



## ASICS EMEA REPORTS GROWTH IN ALL CATEGORIES IN Q2 2026



**[14 August 2026 – HOOFFDORP, THE NETHERLANDS]** – ASICS EMEA today reported its Q2 2026 financial results, with revenues increasing by 32.9%\* versus Q2 2025.

ASICS EMEA saw profitable growth across all categories in Q2 2026. ASICS EMEA also reported growth across its wholesale channel in all markets, with a year-on-year growth of 44.1%.

According to Circana data, ASICS is the #1 Performance Running Footwear brand in the key five European countries (France, Germany, Italy, Spain, and the UK) in the last 12 months ending June 2026. ASICS also saw strong market share growth in SportStyle and maintains a leading position in Core Performance Sports (Tennis, Indoor and Padel) versus the last 12 months in the period ending June 2026.\*\*

ASICS EMEA Chief Executive Officer, Carsten Unbehauen: *“I am incredibly proud of what our teams across EMEA have achieved together in the second quarter. These strong results reflect their dedication, the trust of our retail partners and the growing connection consumers have with the ASICS brand. While our performance across all categories gives us great confidence, what matters most is that our growth enables us to inspire more people to experience the positive impact of movement on both body and mind. By staying true to our purpose and continuing to invest in product innovations and strong partnerships, we are building lasting value for our consumers, our partners and our people.”*





## -NOTES TO EDITORS-

\* Excluding Onitsuka Tiger

\*\* According to Circana data, Euros Share, 12 ME June 2026:

- Performance Running Footwear, EU5 (FR, DE, IT, SP, UK), Running and Track & Field Shoes above €90, Running/Jogging Sport Use, Wearer Age: 14 Years Old+, Intended Use: Sport and Mostly Sport, - source Circana SCS, Consumer Tracking Service
- Sports Leisure (adults), above and equal to 90 euros, footwear category in EU3 markets (France, Germany, Italy) - source Circana SCS, Retail Tracking Service
- Core Performance Sports (combining Tennis, Indoor and Padel) footwear category in EU4 markets (France, Germany, Italy and Spain) - source Circana SCS, Retail Tracking Service

### About ASICS

At ASICS, our five letters have meaning. ASICS is an acronym for the *Anima Sana In Corpore Sano* or a Sound Mind in a Sound Body. And since our founding in 1949, our purpose has been to help people achieve a sound mind in a sound body.

Right from the very start, our founder, Kihachiro Onitsuka, saw that sport and movement had the power to lift spirits, project positivity, and propel people and whole communities forward. We still believe this.

And we believe our purpose is more relevant today than ever before. Stress and anxiety are at record levels, yet we know sport and movement can have a positive impact. Which is why we remain focused on supporting more people to move for positive mental wellness.

