

August 2024

Post-Olympic Sports Trends Report

Based on Footwear Category
Product Discussions



Introduction

Global interest in sports and athletic activities has spiked during and after the **2024 Paris Olympics**, and this broad trend is reflected in consumer behavior. Revuze's latest analysis focuses on recent discussions surrounding the footwear category, offering valuable insights into the sports activities that are gaining momentum and those that are experiencing a decline.

SOURCES



Amazon



Footlocke



DICK's Sporting Goods



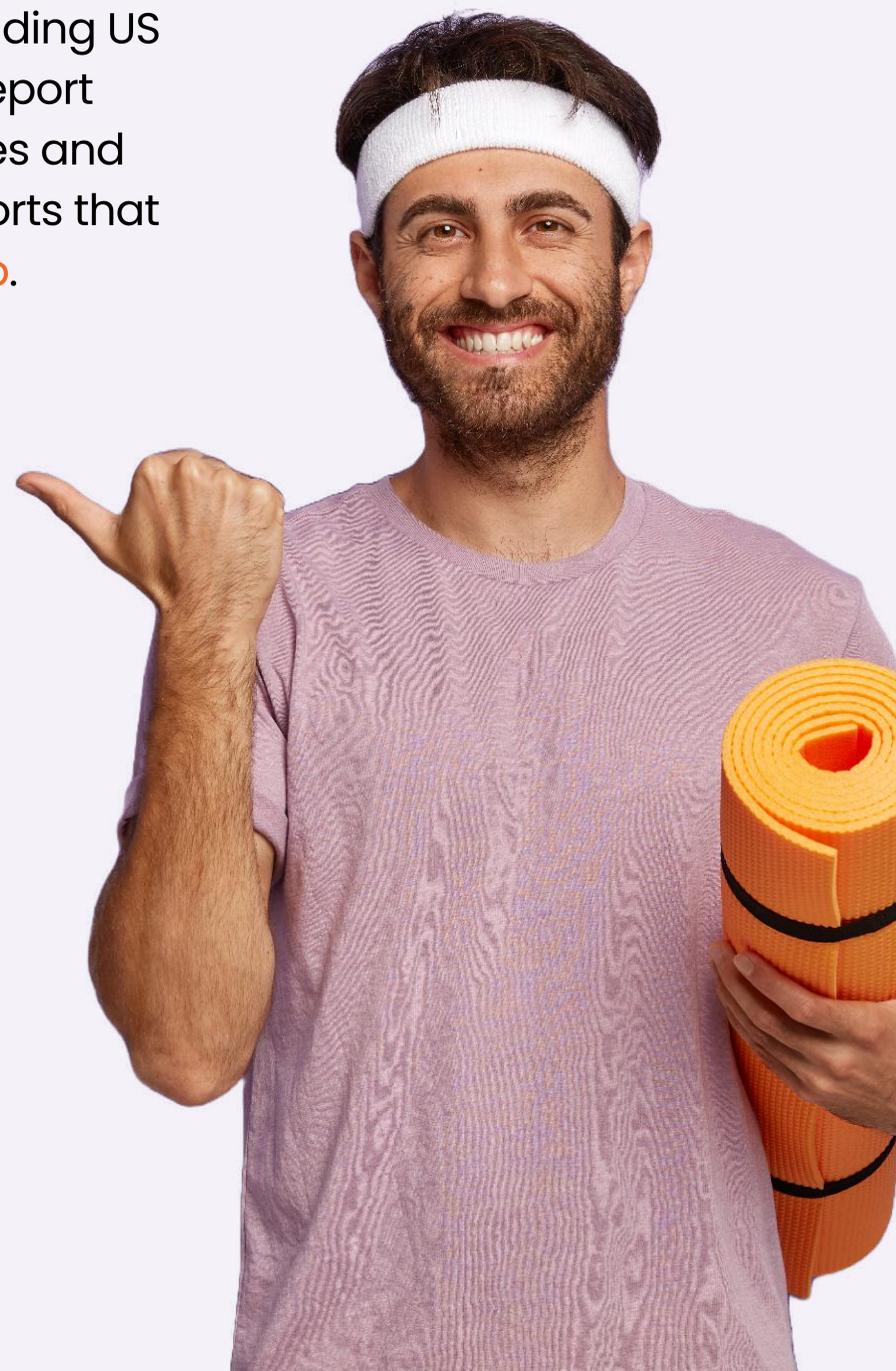
Kohls

PERIOD

July 2023 to June 2024

By analyzing millions of reviews collected from leading US websites between **July 2023 and June 2024**, this report highlights the shifting landscape of sports activities and forecasts potential future trends, including the sports that might make their way into the next **Olympic lineup**.

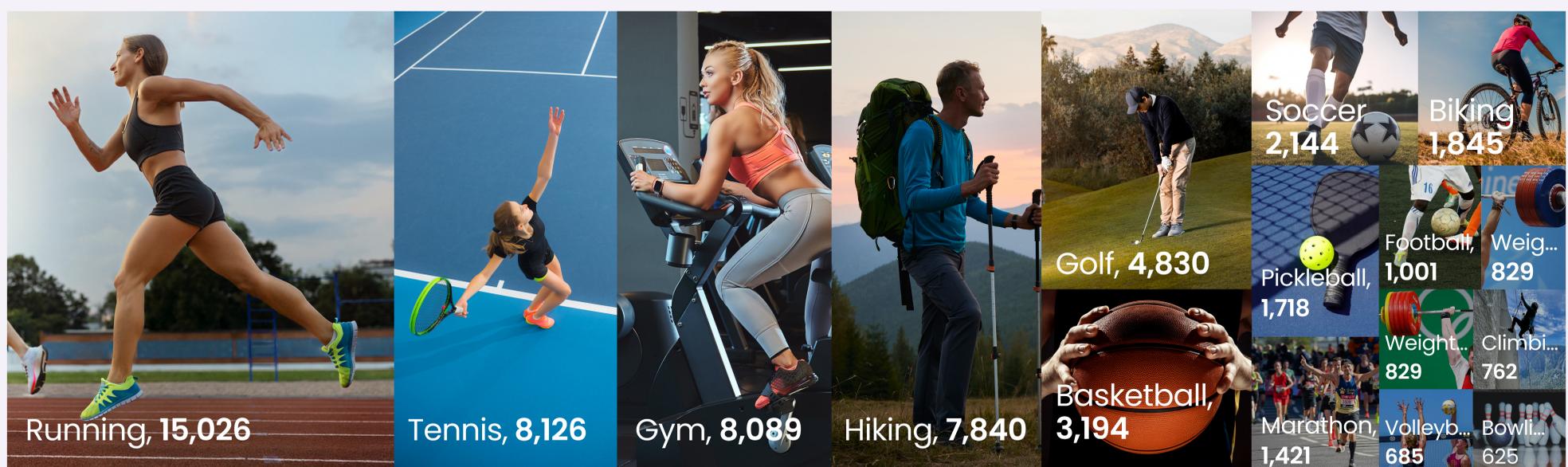
This report identifies the most discussed and trending sports activities and sheds light on the factors driving these trends. By examining the performance of key brands across various sports, the report provides a comprehensive overview of how consumer preferences are influencing the footwear market.



Most Discussed Sports Activities in US Footwear Discussions (OVER 12M)

Running was the most discussed sports activity in Footwear discussions between July 2023 and June 2024 (mentioned in 15,026 reviews), followed by **Tennis** and **Gym**.

Sports Activity Discussions



Running

Tennis

Gym

Hiking

Golf

Basketball

Soccer

Biking

Pickleball

Marathon

Football

Weightlifting

Weightlifting

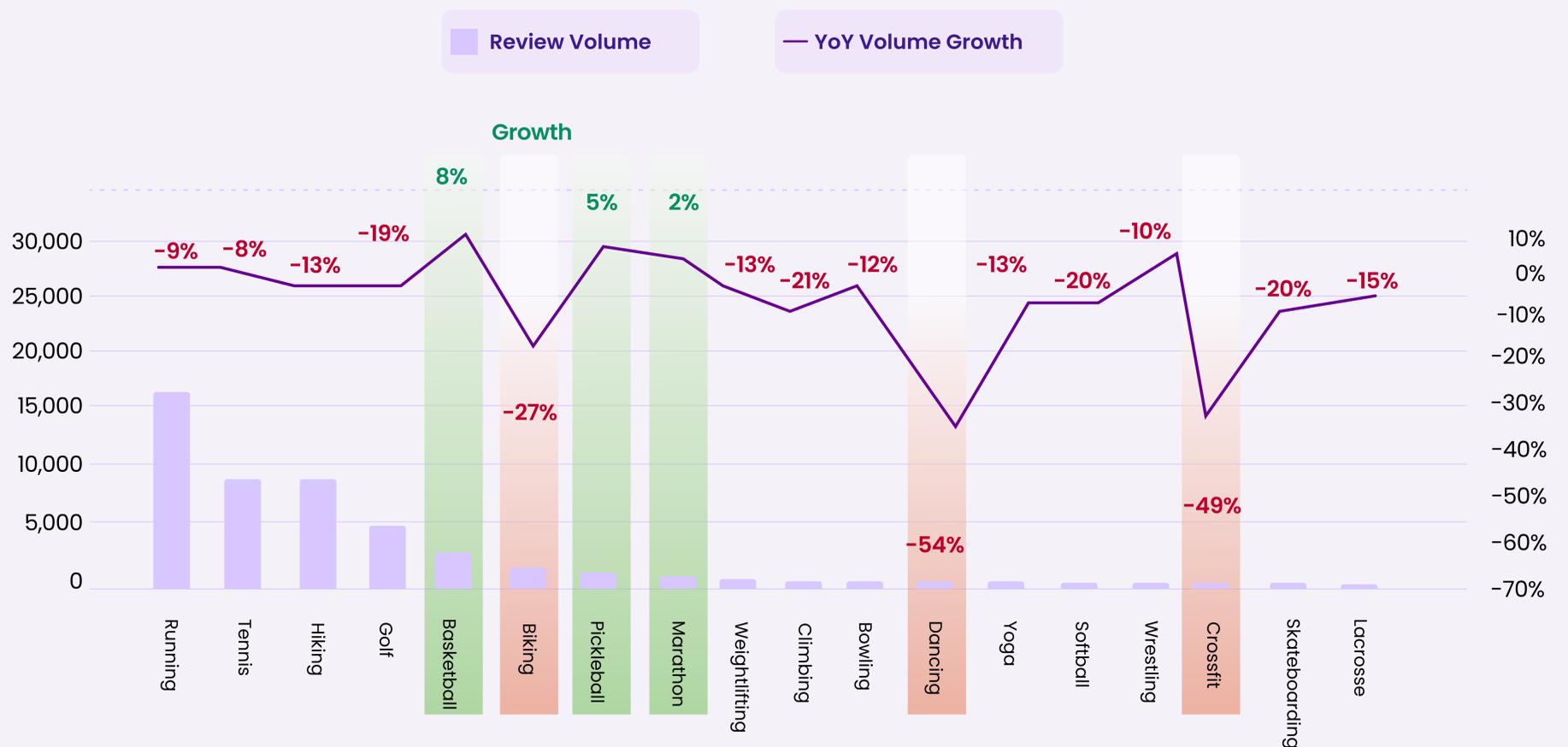
Climbing

Volleyball

Bowling

Sports Activities with above/below average Discussion Changes vs. LY

- Discussions referencing biking, dancing, and CrossFit experienced the biggest year-over-year (YoY) declines in footwear discussions (-27%, -54%, and -49%, respectively).
- References to basketball, pickleball, and marathons saw the biggest YoY increases in footwear discussions (+9%, +5%, and +2%, respectively).



Pickleball

While absent from the 2024 Olympic lineup in 2024, **Pickleball** certainly deserves a spot in the next Olympic games.

This sports activity has been gaining popularity for several reasons:

01

Accessibility: Pickleball is easy to learn, making it accessible to people of all ages and skill levels.

02

Low Impact: Compared to other racket sports like tennis, pickleball is lower impact, making it easier on the joints and appealing to older adults who want to stay active.

03

Social Aspect: Pickleball is often played in doubles, fostering a strong social environment.

04

Inclusive Community: The pickleball community is known for being welcoming and inclusive, encouraging players of all backgrounds and abilities to participate.

05

Media Exposure: Increased media coverage, including social media, has brought more attention to the sport, and during the 2024 US Open, several top tennis players, including Alcaraz, Rybakina, Djokovic, Tiafoe, Keys, De Miñaur, and Fritz, were seen engaging with sponsors and trying their hand at pickleball.



Pickleball

Revuze evaluated **120 brands** and **1,527 products** with pickleball references to come up with the gold, silver and bronze winners. Winners outperformed the entire competitive set on discussion volumes and sentiments related to pickleball suitability.

Best Pickleball Shoes



adidas
Adidas Men's CourtJam
Control Tennis Shoes



asics
Asics Women's Gel-Renma
Pickleball Shoes



K-SWISS
K-Swiss Court Express
Women's Tennis Shoes



1,527 Products

120 Brands



Pickleball

Adidas Men's CourtJam Control
Tennis Shoes



Volume: **105**

Star Rating: **4.54**

Avg. Sentiment: **86%**

Price: **\$ 89.99**

- ✓ Superior cushioning and support reduces fatigue during long pickleball sessions.
- ✓ Excellent grip and traction on various surfaces, allowing quick direction changes.



Asics Women's Gel-Renma
Pickleball Shoes



Volume: **329**

Star Rating: **3.80**

Avg. Sentiment: **62%**

Price: **\$ 85**

- ✓ Lateral support and stability, essential for the quick side-to-side movements in pickleball.
- ✓ Comfortable fit right out of the box, allowing for extended play foot fatigue or discomfort.



K-Swiss Court Express Women's
Tennis Shoes



Volume: **26**

Star Rating: **4.27**

Avg. Sentiment: **73%**

Price: **\$ 65**

- ✓ Roomy toe area and true-to-size fit, allowing free movement during extended sessions.
- ✓ Strong support and stability, particularly for lateral movements.



Pickleball



"My K-Swiss tennis shoes that I use for Pickleball are great. I do feel the balance and comfort."

"These shoes are VERY comfortable & true to size. I got them to wear while playing pickleball & now don't want to wear some of my more expensive shoes."

K-Swiss Court Express Women's Tennis Shoes



Asics Women's Gel-Renma Pickleball Shoes



"Bought these for pickleball, and they're perfect—they have even improved my game!"

"I purchased these sneakers for playing Pickleball. Pickleball requires a sneaker with a solid base for side-to-side action, so you don't twist your ankle. These sneakers fit great, and I feel confident on the court."



"These are very comfortable and give me plenty of support and grip while I'm playing pickleball. They are just what I hoped they be."

"This is the shoe I wear for pickleball play 4 to 5 times per week. I find it comfortable and it provides good stability and traction."

Adidas Men's CourtJam Control Tennis Shoes



The Ideal Pickleball Shoes

The following was generated by the Revuze's proprietary **AI CoPilot** and was based on hundreds of consumer experiences related to 'Pickleball' in the US Market.

Suggest the ideal pickleball shoe features based on the unique ways in which US consumers discuss pickleball shoes.

👍 Stability and Support

The ideal pickleball shoe ensures feet are stable and players feel secure and balanced on the court.

👍 Traction and Grip

The ideal pickleball shoe maintains traction and grip and preventing slips, enhancing performance during fast-paced movements.

👍 Comfort and Cushioning

The ideal pickleball shoe provides cushioning that maintains foot comfort during long matches.

👍 Fit and Sizing

The ideal pickleball shoe stays securely on the foot, avoiding blisters and discomfort, and allowing for natural foot movement during play.

👍 Durability

The ideal pickleball shoe ensure that the shoes can withstand the frequent use and abrasive surfaces of pickleball courts over time.



Marathon Running

Marathon running is gaining popularity for several reasons:

01 Health and Fitness Focus: As more people prioritize their health, marathon running offers a challenging yet rewarding way to achieve fitness goals.

02 Personal Achievement: Completing a marathon is a significant personal accomplishment and provides a sense of purpose, motivation, and pride.

03 Community and Social Connection: Marathons often bring together large groups of people with similar goals, fostering a strong sense of community.

04 Increased Accessibility: The rise of training programs, apps, and resources for beginners has made marathon running more accessible to a wider audience.

05 Inspiration and Media Exposure: High-profile marathons and inspiring stories of runners overcoming obstacles have garnered significant media attention.

06 Global Events and Travel: Marathons are held in cities worldwide, offering runners the opportunity to combine their love of running with travel.

07 Mental Health Benefits: Beyond physical fitness, marathon running is known to improve mental health by reducing stress, anxiety, and depression.



Marathon

Revuze evaluated **97 brands** and **772 products** with marathon references in Footwear discussions to come up with the gold, silver and bronze winners. Winners outperformed the entire competitive set on discussion volumes and sentiments related to marathon suitability.

Best Marathon Shoes



asics
ASICS Superblast



adidas
Adidas Adizero Adios Pro 3
Running Shoes

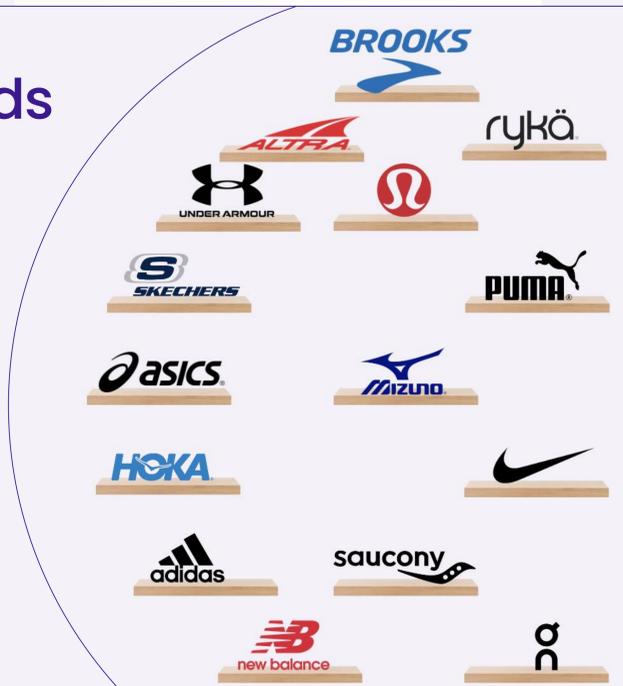


saucony
Saucony Men's Endorphin Pro 4
Running Shoes



772 Products

97 Brands



Marathon

ASICS Superblast



Volume: **179**

★ Star Rating: **4.66**

♥ Avg. Sentiment: **79%**

💰 Price: **\$ 200**

- ✓ Perfect balance of cushioning and responsiveness.
- ✓ Lightweight design reduces strain.



Adidas Man's \ Women's Adizero Adios Pro 3 Running Shoes



Volume: **286**

★ Star Rating: **4.62**

♥ Avg. Sentiment: **76%**

💰 Price: **\$ 249.99**

- ✓ Exceptional energy return and bounce with a lightweight construction.
- ✓ A roomy toe box and design that minimizes muscle stiffness and soreness.



Saucony Men's Endorphin Pro 4 Running Shoes



Volume: **106**

★ Star Rating: **4.49**

♥ Avg. Sentiment: **74%**

💰 Price: **\$ 224.99**

- ✓ Lightweight and exceptionally comfortable.
- ✓ Carbon fiber plate provides an extra spring and energy return..



Marathon



"Ran a good amount of long runs with marathon pace mixed and felt good... until I found these. I shaved about 10-15 secs per mile off my MP. These shoes are fast! Tried a marathon for time and ran a 3:04, a PB by a long shot."

"Best long tempo shoes I have ever owned. I dare say I would run my next marathon in these versus my race carbon plated ones!"

ASICS Superblast



Adidas Women's \ Man's Adizero Adios Pro 3 Running Shoes



"I bought this shoe for my 1st marathon after watching a lot of reviews and like everyone said. This is a good shoe for marathon or your long run. Super light and comfortable. More energy return in every step."

"I love these shoes. Just ran a marathon in them, and it's the first time I didn't have sore toes. The BQ with a big buffer was a plus too!"



"Great shoe to run a marathon in. Light enough to be fast (not to mention the carbon fiber plate) and thick enough midsole to protect the feet over that many miles."

"Bought these for my next marathon and have two test runs in them. They kept me so fresh that I was still able to do a 6:25 mile 20 (for context my current best mile, this year is 6:18). My new favorites, can't wait for race day!"

Saucony Men's Endorphin Pro 4 Running Shoes



The Ideal Marathon Shoes

The following was generated by the Revuze's proprietary **AI CoPilot** and was based on hundreds of consumer experiences related to 'Marathon' running in the US Market.

Suggest the ideal marathon shoe features based on the unique ways in which US consumers discuss marathon shoes.

👍 Cushioning

The ideal marathon shoe includes **cushioning that helps reduce fatigue** and injuries over long distances.

👍 Lightweight Design

The ideal marathon shoe is **lightweight to minimize energy expenditure**, allowing runners to maintain a faster pace for longer periods.

👍 Energy Return and Responsiveness

The ideal marathon shoe offers **energy return and responsiveness, which helps conserve energy** and maintain momentum over the marathon distance.

👍 Durability for Long-Distance Runs

The ideal marathon shoe is **durable and can withstand the rigors of marathon training** and the race itself throughout the entire duration.

👍 Stability and Support

The ideal marathon shoe offers **stability and support, preventing overpronation or supination**, and ensuring foot alignment over long distances.



Basketball

Basketball is gaining in popularity for several key reasons:

01

Global Reach: Basketball has a strong global presence, with professional leagues and players from many countries gaining international recognition.

02

Simplicity and Accessibility: Basketball is easy to pick up and play, requiring minimal equipment—a ball and a hoop.

03

Influential Athletes: Star players like LeBron James, Stephen Curry, and Giannis Antetokounmpo have become global icons, inspiring fans and young athletes.

04

Entertainment Value: Basketball is fast-paced and dynamic, with constant action and high-scoring games, keeping fans engaged and entertained.

05

Youth Engagement: Basketball is popular among younger generations, who are drawn to its fast pace and the opportunity for individual expression.

06

Cultural Impact: Basketball has deep cultural roots and influences on fashion, music, and lifestyle, which helps solidify its place in popular culture.



Basketball

Revuze evaluated **168 brands** and **1,501 products** with basketball references to come up with the gold, silver and bronze winners. Winners outperformed the entire competitive set on discussion volumes and sentiments related to basketball suitability.

Best Basketball Shoes



Nike LeBron NXXT Gen Basketball Shoes



adidas
Adidas AE 1 Velocity Blue and Georgia Clay



Unisex Curry 3Z6 Basketball Shoes



1,501 Products

168 Brands



Basketball

Nike LeBron NXXT Gen
Basketball Shoes



Volume: **246**

Star Rating: **4.73**

Avg. Sentiment: **85%**

Price: **\$ 150**

- ✓ Outstanding traction and advanced cushioning in addition to a lightweight feel
- ✓ Loved by kids



Adidas AE 1 Velocity Blue and
Georgia Clay



Volume: **453**

Star Rating: **4.87**

Avg. Sentiment: **88%**

Price: **\$ 120**

- ✓ Exceptionally comfortable due to superior support and cushioning.
- ✓ Great grip and traction, ensuring quick and agile movements.



Unisex Curry 3Z6 Basketball
Shoes



Volume: **102**

Star Rating: **4.84**

Avg. Sentiment: **92%**

Price: **\$ 64.97**

- ✓ Shoes are light and nimble on the court
- ✓ Fit true to size and come in Warrior home colors.



Basketball



"The Adidas AE 1 shoes are a standout option for basketball enthusiasts looking for a snug yet comfortable fit that enhances performance on the court. With their superior support, cushioning, and stylish design, these shoes are a solid investment for players seeking an edge in their game."

Adidas AE 1 Velocity Blue and Georgia Clay



Nike LeBron NXXT Gen Basketball Shoes



"I used to constantly wear ankle braces with my previous hoop shoes and still have my ankles sprained. I've played multiple sessions in these shoes without braces and my feet have never felt more secure and planted."



"I tried a few different pairs of shoes before settling on this one. I really liked the fit on my feet with this shoe. They provide great ankle support as well, it is a stylish basketball shoe but still functional."

Unisex Curry 3Z6 Basketball Shoes



The Ideal Basketball Shoes

The following was generated by the Revuze's proprietary **AI CoPilot** and was based on hundreds of consumer experiences related to 'Basketball' in the US Market.

Suggest the ideal basketball shoe features based on the unique ways in which US consumers discuss basketball shoes.

👍 Comfort

The ideal basketball shoe **has cushioning** that allows players to play for extended periods without discomfort or pain.

👍 Ankle Support

The ideal basketball shoe **offers strong ankle support** to prevent injuries during the quick, dynamic movements typical in basketball.

👍 Snug Fit

The ideal basketball shoe **has a snug fit which is important for stability**, ensuring that the shoes feel secure but not too tight.

👍 Traction

The ideal basketball shoe has **excellent grip and traction necessary to maintain stability** on various court surfaces, and prevents slips and falls.

👍 Durability

The ideal basketball shoe **is durable and withstands the wear and tear** of frequent use, especially during intense basketball sessions.



Conclusion

This report explores consumer interests in the post-Olympic era, highlighting noteworthy trends. While traditional activities like running remain dominant, the rising popularity of sports like basketball, pickleball, and marathon running signals a shift in consumer preferences. These activities, driven by factors such as accessibility, social interaction, and media coverage, are shaping the future of sports and athletic footwear.

Brands like **Adidas** and **ASICS** have successfully adapted to these trends, demonstrating versatility and appeal across multiple sports. As consumer preferences continue to evolve, especially with the growing interest in sports like pickleball that have yet to enter the Olympic arena, brands must remain agile, leveraging these insights to stay ahead in a competitive market.

Understanding these shifts is crucial for brands and marketers to develop strategies that resonate with consumers' current and future needs. **This report offers a roadmap** for navigating these changes, ensuring that your products and marketing efforts are aligned with the latest trends in the sports and footwear industry.



About Revuze

01
 Revuze is at the forefront of delivering cutting-edge AI-powered consumer insights solutions, revolutionizing how businesses leverage data to drive success in the digital landscape.

02
 As the only solution providing brand and category-level, verified buyer data, Revuze helps truth-driven organizations transform online reviews across all sources into true, actionable insights to make informed data-supported decisions and lead categories.

The image displays a variety of consumer products and brand logos. On the left side, there is a grid of product cards, each featuring a product image, a star rating, and a progress bar. The products include a coffee maker (4.6 stars), a printer (4.2 stars), an air purifier (4.0 stars), a vacuum cleaner (5.0 stars), a robotic vacuum (4.0 stars), and a refrigerator (4.4 stars). On the right side, there is a purple background with logos for Sephora, Walgreens, CVS, Target, and Walmart. There are also sentiment analysis boxes, such as one for 'Shine' showing a -25% change and another for 'Avg. Sentiment' showing a 78% score.