



## ASICS EMEA Reports Growth In All Categories In Q1 2026

**[13 May 2026 – HOOFFDORP, THE NETHERLANDS]** – ASICS EMEA today reported its Q1 2026 financial results, with revenues increasing by 21.2%\* versus Q1 2025.

ASICS EMEA saw profitable growth across all categories in Q1 2026. ASICS EMEA also reported growth across wholesale channels, with a year-on-year growth of 29.4%.

According to Jewell Running Group, ASICS is the number one footwear brand worn by runners across key spring marathons in Europe, based on combined results from the Seville, Milan, Paris, Rotterdam, London, and Hamburg marathons. ASICS continues to lead the overall marathon shoe count and holds a particularly strong position in non-plated models, led by the NOVABLAST™, SUPERBLAST™, and GEL-NIMBUS™ franchises.\*\*

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 March 2026. ASICS also saw strong market share growth in SportStyle and maintained a leading position in Core Performance Sports (Tennis, Indoor and Padel) versus the last 12 months in the period ending March 2026.\*\*\*

ASICS EMEA Chief Executive Officer, Carsten Unbehaun:

“I am proud of the results our teams in EMEA have delivered in the first quarter. We continue to see strong demand for ASICS, with growth across all categories. With a continued focus on strong retailer partnerships and an elevated distribution proposition, ASICS continues to go from strength to strength—creating brand value for both our partners and consumers. Our unique brand purpose, combined with our commitment to product innovation is resonating with consumers, as we inspire more people to move for both body and mind. ”

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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).



PRESS RELEASE

\* Excluding Onitsuka Tiger

\*\*Source: Jewell Running Group, Marathon shoe count 2026, consolidated count for: Seville, Milan, Paris, Rotterdam, London and Hamburg

\*\*\* According to Circana data, Euros Share, 12 ME March 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

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