



## ACCESSORIES

# Asics, Timberland and Gucci See Massive Sales Growth on StockX to Start 2024

- Several other sneaker brands, including On, Adidas and Saucony, have performed well on the marketplace for the first half of the year.

BY PETER VERRY

Several footwear brands experienced sales growth on StockX to start the year; however, none fared better than Asics, Timberland and Gucci.

In its latest trend report, titled “Big Facts: Brands Making Moves,” StockX revealed the fastest-growing brands across its sneakers, shoes and more for the first half of 2024. The list was determined by global sales data from the first six months of 2024 (Jan. 1 to June 30) compared to the same period in 2023.

Running brands led the way in the sneaker category, including Asics, which took the number-one spot with 600 percent growth. In the report, StockX said the brand’s Gel-1130 and Gel-Kayano 14 silhouettes played a big role in the growth, as well as its Gel-NYC (which debuted in 2023) and GT-2160 (a shoe from 2011 that was revived in 2023).

Coming in at number three was On, which has earned a spot in the top five ranking for the second consecutive year with 63 percent growth. This growth, StockX explained, was powered by the Cloud 5 and Cloudmonster performance running styles.

StockX also called out Saucony in the report, which experienced 93 percent growth for the period but didn’t meet the trade minimum necessary to be included in the rankings. (To be considered, brands needed at least 5,000 trades for the first half of the year.) This growth, StockX explained, was fueled by collaborations with Bodega, Jae Tips and Callen Schaub.

“Mesh upper running-inspired shoes entered mainstream sneaker culture last year, with brands like Asics and New Balance leading the charge, and demand hasn’t slowed in 2024,” Drew Haines, StockX director of sneakers and collectibles, told WWD sister publication Footwear News. “Innovation is a large contributor to the success of these brands. For example, Asics released newer silhouettes like the Gel-NYC and the GT-2160, and collaborations with Bodega, Jae Tips and Callen Schaub have

really helped put Saucony on the map. We view the current demand for mesh upper sneakers as being early in the trend cycle, as brands like Asics still have considerable room to grow in spite of their recent meteoric rise.”

Adidas was second in terms of sales growth for the period in the sneaker category with a 93 percent increase. StockX stated Adidas – which didn’t make the top five last year – nearly doubled its sneaker sales.

The Samba, which experienced an 86 percent increase in sales in the first six months of the year, was a factor in Adidas’ sales growth on StockX, as well as the Gazelle (312 percent) and Spezial (722 percent). Also, with performance basketball sneakers on the rise on StockX, NBA star Anthony Edwards’ AE 1 signature style was a contributor with roughly 20,000 sales on the marketplace in the first six months of the year, as well as the Harden Vol. 8, which saw a 115 increase in sales.

“While retro silhouettes like the Samba, Gazelle and Spezial have seen double- and triple-digit growth over the last year, Adidas also recognizes that innovation is a must for continued success,” Haines explained. “Anthony Edwards’ brand new AE 1 helped to breathe fresh life into Adidas’ basketball category – some sneakerheads love it so much that they’ve even adopted it as a lifestyle shoe. Anthony Edwards is perhaps the brightest young star in the NBA, and Adidas’ move to sign him to a signature shoe deal will likely pay dividends for years to come.”

In its shoe category, Gucci topped the list with 477 percent sales growth. Timberland was second with 184 percent growth, which StockX largely attributed to an increased marketing investment and big-name partnerships, such as its work with Supreme and the energy around the forthcoming Louis Vuitton collaboration.

“Timberland is taking a strategic approach to the workwear trend that continues to be popular, and is leaning into their storied 70-plus year history to position themselves as a classic, timeless brand,” Haines said.

Rounding out the top five in its shoe category was Crocs (52 percent), Birkenstock (38 percent) and Ugg (30 percent).

“This report underscores the evolution in the resale markets, and one of the largest brand rotations in recent history,





which creates an exciting time for consumers,” StockX chief executive officer Scott Cutler said in a statement. “We’re seeing the power of creativity, marketing, storytelling and innovation from smaller brands driving meaningful shifts in market share away from the largest brands who have struggled to keep pace. We’re seeing that dynamic play out in what’s trading on the platform.”

Clockwise: Kith for Asics Gel-Kayano 14, Hidden NY x Asics Gel-NYC and Gallery Dept. x Asics GT-2160.

