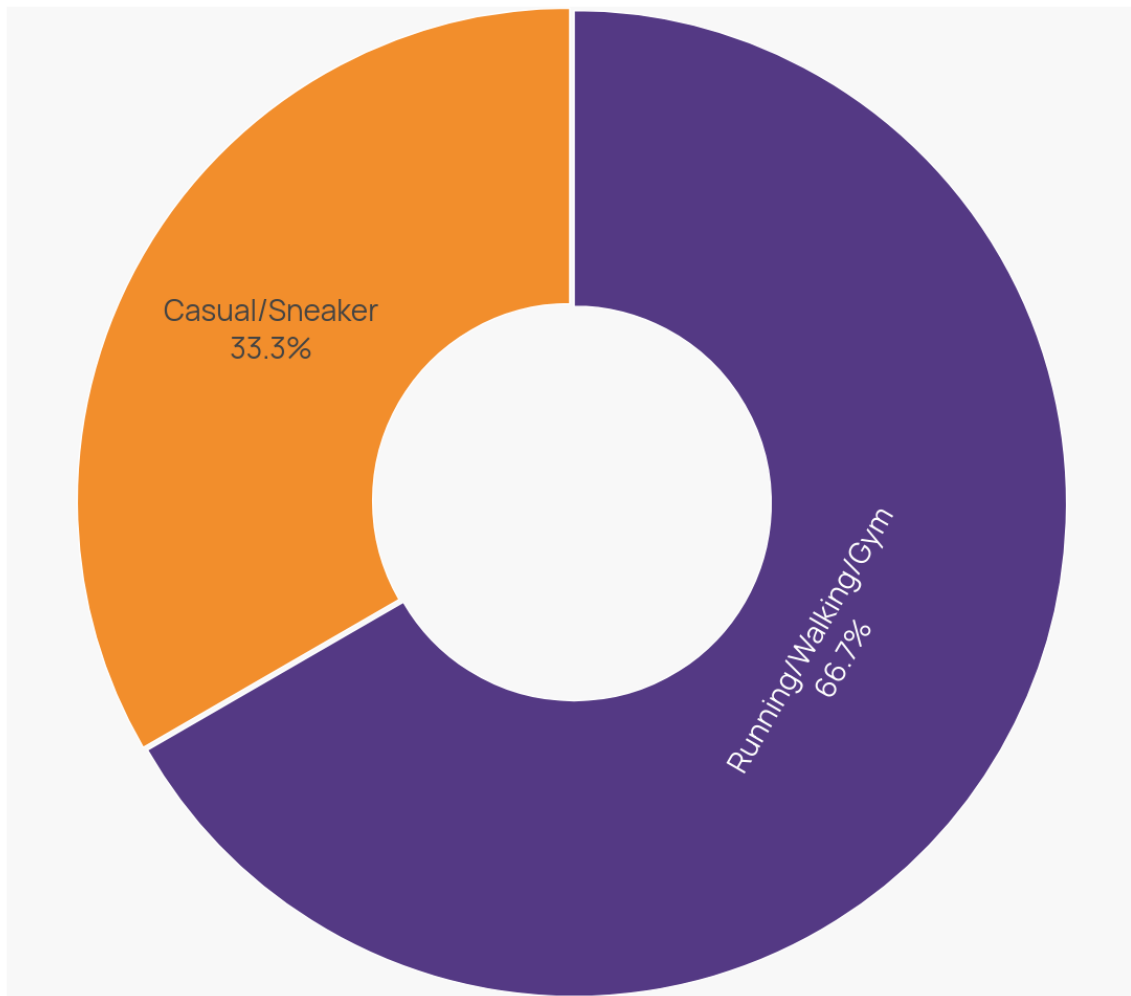
- Nike: Known for its high-quality athletic shoes and apparel, Nike is a major player in the Indian market. The brand is recognized for its innovative products and strong financial performance.
- Adidas: Another top brand in the athletic gear scene, Adidas offers a wide range of running shoes and other sports footwear. The brand is popular for its Boost cushioning technology and various shoe series like Ultraboost, Alphabounce, and Terrex.
- Puma: A significant competitor in the sports footwear market, Puma is known for its stylish and performance-oriented shoes.
- Campus: One of the top-selling Indian brands in the sports and athleisure footwear market.
- Sparx: Another leading Indian brand that has a strong presence in the sports footwear segment.

- Power: A well-known Indian brand that competes effectively in the sports shoes category. [4]

## 2.2 Market Share and Competitive Landscape

- Nike holds the largest market share at 30% and has a high brand awareness of 97%. Its sales revenue is INR 22,000 million with a growth rate of 10%.
- Adidas follows with a market share of 25%, brand awareness of 95%, and sales revenue of INR 1,800 Crores. It has a growth rate of 12%.
- Puma has a market share of 20%, brand awareness of 90%, and sales revenue of INR 1,500 Crores. Its growth rate is the highest among the top three at 15%.
- Campus, Sparx, and Power are notable Indian brands with market shares of 10%, 8%, and 7% respectively. Campus has the highest growth rate among them at 17%.
- Despite lower market shares, Campus, Sparx, and Power show significant potential for growth in the Indian market. [4]

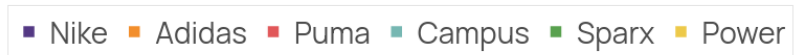
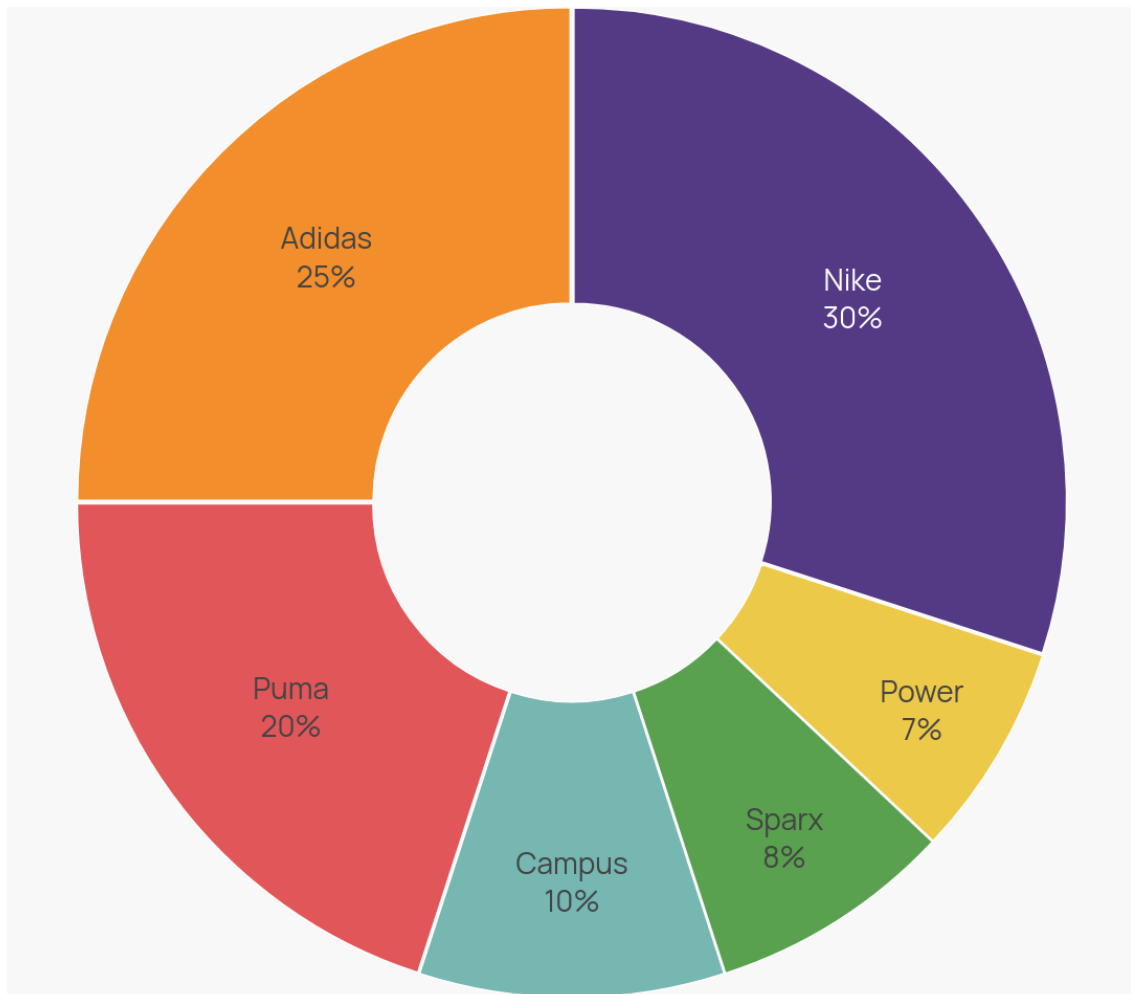
## PURPOSE DISTRIBUTION



■ Running/Walking/Gym ■ Casual/Sneaker

Purpose distribution [4]

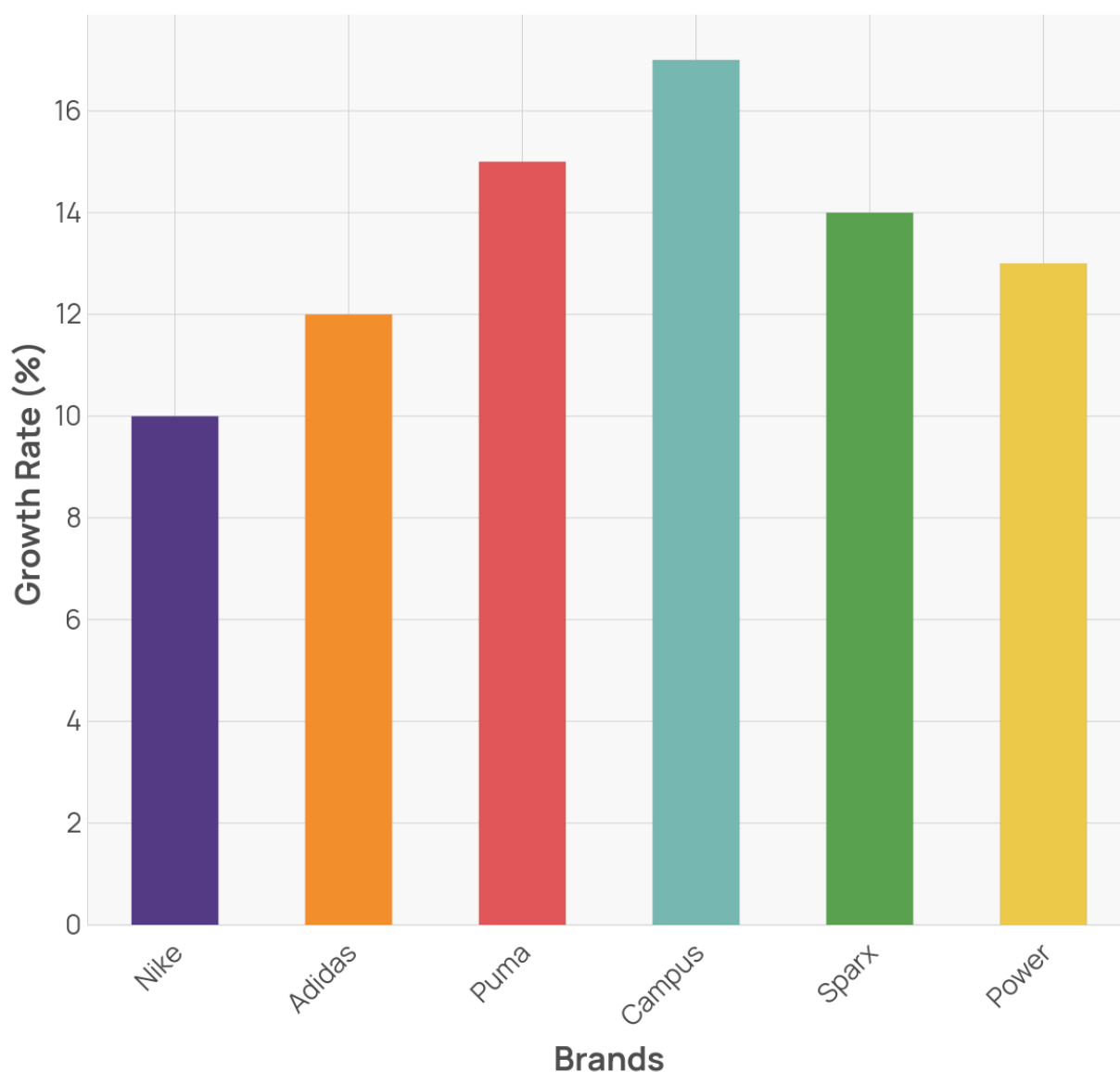
## MARKET SHARE OF DIFFERENT BRANDS



Market share distribution among leading sports shoe brands in India [4]



## GROWTH RATE OF DIFFERENT BRANDS



Growth rates of leading sports shoe brands in India [4]

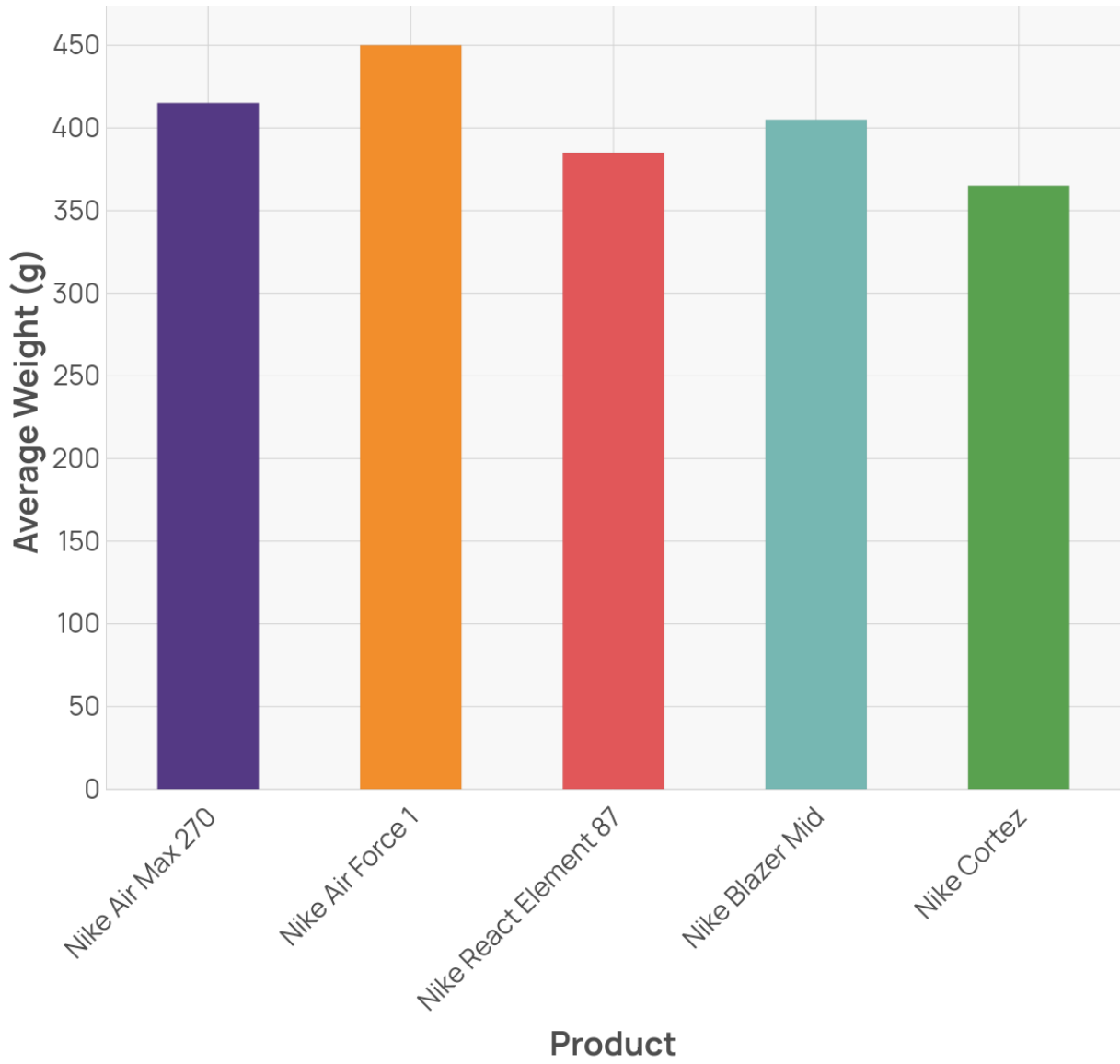
### 3. Product Types Under The Nike Brand:

#### 3.1 Top Nike Shoes in India and SKU Information

- **Nike Air Max 270:** Weighs between 380-450g and comes in sizes ranging from 25-30 cm.
  - It is popular among consumers aged 18-35, with a gender split of 60% male and 40% female.
  - The price point is higher, ranging from ₹7,000-12,000 INR.
  - The product is favored by both casual wearers and fitness enthusiasts, with a breakdown of 40% casual, 30% fitness, and 30% athletes.

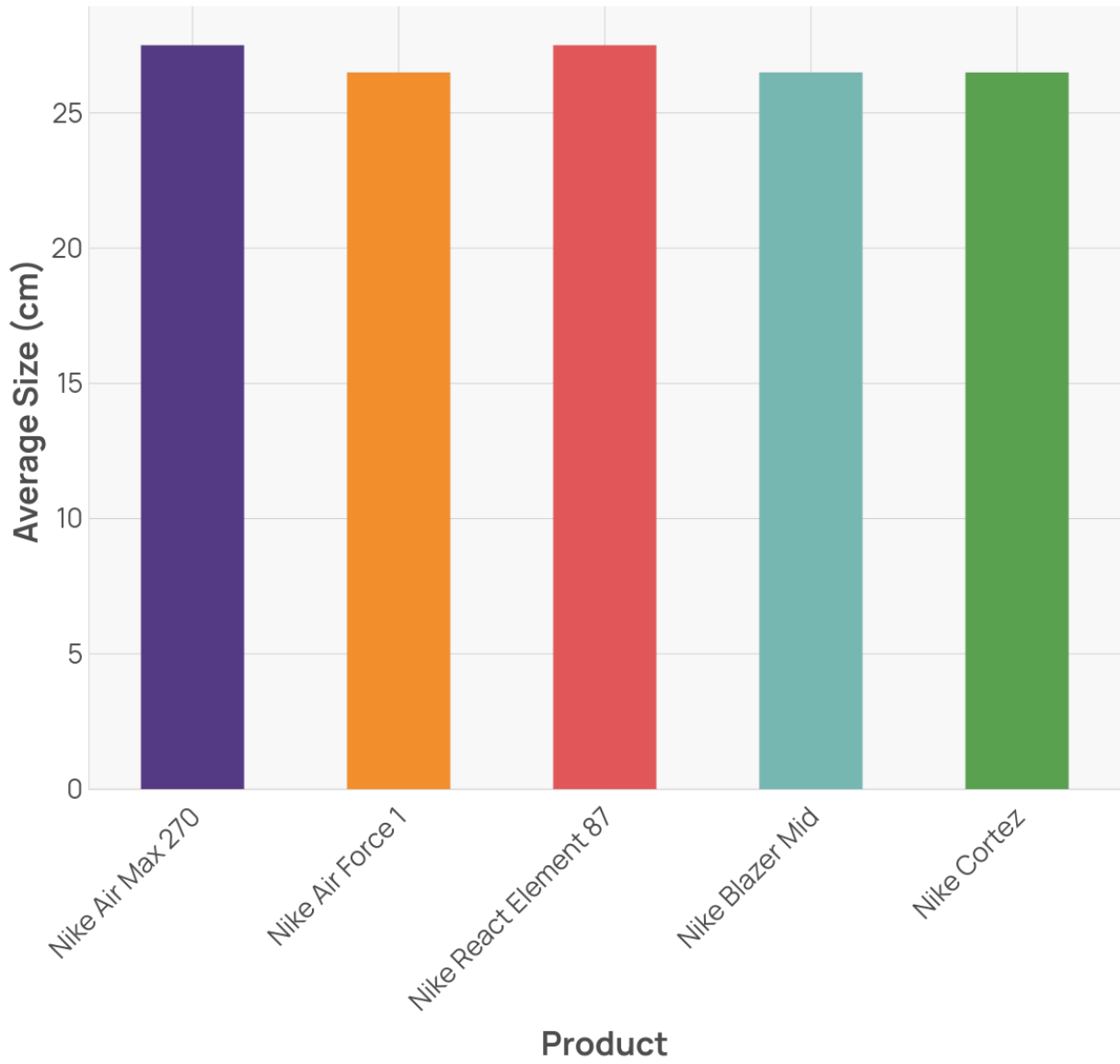
- **Nike Air Force 1:** This iconic shoe weighs between 420-480g and is available in sizes 24-29 cm.
  - Its popularity extends across age groups (16-30), with a gender split of 55% male and 45% female.
  - The price range is ₹6,000-11,000 INR.
  - Its appeal spans across casual wearers, fitness enthusiasts, and athletes, with a distribution of 50% casual, 25% fitness, and 25% athletes.
  
- **Nike React Element 87:**
  - Weighing between 350-420g, this shoe is available in sizes 25-30 cm.
  - It targets consumers between 20-40 years old, with a representation of 65% male and 35% female. - The price range stands between ₹8,000-13,000 INR.
  - The product caters to a mix of casual wearers, fitness enthusiasts, and athletes with a distribution of 35% casual wearers, 35% fitness enthusiasts, and 30% athletes.
  
- **Nike Blazer Mid:** Weighing between 370-440g this shoe is available in sizes ranging from 24 to 29 cm.
  - It also caters to a younger audience (15-28) with an even gender split (50% male & 50% female).
  - Its price range is between ₹5k-₹10k.
  - The product is popular among casual wearers & fitness enthusiasts.
    - **Nike Cortez:** This classic shoe weighs between 330-400 gms coming sizes ranging from 24-29 cm.
    - Catering to consumers aged 18-35 having a gender split of (55% male & 45% female).
    - The price range is between ₹4k-₹9k.
    - The product favored by casual wearers, fitness enthusiasts & athletes having distribution [2].

## AVERAGE WEIGHT OF PRODUCTS



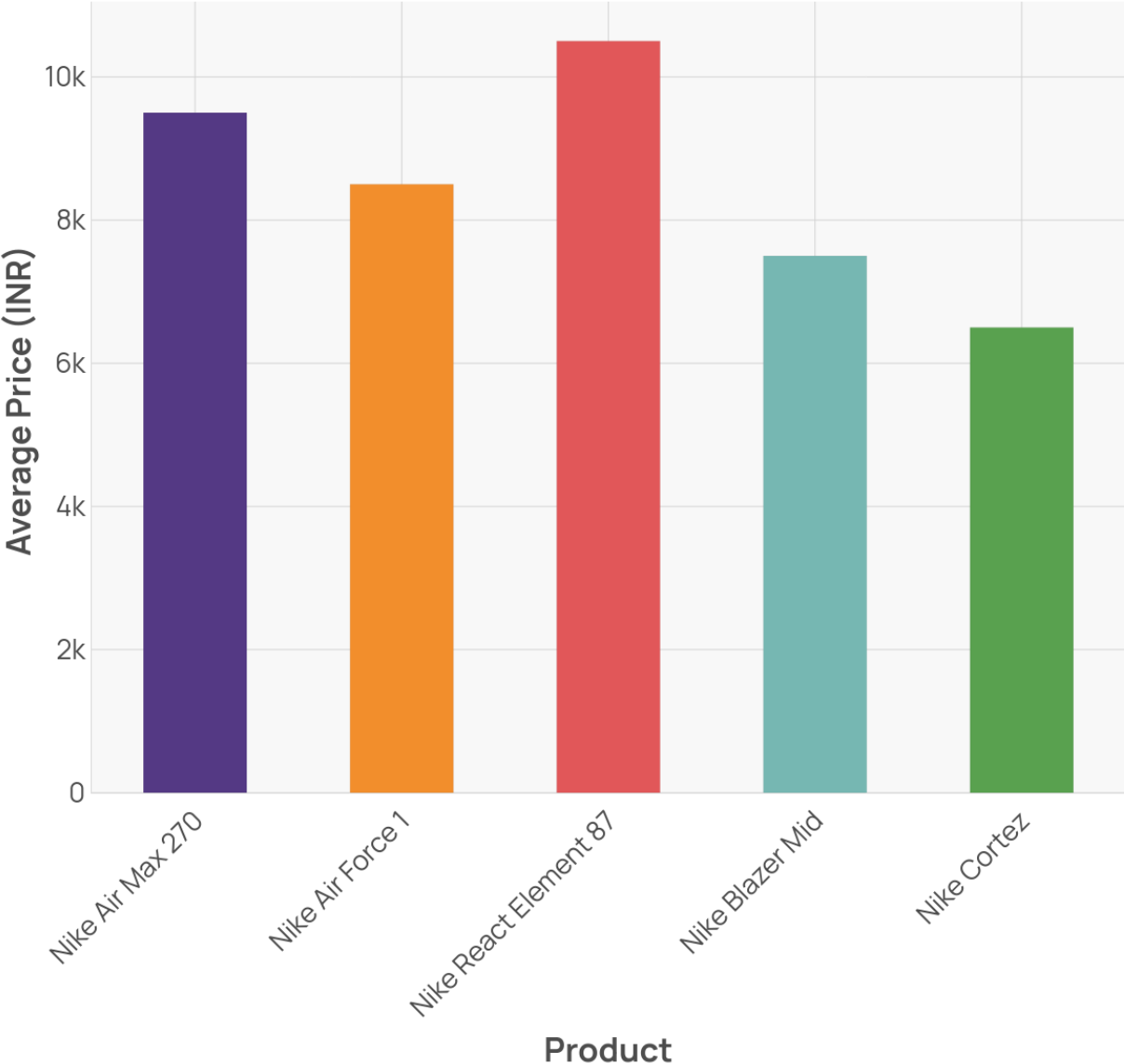
Average weight of top Nike products [2]

## AVERAGE SIZE OF PRODUCTS



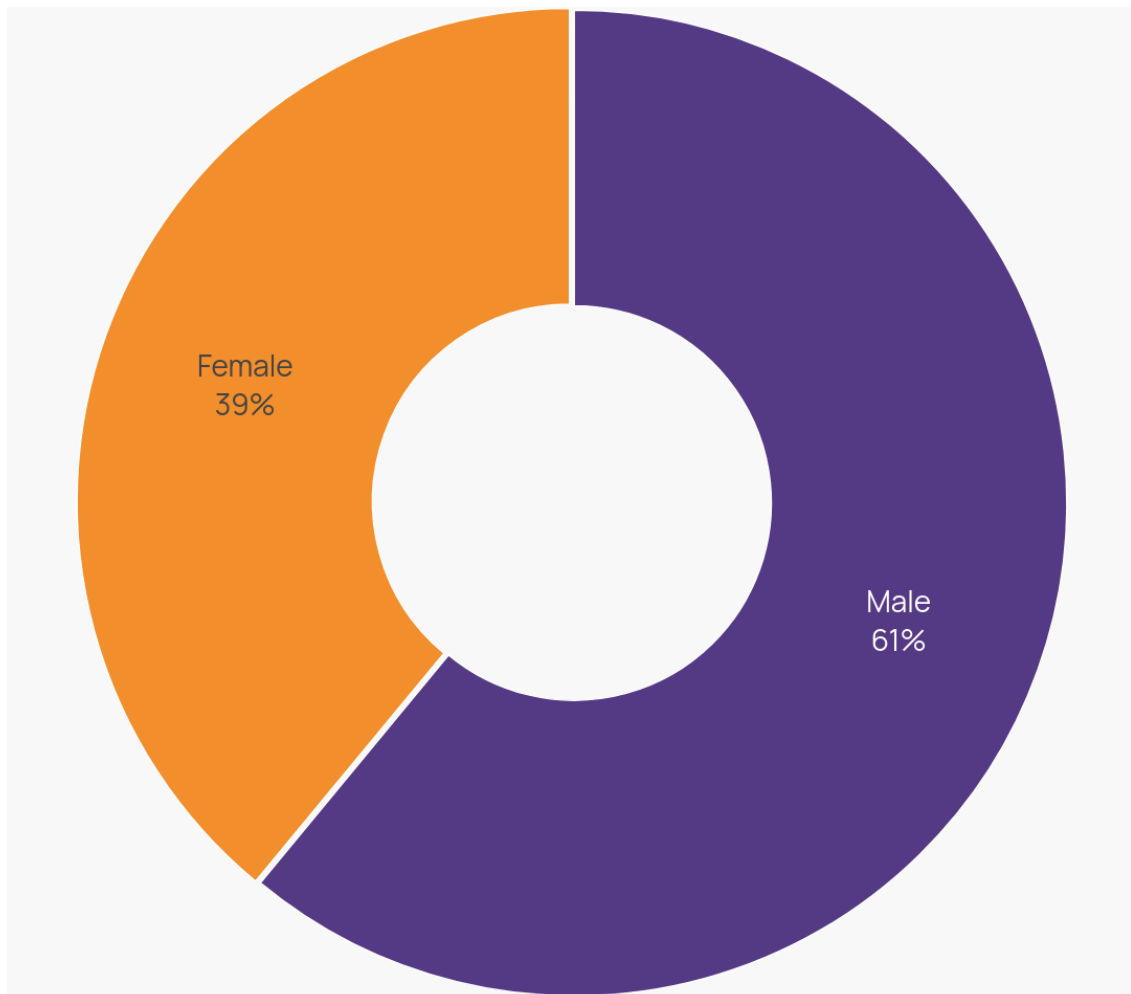
Average size range for top Nike products [2]

### AVERAGE PRICE OF PRODUCTS



Average price range for top Nike products [2]

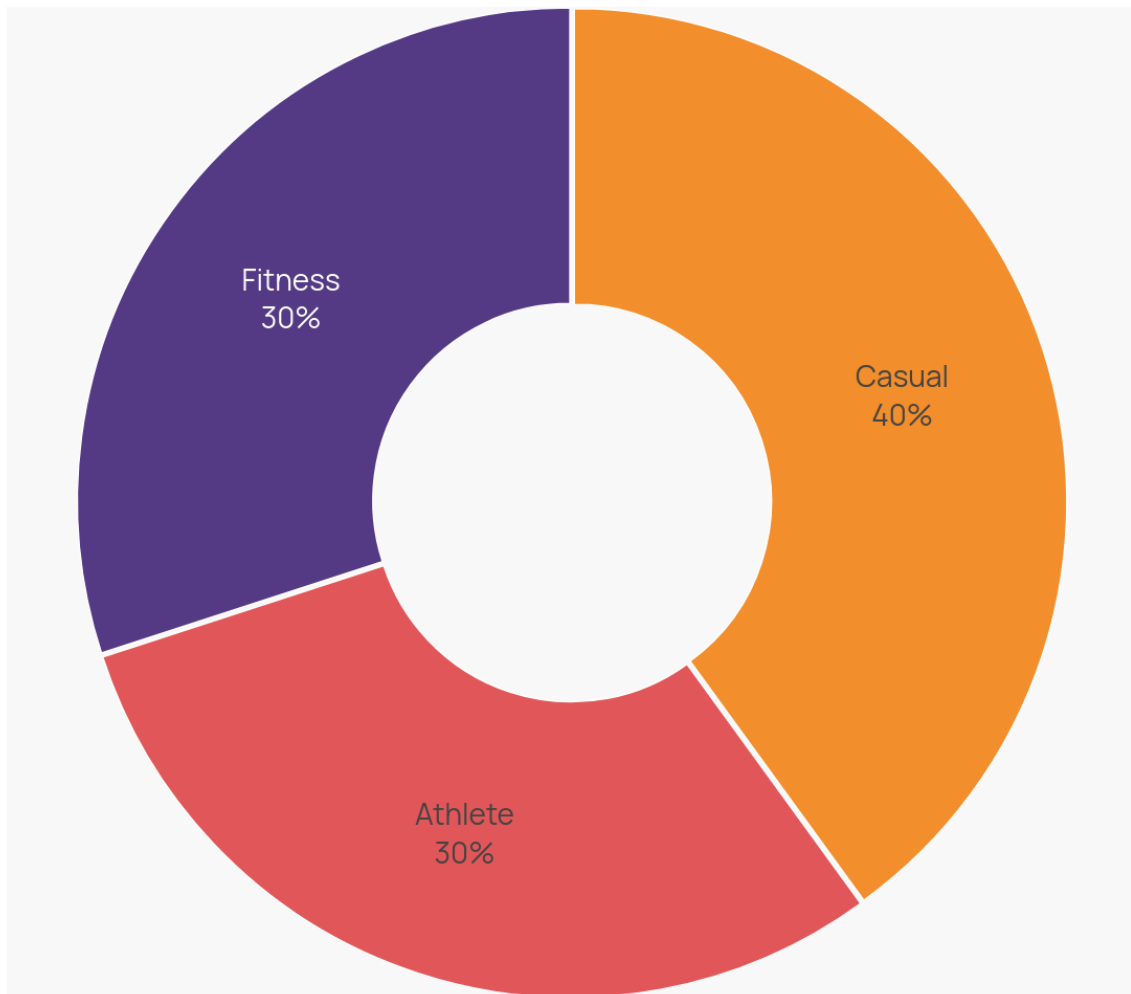
## GENDER DISTRIBUTION - NIKE AIR MAX 270



■ Male ■ Female

Gender distribution for Nike Air Max270 [2]

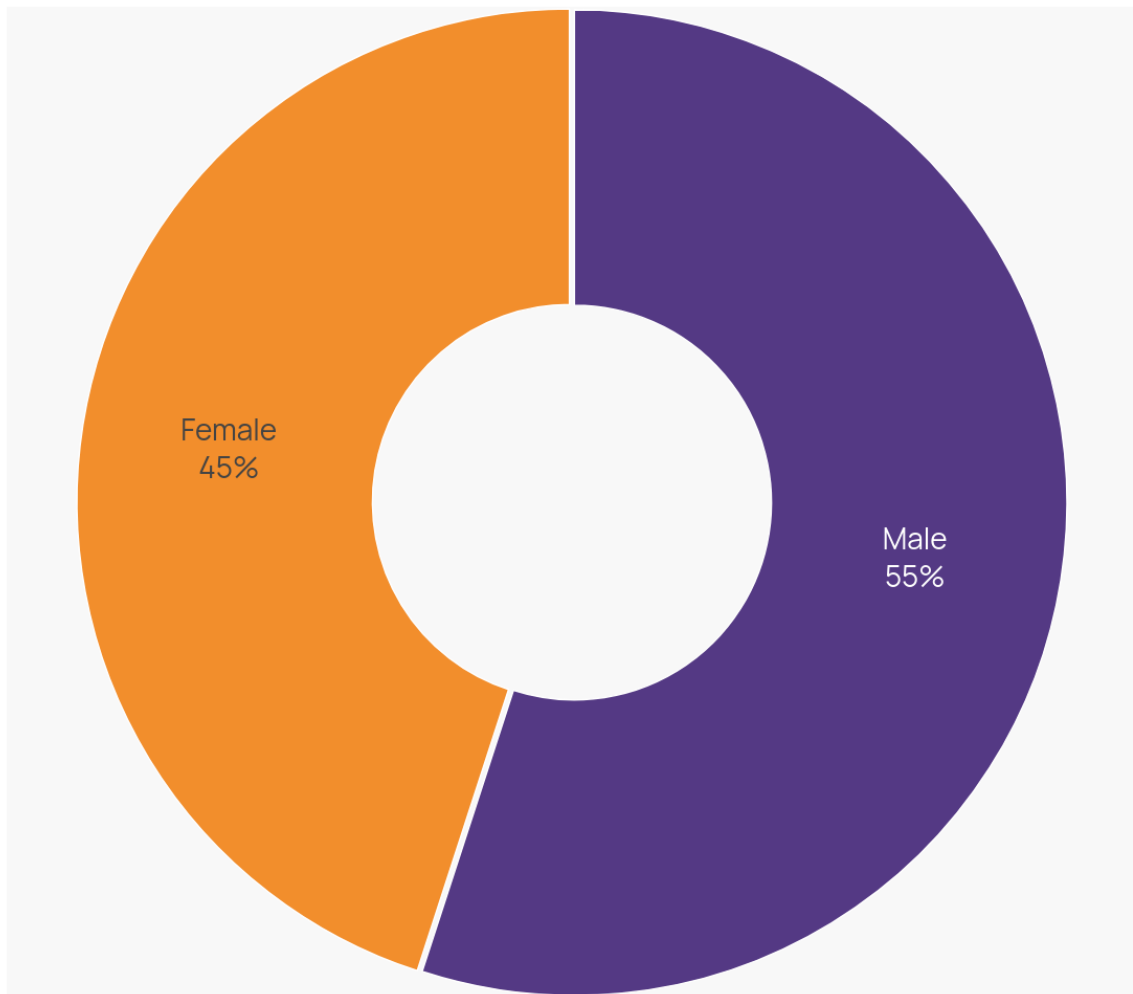
## ACTIVITY DISTRIBUTION - NIKE AIR MAX 270



■ Casual ■ Fitness ■ Athlete

Activity level distribution for Nike Air Max270 [2]

## GENDER DISTRIBUTION - NIKE AIR FORCE 1

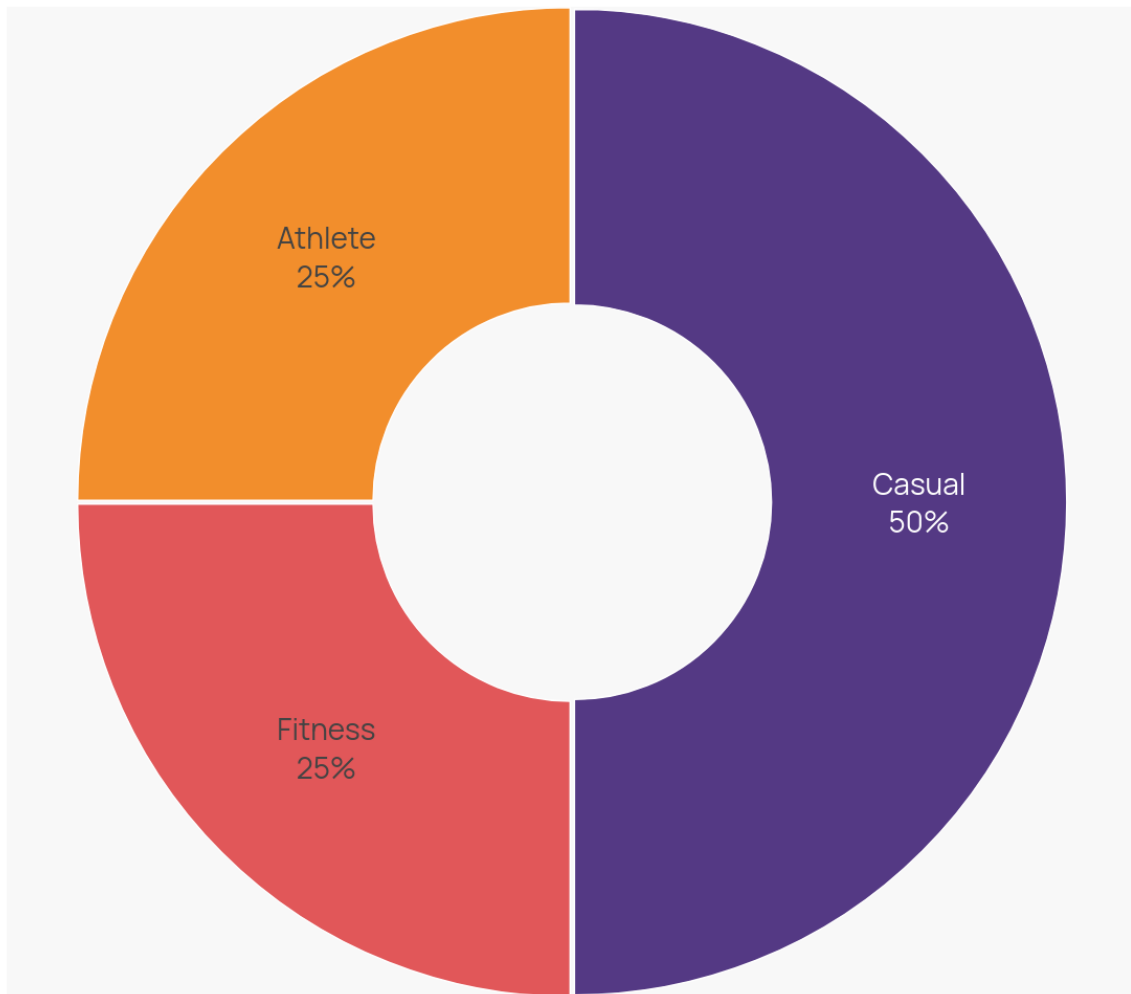


■ Male ■ Female

Gender distribution for Nike Air Force1 [2]



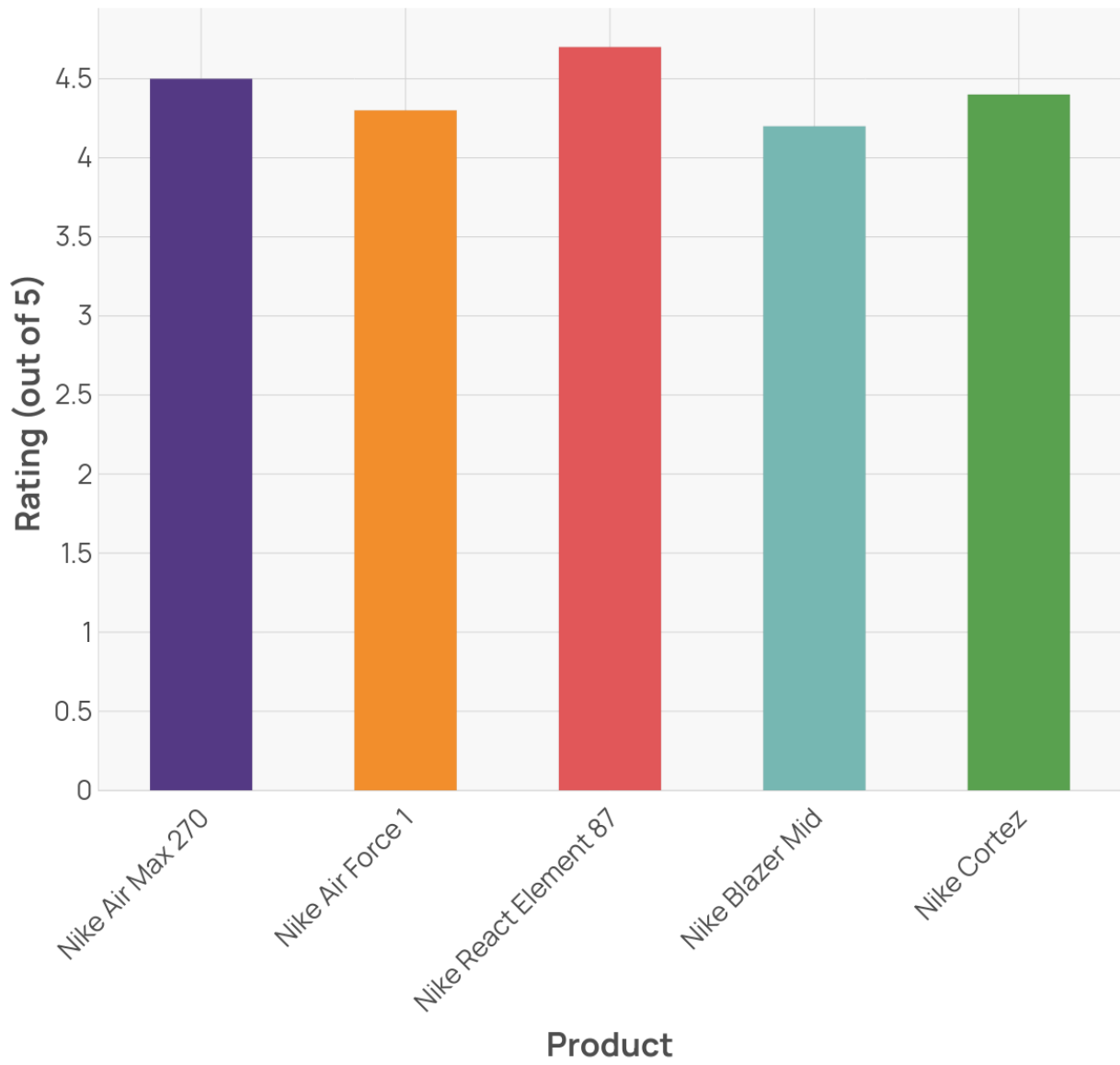
## ACTIVITY DISTRIBUTION - NIKE AIR FORCE 1



■ Casual ■ Athlete ■ Fitness

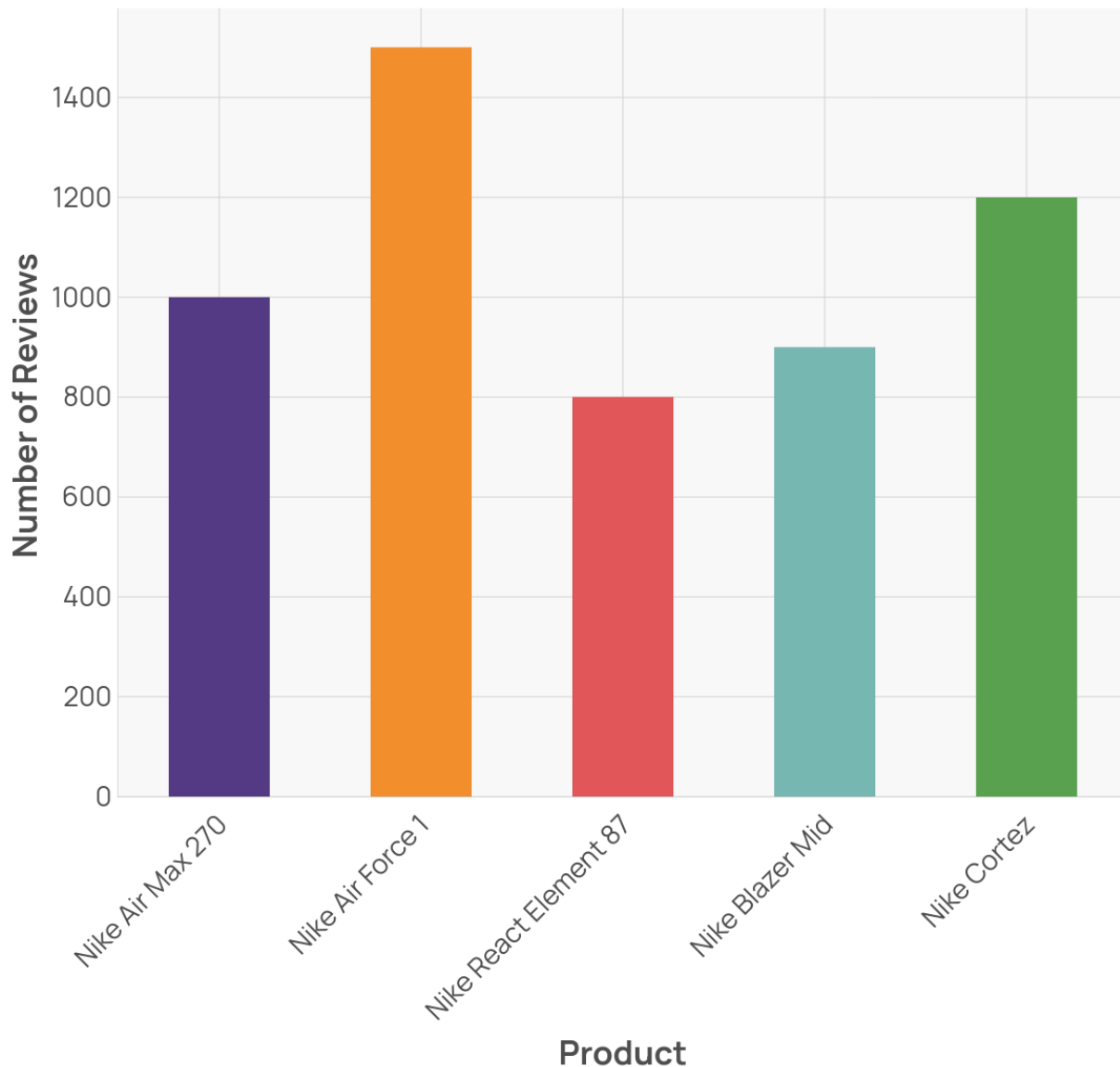
Activity level distribution for Nike Air Force1 [2]

## PRODUCT RATINGS



Product ratings for top Nike products [2]

## NUMBER OF REVIEWS PER PRODUCT



Number of reviews per top Nike product[2].

## 4. Product Analysis

### 4.1 Consumer Preferences for Sports Shoes in India Based on Age Groups, Gender, and Activity Levels

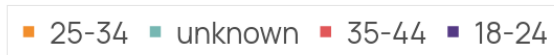
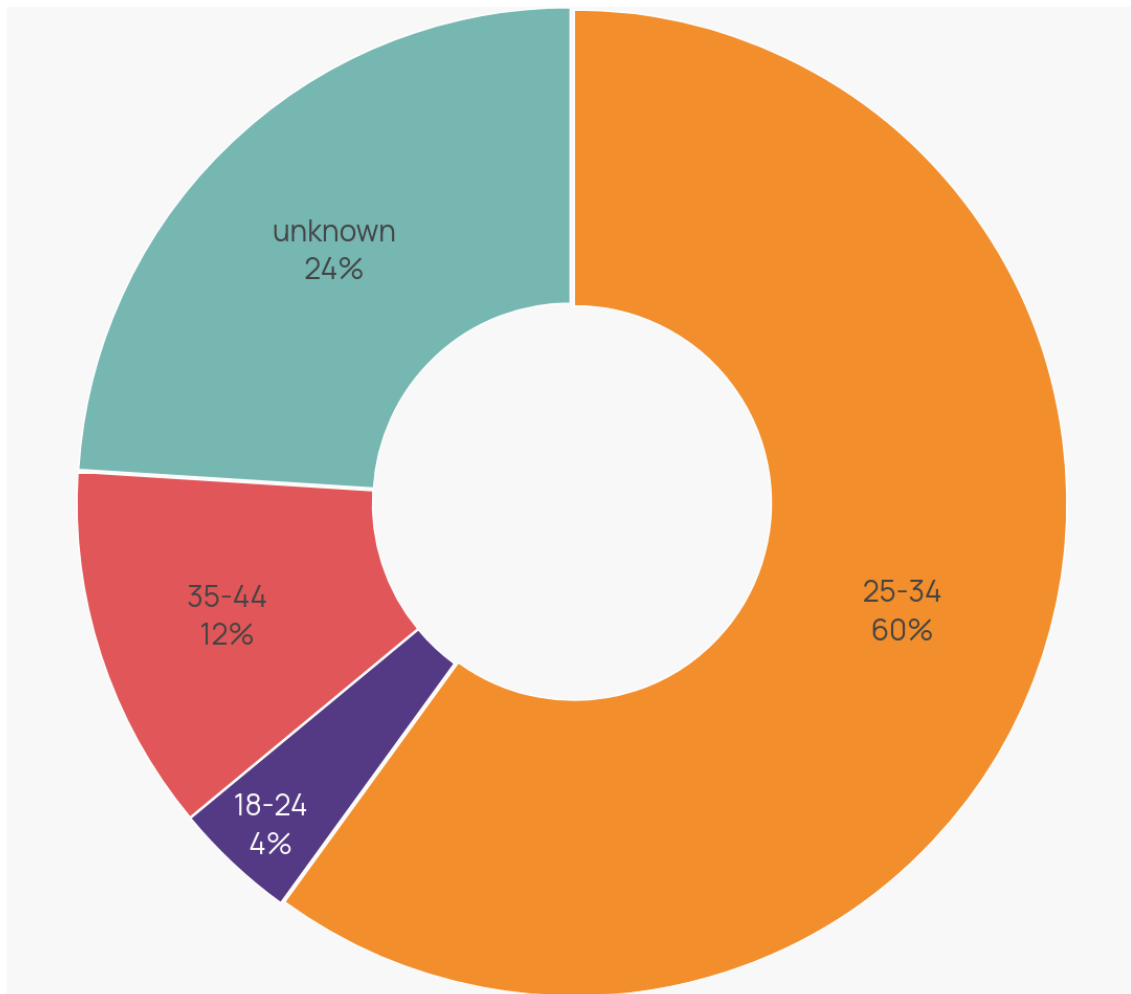
Consumer preferences for sports shoes in India can be summarized as follows:

- **Age Groups:**

- **18-24:** Preferences include value-conscious and quality-seeking attributes. They often look for shoes that are comfortable for running and sports activities.

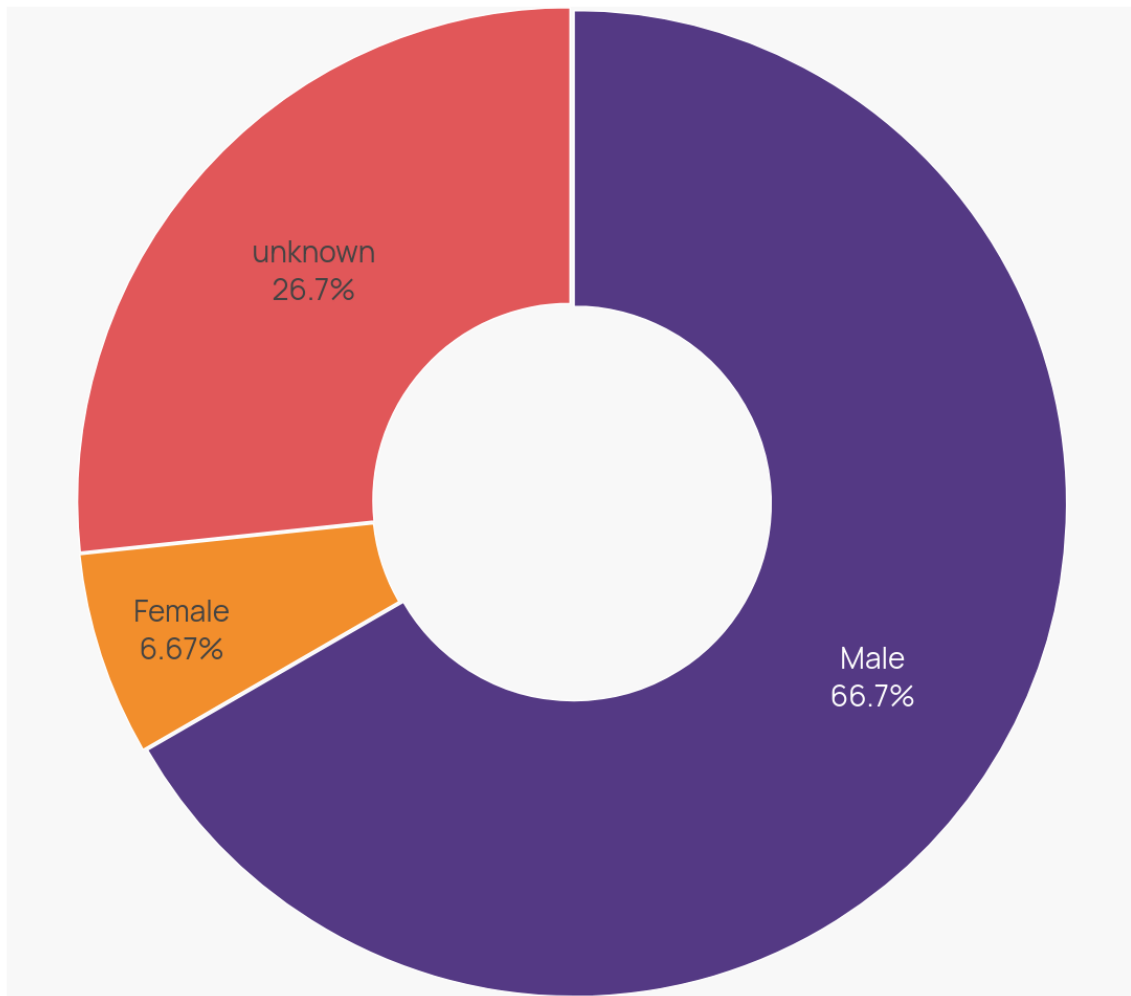
- **25-34**: This age group is highly active and values comfort, quality, and style. They prefer shoes that are suitable for running, gym workouts, and casual wear. They are also price-sensitive but willing to invest in good quality.
  - **35-44**: Practicality and durability are key preferences. This group looks for shoes that offer good support for daily activities and sports. They are also family-oriented and value-conscious.
  - **30-40**: This group values comfort and durability, often looking for shoes that can be used for both casual and sports activities.
- **Gender:**
    - **Male**: Males generally prefer shoes that offer good grip, comfort, and durability. They are often involved in activities like running, gym workouts, and sports. They also look for value-for-money options.
    - **Female**: Females prioritize comfort and style. They often look for shoes that fit well and are suitable for both casual wear and light sports activities. Quality-consciousness is also a significant factor.
- **Activity Levels:**
    - **High Activity (Running, Gym Workouts)**: Consumers prefer shoes with good cushioning, support, and grip. Durability is also a key factor as these shoes undergo more wear and tear.
    - **Moderate Activity (Walking, Casual Wear)**: Comfort and style are the main preferences. Consumers look for lightweight shoes that can be worn for extended periods without discomfort.
    - **Low Activity (Occasional Sports)**: Practicality and affordability are important. Consumers in this category look for versatile shoes that can be used occasionally without compromising on comfort.
- **General Preferences:**
    - Comfort is a universal preference across all age groups and genders.
    - Quality-consciousness is prevalent, with many consumers willing to pay a bit more for better quality.
    - Style and appearance are important, especially among younger consumers.
    - Price sensitivity varies but is generally a significant factor in purchasing decisions.[6]

## AGE GROUP DISTRIBUTION



Age group distribution of consumers. [6]

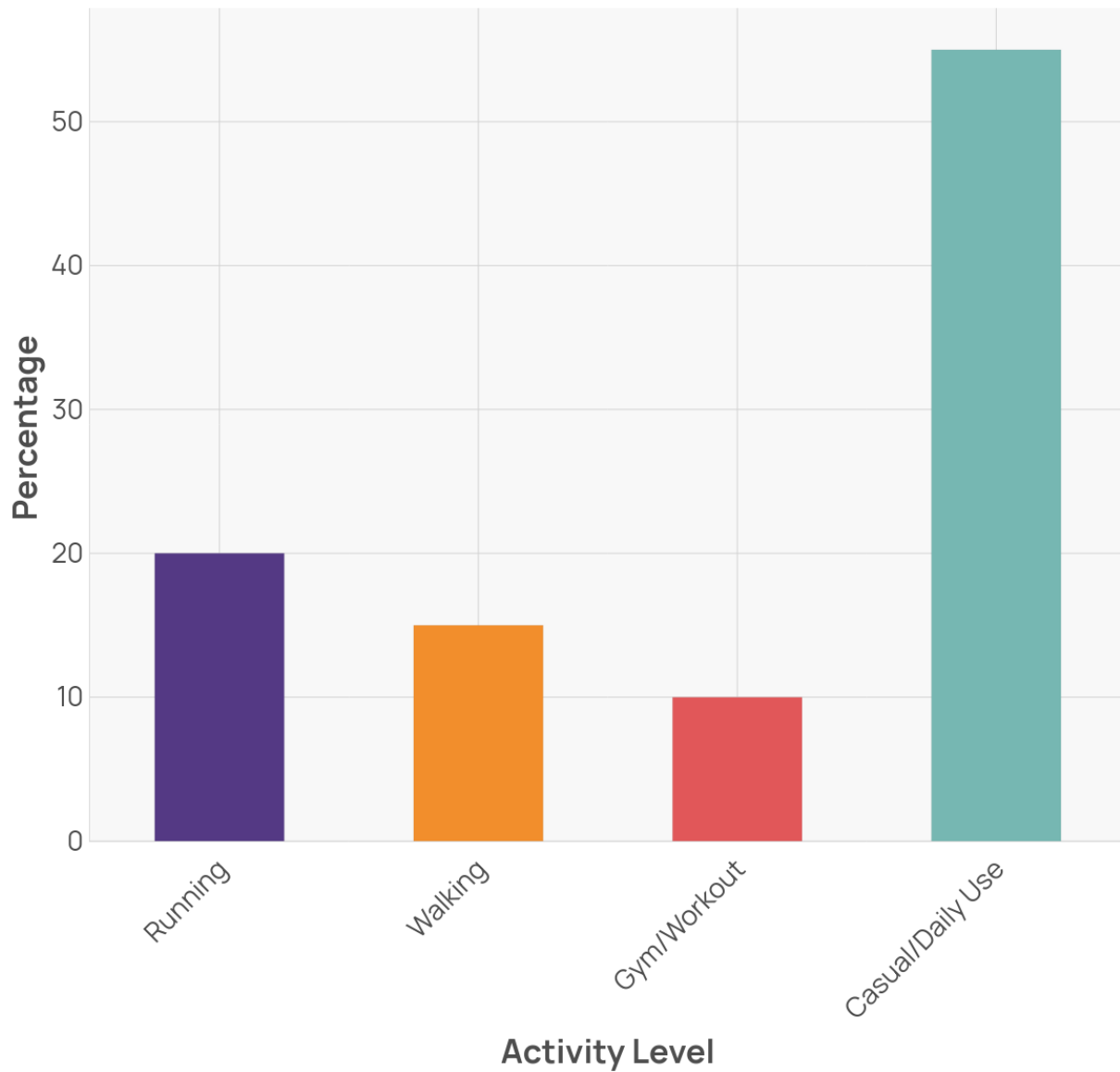
## GENDER DISTRIBUTION



■ Male ■ unknown ■ Female

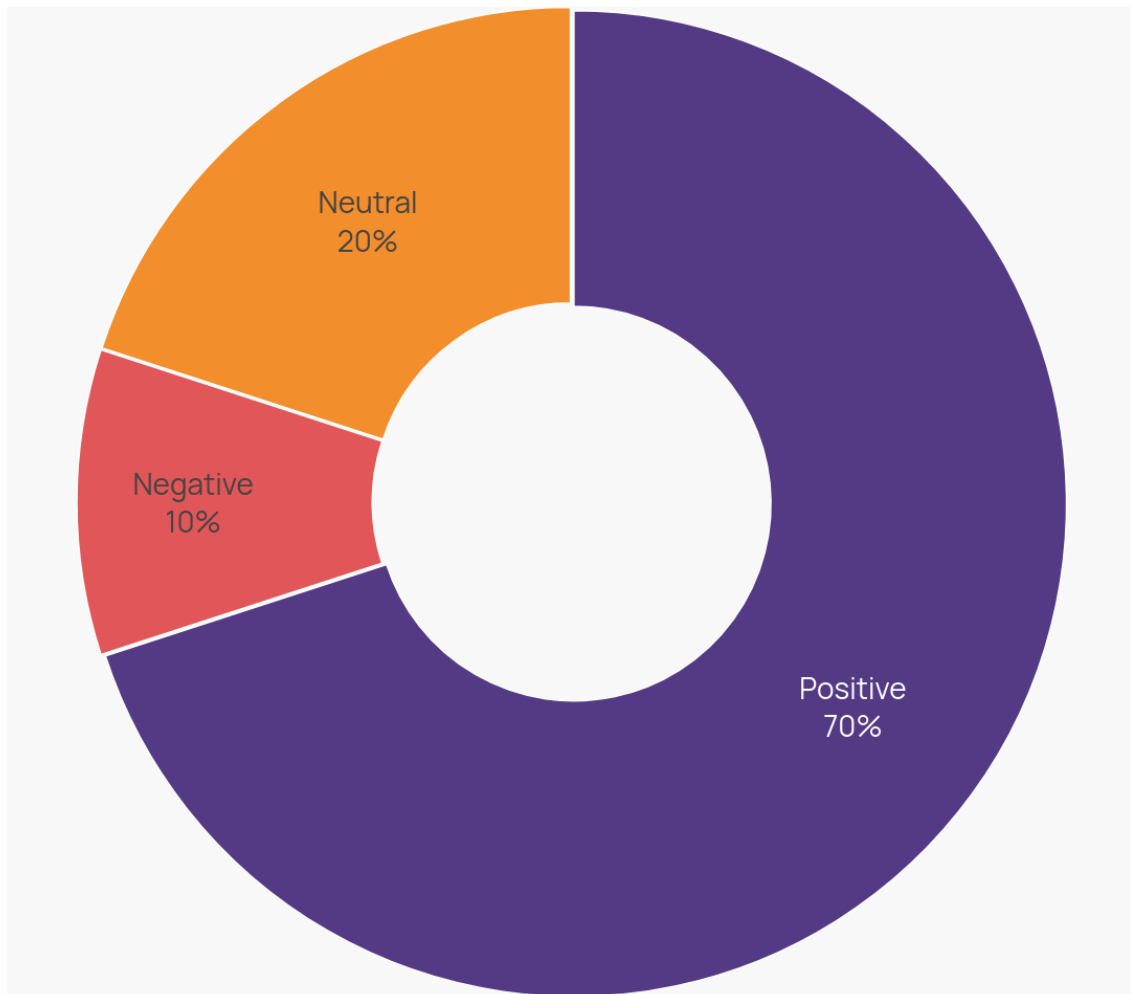
Gender distribution of consumers.[6]

## ACTIVITY LEVEL DISTRIBUTION



Activity level distribution of consumers.[6]

## SENTIMENT ANALYSIS



■ Positive ■ Neutral ■ Negative

Sentiment analysis of consumer reviews.[6]

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### Sources and Sample Sizes:

[1] Marketplace Reviews, Industry Reports;

[2] Statista Reports, LinkedIn Posts, Market Insights;

[3] StartupTalky; Future Market Insights; ET Retail; Various News Articles and Blogs;

[4] StartupTalky, Statista; Maximize Market Research; Mordor Intelligence; IMARC;

[5] Nike, Puma, Adidas, Campus Websites; Marketplace Metadata - 578 Products;

[6] Marketplace Reviews, Sample Size - 2,171 Reviews;