



PRESS RELEASE

## ASICS EMEA Reports Growth in All Channels and Categories in Q3 2025

**[12 November 2025 – Hoofddorp, The Netherlands]** – ASICS EMEA today reported its Q3 2025 financial results, with revenues increasing by 17.7%\* versus Q3 2024.

ASICS EMEA reported significant growth across all channels in Q3 2025 compared to Q3 2024, with Wholesale channels reporting a year-on-year growth of 22.5%, with increases in Europe's North East (31.9%) and North West (28.1%) regions, as well as France (19.7%), versus the previous year.

ASICS EMEA experienced profitable growth in all categories during Q3 2025, including Performance Running and Core Performance Sports (CPS). SportStyle and Apparel showed the most significant increases, with SportStyle increasing by 41.8% and Apparel by 25.8%.

In Q3 2025, ASICS remained the clear market leader in the premium performance Running segment in Europe. ASICS saw strong market share growth in Core Performance Sports (Tennis, Indoor and Padel) and SportStyle versus the last 12 months in the period ending September 2025.\*\*

ASICS EMEA Chief Executive Officer, Carsten Unbehaun:

*"It's incredible to see ASICS continue to grow profitably in EMEA. We are growing in every category and in every channel, thanks to the strength of our brand and our commitment to innovation. I'm proud to see that more people are choosing to move with ASICS than ever before. I would like to thank our partners and our teams across the region for their commitment and teamwork."*

–Ends–

\* Excluding Onitsuka Tiger

\*\* According to Circana data for:

- "Made For / Used For" Running category above and equal to 90 euros in EU5 markets (UK, France, Germany, Italy and Spain) - source Consumer Panel
- Core Performance Sports (combining Tennis, Indoor and Padel) footwear category in EU4 markets (France, Germany, Italy and Spain)- source Point of Sale Panel
- Sports Leisure (adults), above and equal to 90 euros, footwear category in EU2 markets (France, Germany) - source Point of Sale Panel

Anima Sana In Corpore Sano, meaning "A Sound Mind in a Sound Body," is an old Latin phrase from which ASICS is derived and the fundamental platform on which the brand still stands. The company was founded more than 70 years ago by Kihachiro Onitsuka and is now a leading designer and manufacturer of running shoes, as well as, other athletic footwear, apparel and accessories. For more information, visit [www.asics.com](http://www.asics.com).

