

ASICS EMEA reports highest-ever revenue in 2025

ASICS EMEA reports profitable growth across all categories and all channels in EMEA

[13 February 2026 – HOOFDORP, THE NETHERLANDS] – ASICS EMEA has reported its 2025 financial results with its highest-ever revenue in the region. Overall, ASICS EMEA revenues increased to €1.204,1 billion* in 2025, an increase of 18.4% versus 2024.

ASICS EMEA saw profitable growth across all categories in 2025, including Performance Running, Tennis, Indoor and Apparel. SportStyle showed the most significant increase at 44%.

ASICS EMEA also reported growth across all channels. In wholesale channels, ASICS EMEA reported a year-on-year growth of 22.5%; in ASICS EMEA's own retail channels, revenues increased by 8.2%; and in e-commerce, revenues increased by 10% in 2025 versus 2024.

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 December 2025. ASICS also saw sustained market share growth in Core Performance Sports (Tennis, Indoor and Padel) and SportStyle versus the last 12 months in the period ending December 2025.**

ASICS EMEA Chief Executive Officer, Carsten Unbehaun:

"In 2025, ASICS achieved record results across the EMEA region. I would like to thank all of our retail partners for their commitment and loyalty to our brand. Looking ahead to 2026, we are committed to accelerating growth. With strong momentum behind us, we are well positioned to continue to drive innovation, and further strengthen our brand. Our ambition remains clear: to inspire more people to move through our founding philosophy – '*Anima Sana in Corpore Sano*' or 'a Sound Mind in a Sound Body.'"

* Excluding Onitsuka Tiger

** According to Circana data, Euros Share, 12 ME Dec 2025:

- Performance Running Footwear, EU5 (FR, DE, IT, SP, UK), Running and Track & Field Shoes above €90, Running/Jogging Sport Use, Wearer Age: 14 Years

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.



The stripe design featured on the sides of the ASICS®shoes is a registered trademark of ASICS Corporation.

Old+, Intended Use: Sport and Mostly Sport, - source Circana SCS, Consumer 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
- Sports Leisure (adults), above and equal to 90 euros, footwear category in EU2 markets (France, Germany) - source Circana SCS, Retail Tracking Service

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