

Running

MAGAZINE

YEAR 15 - ISSUE 1 - 2026

ON THE COVER

Neo Zen 2
of Mizuno

SAVE THE DATE

Outdoor
Impact Summit

DATA & STATISTICS

SportOnSocial Global
Running Culture 2025

EXCLUSIVE FEATURE

101 points of view:
part one

RUNNING SHOPS

Km42 in
Vicenza, Italy

RIMINIWELLNESS

THE WELLNESS EXPERIENCE SHOW

GO

28–31 MAGGIO 2026 FIERA E RIVIERA
DI RIMINI

THROUGH

ORGANIZZATO DA

**ITALIAN
EXHIBITION
GROUP**
Providing the future

IN COLLABORAZIONE CON



SCOPRI
DI PIÙ



riminiwellness.com



Running

YEAR 15 - ISSUE 1 - 2026

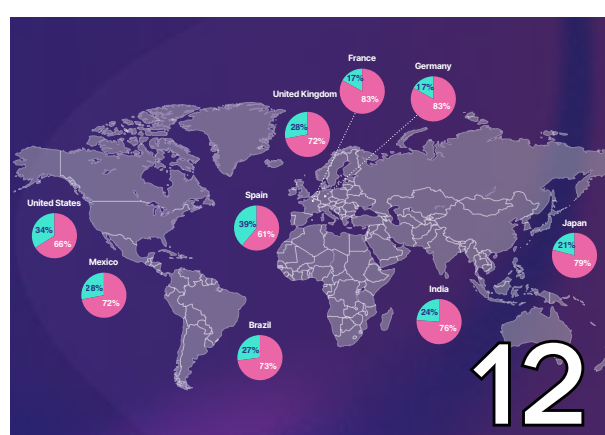


SAVE THE DATE

10 | The second edition
of the Outdoor Impact Summit

DATA & STATISTICS

12 | The SportOnSocial Global Report
Running Culture 2025 by Redtorch



EXCLUSIVE FEATURE

16 | 101 points of view:
part one

ON THE COVER

28 | Mizuno's Neo Zen 2

PRODUCT INSIGHT

31 | RS-9000 by Joma
32 | ASICS GEL-CUMULUS 28



RUNNING SHOPS

34 | Km42 in Vicenza, Italy

DIGITAL BY RIDE ON

36 | The crucial role of UX
in e-commerce

RUN THE WORLD

38 | Bhutan, Asia



Listen and connect

There is an invisible thread that connects runners, running shoe manufacturers, retailers, and those who write about this world. *Running Magazine* was born and grew up at this very intersection: listening to the industry while offering ideas and tools to build solid, meaningful connections between all players in the supply chain.

In this first issue of the year, we do so right from the first pages, presenting the results of SportOnSocial Global Running Culture 2025, the Redtorch report that analyzes and captures emerging behaviors and global trends in running. Understanding how running is evolving and what fuels interest and market demand today is essential to helping brands and specialty stores connect with the millions of people who put on their running shoes and go out every day, favoring zone 2 workouts and “conversational pace” runs. The mindset focused exclusively on performance and personal bests, which has shaped and guided the sector for years, is giving way to a more inclusive approach: group running is growing and shared practice is increasing, often with the family during the weekend. At the same time, more and more young people are choosing to take up running: the 20-29 age group is now the fastest growing in many city marathons and is often the second largest overall. This scenario opens up new opportunities for brands and operators in the sector, who can develop new products, experiences, and storytelling capable of encouraging intergenerational participation. Further food for thought for insiders can be found on page 16, with the first 10 pages dedi-

cated to the eagerly awaited 101 points of view, the exclusive investigation by *Running Magazine* and other magazines in our publishing group that now needs no introduction. Ten pages in this issue reveal the positive mood of the retail channel, a key link in the distribution chain to which we have always given a voice. In 2025, as many as thirty out of forty respondents said they were satisfied, a sign that running is experiencing a phase of strong vitality, to be exploited with all the tools at our disposal today, including social media, which is now the place where running culture takes shape and spreads.

Take the time to read the 101 interviews and, above all, don't skip the final messages addressed to the industry, which will be meeting in Riva del Garda from May 14 to 19 for the first European Outdoor & Running Week. This week will include a series of events dedicated to the sector, including our trade show, which this year—as you all know by now—combines the Outdoor event and ORBDAYS into one big business and networking opportunity. By concentrating all the initiatives into seven themed days, together with the European Outdoor Group (EOG), we are responding to a clear and precise request from the industry: fewer appointments on the calendar and more effective events, so as to optimize time, costs, and resources.

Because that is precisely our role: to listen to the sector and continue to offer a space where the industry can recognize itself and engage in dialogue.

See you in Riva, no excuses this year!

MANUELA BARBIERI
manuela.barbieri@mag-net.it



ON COVER: MIZUNO

Publisher MagNet Srl SB
Managing director: ANGELO FRIGERIO
Editorial Director: BENEDETTO SIRONI
Contributors:
MANUELA BARBIERI, CRISTINA TURINI,
DINO BONELLI

Art Director: ROSANGELA BARNI

Editorial offices: Via Tertulliano 68, 20137
Milan
Tel: 02.87245180 - Fax: 02.87245182
Corso della Resistenza, 23 - 20821 Meda (MB)
Email: redazione@runningmag.it
Website: runningmag.it

Year 15 - No. 1 - 2026 - Bimonthly magazine

This issue was closed on February 19, 2026.

Registered with the Court of Milan under no. 38 of January 20, 2012. Registration with the ROC (Register of Companies) no. 16155 of November 23, 2007. Poste Italiane SpA - Postal subscription shipping D.L. 353/2003 converted into Law 46/2004, Article 1, Paragraph 1 - LO/MI.

One copy €1.00.
The publisher guarantees the utmost confidentiality of the data in its possession. This data will be used for managing subscriptions and sending commercial information. In accordance with Art. 13 of Law No. 196/2003, the data may be corrected or deleted at any time by writing to: MagNet Srl SB
Responsabile dati: Benedetto Sironi

More comfort to move body and mind



asics

sound mind, sound body

GEL-CUMULUS™ 28

- MARKET -

ANTA SPORTS ENTERS THE CAPITAL OF PUMA: 1.5 BILLION HIT



The sportswear market is changing: Chinese giant Anta Sports has reached an agreement to purchase 29.06% of Puma shares from Groupe Artémis, the Pinault family holding company, for approximately €1.5 billion in cash. The transaction, subject to regulatory approvals and expected by the end of 2026, will make Anta the German brand's largest shareholder, but will not begin a full acquisition offer. Puma stock reacted strongly on the stock exchange after the announcement, reflecting investor optimism about a possible push for global growth. For the Chinese group, which already owns brands such as Fila and Descente, this is a strategic move to strengthen its international presence in an increasingly competitive sector, with the aim of enhancing a historic brand and relaunching it in major foreign markets.

NITAL IS THE NEW OFFICIAL DISTRIBUTOR COROS FOR ITALY

Nital SpA announces the launch of the official distribution in Italy of Coros, an international brand specializing in GPS sports watches and advanced training technologies, already appreciated by runners, trail runners, and endurance athletes in Europe. Founded in the United States in 2014, Coros has stood out for the innovation and precision of its devices, with models such as the Apex 4, Nomad, and Pace 4 designed for high performance, GNSS tracking, and above-average battery life. The agreement allows Nital to offer the Italian market premium sports smartwatches, supported by training, marketing, and a widespread presence in specialized retail channels. The arrival of Coros in our country reflects the growing demand for wearable performance-oriented: the wearable sports segment continues to expand, with GPS technologies and performance sensors increasingly in demand even by advanced amateur runners.



KEEN ENTERS THE TRAIL RUNNING MARKET AND EXPANDS THE OUTDOOR STRATEGY



Keen officially enters the world of trail running with Seek, his first off-road running shoe designed for those who enjoy tackling trails and long distances. Designed from the brand's classic outdoor know-how, Seek combines an original Keen fit with ample forefoot space, ideal for natural toe extension, with a 6mm drop that promotes stability and smooth running. The responsive midsole and engineered upper ensure high comfort, while the sole is designed to last up to 1,490 km of performance, maintaining stability even on technical terrain. Seek is designed to accompany both runners to their first experiences on dirt and those seeking reliability in long workouts.

361° ACCELERATE IN Q4: BOOM IN SALES IN STORES AND ONLINE

361° Degrees International closed the fourth quarter of 2025 with strong sales growth, marking an acceleration in both directly managed stores and the e-commerce channel. Retail sales of 361° branded products and the 361° Kids line increased by double digits compared to the same period the previous year, confirming a positive trend that had already emerged in recent quarters. The digital channel is particularly dynamic, having seen even more sustained growth than physical stores, strengthening the strategic role of online in the company's omnichannel sales model. During the October-December period, the group also continued to optimize its stores, expanding its space and focusing on higher-end retail formats to improve the shopping experience and consolidate its brand positioning.



THE BRITISH FRASERS GROUP GAINS CONTROL OF MAXI SPORT

British giant Frasers Group, owner of Sports Direct among others, has signed an agreement to acquire a majority stake in Maxi Sport, a historic Italian multisport retailer with 18 stores in the area. The Sala family, composed of Emanuele, Giovanni, Ester, and Giulia, will remain shareholders and continue to lead the business, maintaining strong local roots. Maxi Sport is a reference for running, outdoor and winter sports. Frasers now aims to strengthen Sport Direct's presence in Italy and develop synergies with major international brands, confirming its European expansion strategy in the sport & lifestyle sector.



SANTINI MAKES HIS RUNNING DEBUT: RUN LAB IS BORN IN BERGAMO

Santini expands its horizons beyond cycling and inaugurates the Run Lab, a new project dedicated to the world of running at its Bergamo headquarters. The initiative offers a calendar of meetings designed to create communities and offer technical content to runners of all levels. Each event combines training sessions, focusing on technique, preparation, and materials, with shared running sessions in the area. With the Run Lab, the company strengthens its position in endurance, transferring the know-how developed in technical clothing to running and focusing on direct experience, innovation, and relationships with enthusiasts.



BROOKS GROWS: REVENUE +16% IN 2025 THANKS TO INTERNATIONAL EXPANSION



Brooks Running closed 2025 with revenues up 16%, driven by expansion in international markets and strong momentum in performance categories. According to the annual report, increased sales have benefited from increased product penetration across global channels and runners' buy-in to key models in the range. Growth particularly affected North America, Europe and Asia, where the company strengthened its retail presence and collaborations with local partners. Brooks also attributes the result to targeted marketing programs and a focus on the running enthusiast community. The positive trend confirms the brand's ability to compete globally in the running performance segment, consolidating its position and visibility in an increasingly competitive market.

UNDER ARMOUR CLOSING Q4 WITH A LOSS, BUT WITH POSITIVE SIGNS REGARDING PROFITS

Under Armour closed its fourth fiscal quarter on December 31, 2025, with a significant net loss, mainly due to extraordinary charges and costs related to its restructuring plan. However, adjusted results exceeded analysts' expectations, suggesting progress in the brand's relaunch strategy. For the period, the group reported a GAAP loss of over \$430 million, while adjusted earnings per share were \$0.09, well above estimates that pointed to a possible loss. Revenues, which were slightly down from the previous year, also exceeded market forecasts.

Despite difficulties with revenues and costs, especially in North America, management has revised its adjusted earnings estimates for the full year 2026 upward, reflecting optimism about the company's ability to complete its transformation and return to more solid operational stability.



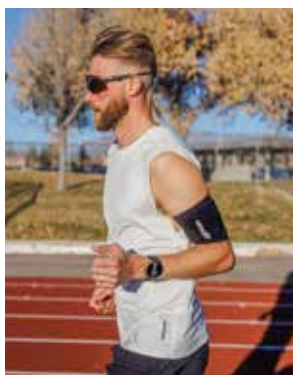
NO COINCIDENCE: THE PARTNERSHIP BETWEEN JULBO AND KILIAN JORNET



As of January 1, 2026, Kilian Jornet is officially part of the Julbo team. This is the natural outcome of a relationship that dates back to the early 2000s, long before his name became synonymous with outdoor sports. "Ever since I took my first steps in the mountains as a child in the Pyrenees, where I grew up and learned to ski and run, I have always worn Julbo glasses. They have accompanied me on countless projects, through peaks, mistakes, and successes, protecting my eyes from the storms of the Himalayas to the dazzling glaciers of the Alps. After all these years, formalizing this collaboration seems only natural," said Kilian Jornet. A "Kilian Jornet Series" collection will be available starting in March.

JOSH KERR AND AMAZFIT JOIN FORCES IN THE NAME OF ELITE PERFORMANCE

Josh Kerr, two-time Olympic medalist and world champion in the 1,500 meters, is Amazfit's new ambassador. This challenge represents a



new generation of athletes who are increasingly involved in the testing, development, and validation of the technologies that accompany them in training and competition. Kerr joins the roster of

ambassadors as an active athlete within the brand's performance testing team. This role leverages his direct experience in the field, gained at the highest levels of world competition, and is part of a broader strategy of collaboration with champions from different disciplines and geographical areas. With this new addition, Amazfit consolidates an ambassador team that includes leading names in athletics and international sport, strengthening its position in the world of running not through its products, but through the stories, challenges, and ambitions of those who experience the track as a daily laboratory of excellence.

SPORTSSHOES PRESENTS A NEW ALL-FEMALE EUROPEAN TRAIL RUNNING TEAM

SportsShoes announces the launch of the SportsShoes Pro Alpine Trail Team (P.A.T.T.), a new European trail and mountain running team composed exclusively of female athletes, which will make its debut in the 2026 season. The team, made up of seven athletes from different European countries, will make its debut at Transgrancanaria and take part in the UTMB World Series races in Europe, as well as the Golden Trail Series events, immediately confirming its high-profile position on the international scene. Leading the team, in the role of mentor and point of reference, is former European mountain running champion Emmie Collinge (United Kingdom, 37). Running alongside her will be Amelie Lane (United Kingdom, 19), Elisa Sortini (Italy, 41), Vanessa Caba (Spain, 34), Natalina Neuenschwander (Switzerland, 29), Madlen Kappeler (Germany, 28), and Lucie Meyer (France, 28). Throughout the 2026 season, SportsShoes will support the team by providing technical kits, logistical support for travel, and a structured mentoring program, with contributions from some of the world's leading trail running brands, including ASICS, HOKA, Salomon, The North Face, Merrell, Maurten, Silva, SunGod, and Suunto. "Women's trail running deserves greater recognition and investment. The launch of an elite team made up exclusively of women is a concrete step in this direction," says Ben Mounsey, head of trail and outdoor marketing at SportsShoes.



M160K
160K
SALUZZO
17 LUGLIO 2026

M50K
50K
MELLE
18 LUGLIO 2026

M20K
20K
VERZUOLO
19 LUGLIO 2026

MTRAIL
26K
CRISSOLO
30 AGOSTO 2026

QUAT SAUT PER I BRIC ED SANRONT
Prova unica di campionato regionale only up
50 anni u.s. Sanfront Atletica
4 LUGLIO 2026

mico
topo
FERRINO
SILVA

TERRES MONVISO | CUNEO | PIEMONTE | ITALY

WWW.100MIGLIAMONVISO.EU

DUE VERSANTI, UNA SFIDA.

Promotori

con il contributo di

organizzato da

con il patrocinio di



- FIRST EDITION -

MARCO DE GASPERI FULFILLS HIS DREAM WITH THE ORTLES HAUTE ROUTE TRAIL

The first edition of the Ortles Haute Route Trail will take place from September 11 to 12, 2026. Conceived and organized by six-time champion Marco De Gasperi, the event will feature three race courses, including an ultratrail: the main event will cover 120 km and 9,000 m of elevation gain, while its "sister events" will cover much more manageable distances (30 km and 10 km). Largely following the high route that connects Valtellina and South Tyrol, the Ortles Haute Route Trail will be entirely within the Stelvio National Park, with Bormio as the start and finish point for all races.

- ROAD RUNNING -

ADIDAS RENEWS PARTNERSHIP WITH THE ROMAOSTIA HALF MARATHON

Adidas will once again be the official technical partner of the 51st edition of the Eurospin RomaOstia Half Marathon, scheduled for Sunday, March 1. For the sixth consecutive year, this collaboration brings together thousands of runners from the Eternal City to the Ostia seafont. The Running Lab will also be present in the village, an experiential space where visitors can test the latest adidas Running shoes, which, thanks to the collaboration with LBM Sport, will also be available for purchase.



HOKA MAIN SPONSOR OF THE ZURICH BARCELONA MARATHON UNTIL 2030



HOKA has announced a four-year partnership with the Zurich Barcelona Marathon, of which it will be the official main sponsor from March 2026 until 2030. The brand will also be the official jersey supplier and will launch an exclusive HOKA x Zurich Barcelona Marathon co-branded collection, available at the event's official expo. The 2026 edition, scheduled for March 15, is set to be a record-breaking event: 32,000 runners are expected, with around 60% of participants coming from over 100 countries.

- OFF-ROAD -

VIBRAM E UTMB WORLD SERIES RENEW THEIR PARTNERSHIP UNTIL 2029



Vibram and UTMB World Series are strengthening a collaboration that will celebrate its 20th anniversary in 2027 and will continue for the next three years, consolidating one of the longest-standing and most significant partnerships in trail running. This commitment is also reflected in the constant presence of Vibram's Innovation Mobile Lab at major UTMB World Series events: a traveling laboratory that offers athletes and enthusiasts practical tools and useful advice for footwear maintenance, with the aim of extending its life cycle and reducing its environmental impact. According to data released by Trailrunning Review, in 2025, 46% of participants in the UTMB, CCC, and OCC races ran with shoes featuring Vibram soles.

BROOKS RUNNING TITLE SPONSOR OF THE ETNA SUPERMARATHON

For the two-year period 2026–2027, Brooks Running will be the title sponsor of the Etna Supermarathon, which, after a one-year hiatus, will return on June 13, 2026. Organized by Etna Trail A.S.D., the competition is famous for its unique format: an ascent from sea level to an altitude of 3,000 meters on the slopes of Europe's highest active volcano, crossing completely different environments and surfaces (asphalt, sand, dirt, gravel, and lava flows). In addition to the main distance, the 2026 program also includes a second off-road race of approximately 15 km: starting at an altitude of 1,800 meters, finishing at the same finish line as the Supermarathon, and returning to the starting point along a technical and intense descent.



EVERYTHING IS READY FOR THE SIXTH EDITION OF THE 100 MILES OF MONVISO

Two valleys, 18 municipalities, over 500 volunteers, 30 associations, thousands of spectators. The ultra trail that lights up the Po-Bronda and Varaita valleys and the city of Saluzzo every summer for three days of great running—from July 17 to 19—is ready to return to one of the least anthropized landscapes in the Alps, immersed in a unique natural heritage. Part of the route is within the Monviso Park, which, together with the Queyras Regional Nature Park, manages the Monviso transboundary biosphere reserve, recognized as a UNESCO World Heritage Site.

THE 4 EVENTS ON THE CALENDAR

- M160K (9,000 M+) – SALUZZO (CN), FRIDAY, JULY 17
- M50K (3,000 M+) – MELLE (CN), SATURDAY, JULY 18
- M20K (1,000 M+) – VERZUOLO (CN), SUNDAY, JULY 19
- MONVISO TRAIL (1,900 M+) – CRISSOLO (CN), SUNDAY, AUGUST 30

TECHNICAL PARTNERS

The 100 Miglia Monviso is supported by technical partners who, since its inception, have believed not only in the sporting experience but also in the great potential of a territory, the Terres Monviso. Supporting the event are Mico, Ferrino/Silva, Topo Athletic, Dynasprint Farmacia Santa Maria, and the Vibram brand with the Vibram Terres Monviso Running Park.

I RUN FOR FIND THE CURE

For the third year running, the 100 Miglia Monviso race is renewing its partnership with Find The Cure Italia ODV, confirming its participation in the CortoCircuito Solidale charity run organized by I Run For Find The Cure. The goal is to carry out a humanitarian project chosen each year, proposed and supervised in the field by doctors and volunteers from the association.

Info: roomigliamonviso.eu

RIMINI WELLNESS TURNS 20 AND RAISES THE FUTURE OF WELL-BEING IN MOTION



From May 28 to 31, the Rimini Exhibition Center and the Riviera will once again become the beating heart of international wellness. The event, organized by Italian Exhibition Group, celebrates its 20th anniversary with a slogan that is a true manifesto: "Go Through." An invitation to experience wellness as an immersive experience that encompasses mind, body, spirit, and territory. After the success of 2025, with a 32% increase in attendance and confirmation of its role as a global platform for business, networking, and wellness culture on the move, the 2026 edition will reinforce the macro-theme of Health & Sport Medicine, the common thread running through the entire event. The 30 pavilions of the exhibition center will showcase equipment, services, and solutions that reflect the evolution of the sector. The focus will be on content and presentations dedicated to fitness, business, training, nutrition, and physiotherapy, with movement increasingly recognized as a tool for prevention and longevity. The target audience is also expanding, with the involvement of sports doctors, physiotherapists, nutritionists, and qualified professionals. The experiential and supply chain format of the fair has been confirmed, with a "test and learn" approach and new networking projects featuring international speakers on the topics of sports innovation, AI, fitness trends, and wellness destinations. Not just a trade fair: RiminiWellness OFF, now in its fourth edition, The event will enliven the entire city, transforming Rimini into a large urban stage dedicated to wellness in motion, including running.

Would you like to exhibit at RiminiWellness? Write to redazione@runningmag.it
Info: riminiwellness.com

STRATEGIC AGREEMENTS WITH LEADING EUROPEAN ASSOCIATIONS

At the same time, partnerships have been signed with important national associations, including BSI Fachgruppe Outdoor (Germany), Outdoor Sports Valley (France), Outdoor Industries Association (United Kingdom), Spain is Sport – Afydad, Polish Outdoor Group, and Scandinavian Outdoor Group. Contacts are also underway with associations in Korea and China. These collaborations have a dual objective: on the one hand, to attract leading international brands and, on the other, to involve highly qualified foreign retailers. This is a key element in supporting the growth and success of the edition, concretely expanding the international dimension of the event. As part of this strategy, MagNet encourages brands to participate with their parent companies, and not exclusively through their Italian subsidiaries. This choice strengthens the decision-making level at the fair, increases the effectiveness of meetings with international retailers and buyers, and helps consolidate the strategic positioning of ORBDAYS and Outdoor as a benchmark event on the European scene.

THE EUROPEAN OUTDOOR AWARD DEDICATED TO EXCELLENCE IS BORN

The European Outdoor Group (EOG) has announced the first details of the European Outdoor Award (EOA), a new award dedicated to excellence and innovation in the outdoor sector. The initiative is being carried out in collaboration with the German company MPM AG Media, already known for organizing internationally renowned awards such as the ISPO Award. The award will also shine a spotlight on key issues such as diversity and inclusion, as well as best practices in environmental, social, and governance (ESG) areas. The official EOA ceremony will be held on Saturday, May 16. Full details on how to participate in the European Outdoor Award will be announced in the coming weeks.

orbdays.com



European Outdoor Group



OVER 250 BRANDS CONFIRM THEIR ATTENDANCE TO OUTDOOR'S RETURN WITH ORBDAYS

The team working on the return of Outdoor, the European outdoor industry trade show scheduled for 2026, is seeing an extremely positive response to the relaunch of the event: over 250 European brands have already signed up as exhibitors. Organized in partnership between the European Outdoor Group (EOG) and MagNet Srl SB, the Outdoor event will be held alongside the Outdoor & Running Business Days (ORBDAYS) from May 17 to 19 in Riva del Garda. Outdoor and ORBDAYS will be at the heart of the first edition of the European Outdoor & Running Week, scheduled for May 14 to 19. In addition to the trade show, the week will include a series of industry events, including the second Outdoor Impact Summit, the EOG Assembly, the European Outdoor Awards, and Activation Days aimed at key trade and consumer communities. By concentrating all initiatives into a single themed week, EOG and MagNet are responding to industry demand to reduce calendar commitments and focus on more effective events that optimize costs and resources. The complete list of confirmed exhibitors is available in the Partners - Outdoor & Running Business Days section. For more information on how to participate in Outdoor and ORBDAYS and the events of European Outdoor & Running Week, please contact MagNet at info@mag-net.it.

EUROPEAN OUTDOOR WEEK®

EUROPEANOUTDOORWEEK.COM

**14TH - 19TH MAY 2026
RIVA DEL GARDA, ITALY.**

**CELEBRATE ALL
THINGS OUTDOOR.**

MagNet

European Outdoor Group™

“No Excuses”

The second edition of the Outdoor Impact Summit, scheduled for May 14 and 15, will open European Outdoor Week and will offer key players in the supply chain the opportunity to discuss issues of corporate responsibility and competitiveness. In the setting of Riva del Garda

BY DAVIDE L. BERTAGNA

Registration is now officially open for the second edition of the Outdoor Impact Summit, an event that will bring together the outdoor supply chain and a wider community of professionals to address the issues of sustainability and its integration with business competitiveness in a concrete manner. The event, organized by the MagNet publishing group and the European Outdoor Group, in collaboration with Green Media Lab Srl SB, a communications and strategic consulting agency focusing on sustainability and the outdoors, will be held on May 14 and 15, 2026, at the Riva del Garda Congress Center, as part of European Outdoor & Running Week.



A PLACE FOR DISCUSSION WITHIN THE SECTOR

The Outdoor Impact Summit 2026 is aimed at senior executives and ESG professionals. It is designed for those who want to discuss the transformations taking place in the sector and find concrete tools to drive change. After a first edition held in Munich in 2025, during the Outdoor by ISPO trade fair, the Impact Summit in Riva del Garda in 2026 will officially open the European Outdoor & Running Week. From May 14 to 19, Riva del Garda (and more generally the Garda Trentino area) will become the European and international capital of outdoor and running, involving not only industry professionals but also a wide and diverse audience of enthusiasts.



The first Outdoor Impact Summit set an excellent standard and has been very well received. Building on this foundation, we want the event to become a key reference point for outdoor professionals, with the aim of creating relationships, sharing knowledge, and collaborating on the development of solutions that strengthen the sustainability of the entire sector. The 2026 summit will be a dynamic and inspiring event to kick off the first European Outdoor Week and, crucially, as in the first edition, it will provide participants with practical solutions to take back to their organizations.

*Christian Schneidermeier,
managing director di European Outdoor Group*

KEY THEMES AND PROTAGONISTS

The Outdoor Impact Summit will offer a participatory and multidisciplinary environment in which to discuss challenges, opportunities, and innovative approaches, with the aim of generating a positive impact on the environment and society. The program, currently being updated, will revolve around this edition's slogan, “No Excuses.” The topics will be addressed through presentations by university professors, researchers, companies, and organizations committed to sustainable transition. The presentation of experiences, case studies, and research will offer participants a comprehensive overview of emerging trends and the tools needed to drive change.

AN IMMERSIVE EXPERIENCE AT THE HEART OF THE OUTDOORS

The Outdoor Impact Summit is a go-to event for people in the outdoor and sports industries, where they can build relationships, share knowledge, and work together to come up with solutions that make the whole sector more sustainable. The setting of Riva del Garda, internationally recognized for its outdoor vocation, will help make the two-day event a unique opportunity for exchange, inspiration, and professional growth. Participating means not only keeping up to date with industry trends, but also actively contributing to defining the responsible future of the sports industry.



**WATCH THE
VIDEO OF THE
LAST EDITION**

Registration is available on the website

outdoorimpactsummit.com

**and on the ORBDAYS platform,
with a participation fee of 250 euros**

**SIGN UP
TO THE NEXT
SUMMIT**





CMP

it's me

Running (today) is much more than a sport

It is identity, socializing, and sharing values. Between apps, communities, dedicated events, and products designed for women and families, it embraces different ages, motivations, and contexts. The Redtorch report highlights global trends, emerging behaviors, and new opportunities for brands and operators in the sector

_BY MANUELA BARBIERI

“Running is more than a sport, it is a diverse and constantly evolving culture. Understanding this is the key to building meaningful connections between brands and the millions of people who wear a pair of running shoes every day, driven by different motivations ranging from wellness to performance to the desire for social interaction.” With these words, Jonny Murch, ceo and co-founder of Redtorch—an independent research and creative agency—introduces the SportOnSocial Global Running Culture 2025 report.

The goal? To help brands, stores, federations, and race organizers see the world of running through the eyes of today’s runners.

How? By analyzing digital signals from search and social media in 10 key markets and cross-referencing them with audience data to show how running culture varies globally and what fuels interest in each market. Behind the global running boom, the data reveals a thousand nuances.

The methodology

SEARCH TRENDS AND CULTURAL SIGNALS

Google holds over 90% of the global search engine market share and serves nearly 4 billion users worldwide. Redtorch used web and YouTube search data from Google Trends and Baidu Index to track search terms, topics, and queries related to running. The search terms were grouped into clusters of keywords capable not only of intercepting functional behaviors, but also of bringing out cultural signals through the language used by people.

HOW DOES IT WORK?

To identify trends over the last 12 months, Redtorch analyzed global search behavior related to the term “running” between June 2024 and May 2025, comparing it with the same period over the previous five years.

• Audience and market

The analysis takes into account anyone searching for “running” online – from the most passionate to those who approach running out of simple curiosity – in 10 key markets identified by Global Web Index as those with the highest interest in running globally: Brazil, China, France, Germany, India, Japan, Mexico, Spain, United Kingdom and the United States.

• Main and “growing” searches

To explore global interest in running, the analysis uses both core and growing searches. The former highlights terms with consistently high volumes, while the latter reveals rapidly expanding queries that signal emerging behaviors and shifts in public attention.

• Market signals

Cultural signals help us understand how running is much more than just physical activity, as it is influenced by motivations, barriers, and social context. By linking research behaviors to cultural context, the study identifies the factors that fuel interest in running today.

MEASURING BRAND VISIBILITY IN RESEARCH

Redtorch analyzed the nature of branded searches in each market, distinguishing between brand-driven queries (e.g. , “Nike running shoes”) and product-driven queries (e.g. , “adidas Duramo Speed”) to understand whether the public is driven by a general affinity for the brand or by interest in specific models. This method allows us to identify which brands dominate the conversation and how they are discovered and recalled by the public.

BRAND-LED MARKETS VS. PRODUCT-LED MARKETS

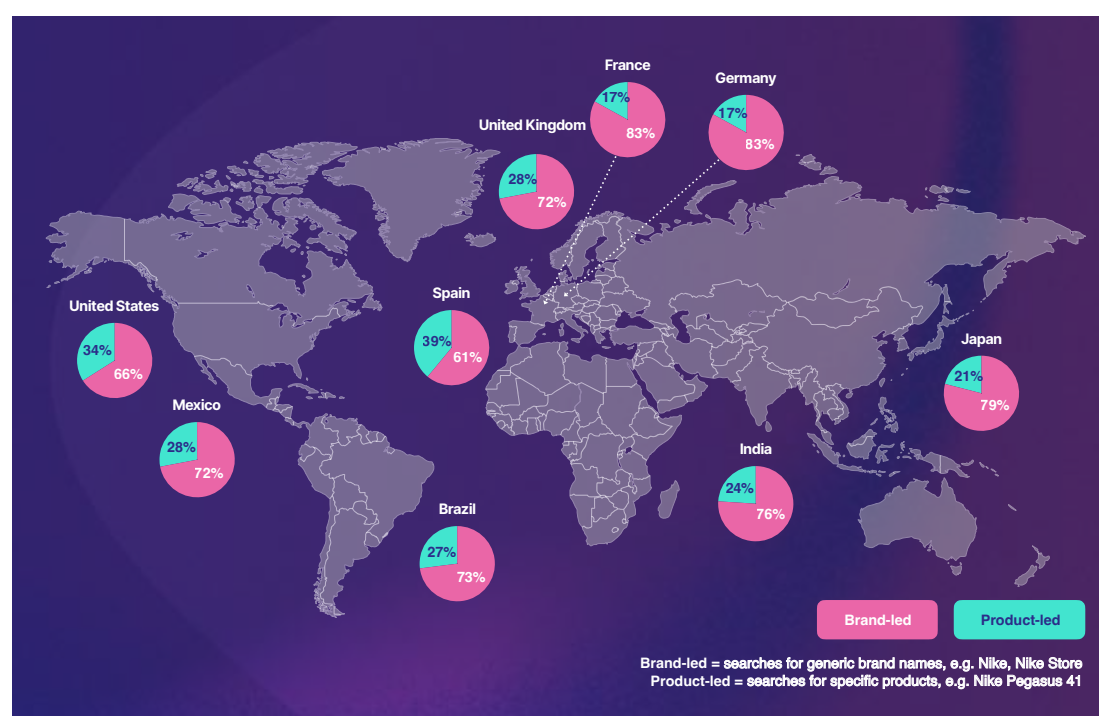
Globally, brand visibility is driven 73% by the brand and 27% by the product.

• Brand-driven markets

Germany and France are the most brand-oriented markets: 83% of visibility comes from generic brand searches. Nike is the leader in both countries, especially in France, where it accounts for half of total visibility, thanks to searches for Nike, Nike Running, and Nike Store. However, there are some product-driven searches, particularly for ASICS Novablast 4 (France) and Nike Pegasus 41 (Germany).

• Product-driven markets

Spain remains the most product-led market, with 39% of total visibility driven by flagship products. Overall, the brand remains dominant, but a wide range of models from Nike, ASICS, adidas, and New Balance play a significant role in both search interest and overall visibility.



OVERALL VISIBILITY SHARE



Global visibility in running is driven 73% by brand, but a solid 27% of attention is now focused on searches for specific models. Brand loyalty is giving way to increasingly product-driven discovery.

• Top performer

Nike ranks first in global visibility, driven primarily by brand searches, despite a significant 32% of its current share coming from specific products, particularly the Pegasus and Alphafly lines. ASICS stands out as the most product-oriented brand among the top performers, while New Balance ranks third almost entirely due to brand strength.

• Brand overperforming

The Swiss brand On enters the global top five despite its relatively recent arrival on the market (2010). The brand's trajectory varies depending on the market: discovery is driven by the brand in countries such as the United Kingdom and Brazil, while in Mexico it is driven by searches for Cloud family models.

Search terms



ENERGIZER OUTDOOR

REACH NEW PEAKS. ENERGIZE YOUR JOURNEY.

Conquer outdoor adventures with smart thermoregulation and stabilization. The ThermoSyphon® and Air-Conditioning Channel® manage sweat for peak performance. Stay fresh, climb further.



REGULATES BODY
TEMPERATURE



FREEDOM
OF MOVEMENT



KEEPS YOU
FRESH

RUNNING CULTURE AROUND THE WORLD



RUNNERS PLAN WELL IN ADVANCE

Searches for "London Marathon 2025", "European Running Championships" and "Garmin run 2025" have grown by 250% in the last year. The data shows how runners plan well in advance, participating in app challenges, scheduling races, and starting preparation early. Preparing together has become part of the experience. Brands can accompany runners throughout the course, offering training content, product launches at the right times, and partnerships with race-focused apps. Engaging audiences consistently - before, during and after key events - helps build strong communities and keep the brand always present in consumers' minds.

"INCLUSIVE PACE" RUNNING GROUPS

Slow, social miles are gaining more and more space. Growing interest in research such as "zone 2 training", "what is pace in running", "Sunday running club" - increased by an average of 250% in Germany - and for "run club near me" (+200% in the US) indicates a shift towards conversation-paced running and community-driven experiences, rather than towards the search for the personal best. The exclusively performance-oriented mindset that has long shaped running culture is now outdated. Interest in the



social dimension of sport is growing through running groups and the social media promotion of ambassadors with different physicalities, to make running increasingly welcoming and accessible to all.

THE RACE: FROM INDIVIDUAL FITNESS ACTIVITIES TO SHARED FAMILY RITUAL

Families are increasingly turning running into a time for weekend sharing. The increase in searches for "parent-child running registration" (+100% increase in China) and "children's running shoes" (+70% increase in India) - particularly in Asian markets - indicates that parents are actively planning fun runs and purchasing specific equipment for younger children. As running evolves into a shared family business, new opportunities open up for brands to develop new



products, experiences, and storytelling that foster intergenerational participation. This paves the way for family-friendly ecosystems: junior sizes that reflect adult styles, parent-child content challenges, and partnerships with events that encourage running together.

RUNNING PRODUCT AND EXPERIENCES SPECIFICALLY DEDICATED TO WOMEN

Women-specific running clothing and equipment has gone from a "pleasant extra" to a must-have. Over the past 12 months, searches for "women's running shoes" have grown 200% in the United States, "women's running glasses" 100% in Brazil, and "women's running shorts" 80% in the United Kingdom. Interest in women-only events, such as the Spanish "Carrera de la Mujer", has also increased (+130%). Furthermore, over the past five years, searches for "HOKA running shoes women" have increased by 600%, signaling a steady and accelerating shift toward running products and experiences specifically designed for women. Women are raising the bar on what they expect from clothing and gear: first and foremost, a proper fit, tested performance, and attention to style. Brands that offer an inclusive size range, collaborate with credible female voices, and give visibility to everyday runners can build stronger, more enduring loyalty.



THE VIEWPOINT OF...

Alessio Punzi, head of running World Athletics

The current phase is defined not only by the increase in the number of people running, but also by the greater variety of motivations and the much wider geographical spread of the phenomenon. The difference today is its prevalence: the trend is truly global. In China, for example, permits for marathons are being restricted to ensure higher organizational standards. Where organizers encounter difficulties, the cause is often an outdated business model, not a lack of demand. For brands, organizers, and federations, the question is no longer just, "How do we attract runners?" There is no longer a one-size-fits-all model. It is not enough to ask how to get people to events, but for whom the experience is being designed and how to engage the wider community, including those who do not yet run. Focusing only on those already converted means missing out on the broader potential.

• A younger and more engaged base

Young adults are taking up running in ever-increasing numbers. The 20-29 age group is now

the fastest growing in many city marathons - and is often the second largest overall. At the TCS New York City Marathon, the proportion of finishers under 30 rose from 15% to 19% between 2019 and 2024; in Los Angeles, it rose from 21% to 28%. For many young people, running brings structure to a phase of life often marked by uncertainty: it becomes a symbolic goal, a way to regain control and measure their progress.

• The growth of off-road

Trail running is growing rapidly, attracting those seeking a more immersive experience that combines sport, contact with nature, and moments of solitude.

• How running lives beyond the day of the race

Platforms such as Strava, TikTok, and YouTube have become central to how runners tell their stories and share their journeys. The digital dimension is no longer a side effect: it is the place where running culture takes shape and develops.

Running has gone from being globalized to being truly global: practiced everywhere, but modeled locally



• Inspiration from elite athletes
Elite athletes remain a benchmark for sport. But their value, however, is measured not only in performance, but also in what they represent. Marathon runners like Sifan Hassan and Eliud Kipchoge have a recognizable voice online and use it meaningfully: an aspect that matters in today's culture and it makes a difference.

Agility Peak 6



MERRELL

NOTHING BUT THE RUN
2017 - 2026
FLEXCONNECT ROCKPLATE VIBRAM MEGAGRIP
MERRELL®

THE QUESTIONS

YEAR-END FINANCIAL STATEMENTS

- How have sales been?
- What were the main factors that influenced this result?
- Overall rating for 2025 from 1 to 10?

PURCHASING TRENDS

- What percentage of sales do physical stores account for, and what percentage does e-commerce account for?
- Have you noticed any new trends in purchasing behavior?

TRENDS IN SPORTS

- Which disciplines—walking, road running, and trail running—have generated the most interest and impacted product sales?

CUSTOMER PREFERENCES REGARDING SHOES

- Have you noticed a change in demand for running shoes and specific models? Which features have become priorities?

TRENDS IN DEMAND FOR CLOTHING

- Have you noticed an increase or decrease compared to previous years, and how important is sustainability?

SOCIAL MEDIA

- Which social media platform do you use most: Instagram, Facebook, TikTok, or LinkedIn?
- Do you use them for direct sales, promotions, or just to build your community?

- Have you noticed an increase in engagement or sales from these platforms in 2025?

BEST-SELLING BRANDS IN 2025

What are your top three brands, in order, for:

- road running shoes
- trail running shoes
- clothing
- accessories

BREAKTHROUGH BRAND OF 2025

GENERAL REMARKS / MESSAGES TO THE RUNNING INDUSTRY



101 points of view

First episode of *Running Magazine's* exclusive inquiry on market sales trends in 2025. Over to the retailers

_EDITED BY CRISTINA TURINI

Retailers are a fundamental link in the distribution chain, which is why it is important to gather their opinions, listen to their requests, and consider their needs. With the "Focus Shop" and "Why I'm opening" columns, we usually give them a voice on an ongoing basis, but it is in the first issues of the new year that, with the usual "101 points of view" (now a MagNet

trademark), we carry out a comprehensive market survey. A review of the year just ended and prospects for the year ahead, news, trends, issues, opportunities, proposals: with 2025 now behind us, what is the sentiment among retailers? Here is the first episode of our survey with interesting food for thought for all operators in the running market.

If you are interested in exploring the views of Italian retailers, contact us at info@mag-net.it

THE FEELING OF THIS ISSUE



30
HAPPY



8
NEUTRAL



2
SAD

The emoticon next to each store's name refers exclusively to the trend in declared turnover.



AFFARI & SPORT
VILLASANTA (MB) E LECCO - SEDI: 2
MICHELE CECCOTTI, TITOLARE

BILANCIO DI FINE ANNO

- Stabile
- Gli sconti
- Voto: 6

TREND DI ACQUISTO

- Il nostro è 100% negozio fisico
- Nessun nuovo trend

TREND NELLE DISCIPLINE SPORTIVE

- Il trail running

PREFERENZE DEI CLIENTI SULLE SCARPE

- Le più richieste sono quelle con massima ammortizzazione

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- Domanda stabile, nessun interesse per la sostenibilità

SOCIAL MEDIA

- Instagram e Facebook
- Per costruire la community
- Nessun aumento di vendite o engagement

I MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: BROOKS, ASICS, HOKA
- Calzature trail running: ASICS, HOKA, KAILAS
- Abbigliamento: ADIDAS, MIZUNO, PUMA
- Accessori: GARMIN, OXYBURN, AFFARI&SPORT

MARCHIO RIVELAZIONE DEL 2025

- KAILAS

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Le aziende sono diventate le nostre concorrenti dirette: vendono con tre mesi di prova prodotto restituibile... Follia



NEW GERRY SPORT
DARFO BOARIO TERME (BS) - SEDI: 1
NATALE GIRELLI, TITOLARE

BILANCIO DI FINE ANNO

- Lieve incremento
- L'inserimento di nuovi marchi
- Voto: 7

TREND DI ACQUISTO

- Non vendiamo online, solo vendite fisiche
- Nessuna differenza rispetto allo scorso anno

TREND NELLE DISCIPLINE SPORTIVE

- La camminata

PREFERENZE DEI CLIENTI SULLE SCARPE

- I clienti prediligono le maxi suole

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- C'è stato un lieve aumento, la sostenibilità è difficilmente un fattore di scelta

SOCIAL MEDIA

- Instagram, Facebook, TikTok
- Li sfruttiamo per le vendite e per le promozioni
- Sì, un aumento vendite c'è stato

I MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: ASICS, ADIDAS, NIKE
- Calzature trail running: X-BIONIC, ASICS, ADIDAS
- Abbigliamento: REDELK, X-BIONIC, ASICS
- Accessori: TRS, KAYAK, ASICS

MARCHIO RIVELAZIONE DEL 2025

- X-BIONIC

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Secondo il mio punto di vista, sono troppi i prodotti sul mercato. Confondono il cliente medio che periodicamente frequenta i nostri negozi



RUNNER'S HIGH
BREZZANONE (BZ) - SEDI: 1
CHRISTIAN JOCHER, TITOLARE

BILANCIO DI FINE ANNO

- Incremento
- Competenza e specializzazione

• Voto: **9**

TREND DI ACQUISTO

- Non vendiamo online, solo negozio fisico
- Nessun nuovo trend

TENDENZE NELLE DISCIPLINE SPORTIVE

- Il trail running

PREFERENZE DEI CLIENTI SULLE SCARPE

- I clienti cercano soprattutto il comfort

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- Leggermente in calo, nessun interesse per la sostenibilità

SOCIAL MEDIA

- Facebook, WhatsApp
- Ogni tanto li sfruttiamo per le vendite
- Sì

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: NEW BALANCE, SAUCONY, HOKA
- Calzature trail running: LA SPORTIVA, HOKA, SAUCONY
- Abbigliamento: UNDER ARMOUR, DYNAFIT, LA SPORTIVA
- Accessori: FALKE, BV SPORT, LEKI

MARCHIO RIVELAZIONE DEL 2025

• **KAILAS**

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Le aziende devono aumentare i margini per noi specializzati



HEY RUN
MELEGNANO (MI) - SEDI: 1
ANDREA ASTOLFI, FONDATORE

BILANCIO DI FINE ANNO

- Leggero incremento
- Lavorare con i running club e fare convenzioni

• Voto: **5**

TREND DI ACQUISTO

- 30% negozio fisico, 70% e-commerce
- Sono aumentati i ritiri in negozio ma la spesa d'acquisto no, ormai tutti aspettano i saldi o eventi con sconto. Questo per colpa della grossa distribuzione che non valorizza i prodotti dei vari brand più noti

TENDENZE NELLE DISCIPLINE SPORTIVE

- Road running

PREFERENZE DEI CLIENTI SULLE SCARPE

- Il cliente predilige sempre le ammortizzate

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- Nessun aumento o interesse per il tema sostenibilità

SOCIAL MEDIA

- Instagram e Facebook
- Li sfruttiamo per le vendite e per costruire la community
- Sì

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: KARHU, PUMA, ON
- Calzature trail running: TOPO ATHLETIC, HOKA, SCOTT
- Abbigliamento: WILD TEE, OXYBURN, SCOTT
- Accessori: BV SPORT, SUUNTO, RUDY PROJECT

MARCHIO RIVELAZIONE DEL 2025

• **Nessuno**

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Investiremo su brand alternativi che vogliono a valorizzare i loro prodotti per qualità, immagine e distribuzione, e che non hanno nulla da invidiare a livello prestativo a brand più blasonati che già trattiamo. Con le strategie che stanno utilizzando i marchi più grandi si sta facendo perdere il valore percepito del prodotto al cliente finale, specialmente sul continuativo, dove per essere competitivi il nostro margine si va praticamente ad annullare. Devono capire che il cliente non guarda il colore nuovo di un continuativo ma guarda il prezzo più basso, di conseguenza dovrebbero fare più sconto anche a noi sullo stagionale, oppure far di tutto per far mantenere i prezzi entro un certo limite per la stagione di uscita del prodotto



GABRIELI SPORT
GLATINA (LE) - SEDI: 1
STEFANO QUARTA, TITOLARE E RESP. SETTORE RUNNING

BILANCIO DI FINE ANNO

- Incremento del 10%
- Specializzazione e giusta comunicazione/marketing

• Voto: **7**

TREND DI ACQUISTO

- 95% negozio fisico, 5% online
- Riferito all'online, ci lavoriamo poco, per cui non abbiamo dati sufficienti per rispondere a questa domanda

TENDENZE NELLE DISCIPLINE SPORTIVE

Soprattutto camminata e road running, anche se registriamo una crescita nel trail running

PREFERENZE DEI CLIENTI SULLE SCARPE

Il nostro sistema di vendita prevede che siamo noi a guidare nella scelta del modello più giusto e non il cliente, che quasi sempre non conosce le caratteristiche dei prodotti

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

Non registriamo particolari variazioni nella richiesta di tali prodotti

SOCIAL MEDIA

- Instagram, Facebook
- Li utilizziamo per attività di acquisizione clienti, non per vendite dirette
- Sì

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: BROOKS, HOKA, KARHU
- Calzature trail running: SCARPA, BROOKS, HOKA
- Abbigliamento: ADIDAS, UNDER ARMOUR
- Accessori: PDX, MIZUNO, ADIDAS

MARCHIO RIVELAZIONE DEL 2025

• **KARHU**

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- I problemi sono sempre gli stessi, per cui ribadiamo e chiediamo sempre le stesse cose, ossia tutela e rispetto da parte delle aziende per i negozi fisici specializzati che sono alla base delle vendite in questo settore



READY TO RUN
TORRE BOLDONE (BG) - SEDI: 1
LUIGI FERRARIS, TITOLARE

BILANCIO DI FINE ANNO

- Incremento del 14%
- Aumento del numero di praticanti

• Voto: **8**

TREND DI ACQUISTO

- 90% negozio fisico, 10% e-commerce
- Aumento della richiesta di consulenza

TENDENZE NELLE DISCIPLINE SPORTIVE

- È tornato per la maggiore il road running, da menzionare anche l'Hyrox

PREFERENZE DEI CLIENTI SULLE SCARPE

- Ricerca di modelli meno massimalisti

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- Vendite diminuite a causa del cambiamento climatico. Non c'è interesse per la sostenibilità

SOCIAL MEDIA

- Instagram e Facebook
- Per vendita diretta e per costruire la community
- Sì, assolutamente

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: ADIDAS, BROOKS, MIZUNO
- Calzature trail running: HOKA, NNORMAL, NEW BALANCE
- Abbigliamento: MIZUNO, ADIDAS, X-BIONIC
- Accessori: BV SPORT, GARMIN, FLOKY

MARCHIO RIVELAZIONE DEL 2025

• **PUMA**

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Alcune aziende sono i nostri principali competitor e questo rende difficili i rapporti con noi rivenditori



OUTDOOR CUNEO
CUNEO - SEDI: 1
GABRIELE BONUOMO, TITOLARE

BILANCIO DI FINE ANNO

- Decremento del 15%
- Concorrenza online

• **Voto: 6**

TREND DI ACQUISTO

- 90% negozio fisico
- Nessun nuovo trend d'acquisto

TENDENZE NELLE DISCIPLINE SPORTIVE

- Road running

PREFERENZE DEI CLIENTI SULLE SCARPE

- C'è molta domanda sui modelli ammortizzati

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- Diminuzione della domanda

SOCIAL MEDIA

- Instagram e Facebook
- Li sfrutto
- Sì

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: ON, SCOTT, 4T2
- Calzature trail running: SCOTT, ON, 4T2
- Abbigliamento: SCOTT
- Accessori: UYN, INJINJI

MARCHIO RIVELAZIONE DEL 2025

- 4T2



METI.R
BIBBIENA (AR) - SEDI: 1
PAOLO ROSAI, AMMINISTRATORE

BILANCIO DI FINE ANNO

- C'è stato un incremento
- Il 2025 è stato il primo anno di apertura

• **Voto: 8**

TREND DI ACQUISTO

- 90% negozio fisico
- Nessun nuovo trend

TENDENZE NELLE DISCIPLINE SPORTIVE

- Camminata e trail running, non trattiamo il road running

PREFERENZE DEI CLIENTI SULLE SCARPE

- I clienti chiedono sempre scarpe comode

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- È stato il primo anno di vendita, non possiamo ancora dirlo

SOCIAL MEDIA

- Instagram
- Li sfruttiamo per personal branding e invito all'acquisto
- È stato il primo anno di vendita, non possiamo rispondere

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: non li trattiamo
- Calzature trail running: LA SPORTIVA, ON, NNORMAL
- Abbigliamento: LA SPORTIVA, ORTOVOX, SALEWA
- Accessori: CALZE GM, X-BIONIC, SIXS

MARCHIO RIVELAZIONE DEL 2025

- **Nessuno**



DF SPORT SPECIALIST
DF-SPORTSPECIALIST.IT - SEDI: 15
ALBERTO BRAMBILLA, BUYER

BILANCIO DI FINE ANNO

- Il 2025 è stato un anno favorevole per le calzature running sulle quali abbiamo registrato un incremento delle vendite vicino al +12%
- L'andamento è stato influenzato da una domanda sempre crescente.

Una chiave di lettura potrebbe essere che le scarpe da running, anche di alto livello, sono state richieste non solo per utilizzo durante l'attività fisica ma anche per un uso quotidiano

• **Voto: 7**

TREND DI ACQUISTO

- Le vendite dell'e-commerce pesano per il 13% sul totale del venduto
- Il valore medio delle scarpe acquistate ha registrato un aumento rispetto allo scorso anno

TENDENZE NELLE DISCIPLINE SPORTIVE

- La parte road running è quella che pesa di più all'interno del paniere delle nostre vendite, comunque anche i segmenti walking e trail stanno registrando ottimi risultati

PREFERENZE DEI CLIENTI SULLE SCARPE

- Il cliente è sempre più interessato a prodotti ad alto contenuto tecnico. Le maxi suole sono richieste, ma la loro incidenza non è in crescita. Il corridore evoluto, che cerca la performance, è sempre più orientato a modelli di scarpe con piastra

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- L'aspetto della sostenibilità dei prodotti riveste un'importanza sempre maggiore soprattutto da parte del produttore, il consumatore finale non è ancora così attento alla tematica. Le vendite di abbigliamento nel 2025 sono in linea con quelle del 2024

SOCIAL MEDIA

- Attualmente utilizziamo Instagram e Facebook per le attività legate all'e-commerce, LinkedIn solo per attività aziendali e di branding. TikTok non è ancora attivo ma è nei progetti futuri
- Utilizziamo i social in organico principalmente per attività legate alla community, comunicazione di eventi e novità in vendita. Con le ADV proponiamo promozioni e campagne a obiettivo conversione sia online che in negozio
- I canali Meta danno buoni risultati sia dal punto di vista della community che per gli aspetti più commerciali

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: BROOKS, HOKA, ASICS
- Calzature trail running: LA SPORTIVA, HOKA, NEW BALANCE
- Abbigliamento: NIKE, UNDER ARMOUR, SPORT SPECIALIST
- Accessori: GARMIN, SUUNTO, POLAR

MARCHIO RIVELAZIONE DEL 2025

- **Nessuno**

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Non ci sono marchi rivelazione a livello generale, ci sono tuttavia dei prodotti specifici che hanno registrato performance inaspettate



RUNNNER
VITERBO - SEDI: 1
ENRICO ALFONSINI, SOCIO TITOLARE

BILANCIO DI FINE ANNO

- Abbiamo avuto un incremento del 12%
- Secondo me la voglia di fare sport, di stare all'aria aperta e, in parte, i successi dei nostri atleti nelle varie competizioni sportive

• **Voto: 8**

TREND DI ACQUISTO

- Negozio fisico 90% e-commerce 10%
- La spesa media è aumentata, le scarpe sono aumentate ma i clienti non fanno problemi

TENDENZE NELLE DISCIPLINE SPORTIVE

- Il road running è sempre al primo posto, ma la camminata sta prendendo molto spazio e tante persone hanno iniziato a praticarla, di conseguenza usano le nostre scarpe

PREFERENZE DEI CLIENTI SULLE SCARPE

- Soprattutto i clienti cercano il comfort e quindi scarpe morbide e ammortizzate. Abbiamo avuto anche un incremento di richiesta per le scarpe con piastra in carbonio

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- A differenza degli anni precedenti, c'è stato un piccolo incremento di vendite sull'abbigliamento tecnico

SOCIAL MEDIA

- Instagram e Facebook
- Li sfruttiamo per la vendita, per promuovere nuovi arrivi e scarpe in saldo ed eventi
- Sì assolutamente, sono molto importanti e li usiamo sempre

MARCHI PIÙ VENDUTI NEL 2025

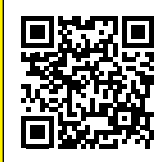
- Calzature road running: BROOKS, SAUCONY, ASICS
- Calzature trail running: ASICS, NEW BALANCE, SAUCONY
- Abbigliamento: MIZUNO, BROOKS, NEW BALANCE
- Accessori: GARMIN, BV SPORT

MARCHIO RIVELAZIONE DEL 2025

- **ASICS**

ARE YOU A SHOPKEEPER?

Take part in our survey Exclusive!
Scan the QR Code on the right
and fill out the questionnaire





LBM SPORT

ROMA - 4 SEDI

GIANFRANCO BALZANO, TITOLARE

BILANCIO DI FINE ANNO

- Incremento del 30%
- Aver aperto un nuovo punto vendita e l'offerta molto ampia che abbiamo nei negozi

• **Voto: 9**

TREND DI ACQUISTO

- Fisico 80% - online 20%
- La spesa media aumentata come conseguenza dell'incremento dei prezzi e la tendenza ad acquistare scarpe più performanti e costose

TENDENZE NELLE DISCIPLINE SPORTIVE

- Road running, fit walking, trail running

PREFERENZE DEI CLIENTI SULLE SCARPE

- Le maxi suole sono imperanti, l'offerta dei brand lo dimostra. Cresciuta la richiesta di scarpe con piastre e fibre

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- L'abbigliamento è una nota dolente. Non riusciamo a farlo crescere. Diciamo anche che i runner si vestono con tutto ciò che viene dato nei pacchi gara

SOCIAL MEDIA

- Instagram, Facebook e TikTok
- Per promuovere la nostra immagine, il nostro sito
- Sì

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: ASICS, BROOKS, HOKA
- Calzature trail running: SALOMON, HOKA, ASICS
- Abbigliamento: ADIDAS, NEW BALANCE, MIZUNO
- Accessori: GARMIN, BV SPORT

MARCHIO RIVELAZIONE DEL 2025

• **MIZUNO (ha cambiato pelle)**

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Più attenzione nello spreco d'imballaggi. Molte aziende sono attente all'ambiente, ma alcune ancora devono darsi una mossa



GIORGETTA SPORT

LATINA - SEDI: 1

MASSIMO GIORGETTA, TITOLARE

BILANCIO DI FINE ANNO

- Stabile
- La causa del non incremento è stato il calo dell'attenzione dei consumatori al dettaglio

• **Voto: 6**

TREND DI ACQUISTO

- 100% negozio fisico
- Richiesta di sconti maggiori, il consumatore ha perso potere d'acquisto e nel paniere per lo sport resta poca disponibilità

TENDENZE NELLE DISCIPLINE SPORTIVE

- Camminata

PREFERENZE DEI CLIENTI SULLE SCARPE

- Il consumatore predilige ancora l'estetica a discapito della comodità, soprattutto le donne

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- Stabile, la sostenibilità non interessa

SOCIAL MEDIA

- Instagram e Facebook
- Li usiamo solo per fare promozione
- No

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: SAUCONY, ASICS, SALOMON
- Calzature trail running: SALOMON, SAUCONY
- Abbigliamento: ASICS, CMP
- Accessori: MICO, ASICS, SUUNTO

MARCHIO RIVELAZIONE DEL 2025

• **Nessuno**

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Alle aziende dico di produrre calzature a costi più contenuti



TOP RUNNERS

FOLIGNO (PG) - SEDI: 1

FABIO PANTALLA, TITOLARE

BILANCIO DI FINE ANNO

- Incremento
- L'avvicinamento dei giovani nel mondo del running

• **Voto: 9**

TREND DI ACQUISTO

- 100% negozio fisico
- C'è meno richiesta di sconti da parte del cliente

TENDENZE NELLE DISCIPLINE SPORTIVE

- La percentuale maggiore spetta ai camminatori, il trail invece è in leggera flessione

PREFERENZE DEI CLIENTI SULLE SCARPE

- Sicuramente con l'avvicinamento dei giovani c'è una maggiore richiesta di scarpe speed

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- Decremento, l'argomento sostenibilità non interessa

SOCIAL MEDIA

- Instagram, Facebook
- Li sfruttiamo come vetrina
- Sì, aumentando la qualità dei contenuti e con delle campagne sponsorizzate a tema abbiamo incrementato molto sia il numero di follower che l'engagement

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: BROOKS, HOKA, NEW BALANCE
- Calzature trail running: HOKA, BROOKS, NEW BALANCE
- Abbigliamento: NEW BALANCE, SCOTT, DYNAFIT
- Accessori: BV SPORT, OXYBURN, BAUERFEIND

MARCHIO RIVELAZIONE DEL 2025

• **BROOKS**

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Chiedo alle aziende di non allontanare troppo le politiche di marketing dai negozi tecnici



PASSSPORT

BUSCHE (BL) - SEDI: 1

MARCO OIOVESAN, TITOLARE

BILANCIO DI FINE ANNO

- Stabile come L'anno precedente
- Meteo, prezzi online, aperture negozi da parte dei brand e outlet

• **Voto: 7**

TREND DI ACQUISTO

- 90% negozio fisico - 10% vendite online
- Nel mondo running leggero aumento spesa media. Molti clienti cercano nel sito e poi vengono in negozio

TENDENZE NELLE DISCIPLINE SPORTIVE

- Road running leggero incremento. Camminata stabile, trail running in leggero calo

PREFERENZE DEI CLIENTI SULLE SCARPE

- Il cliente cerca scarpe comode principalmente e anche con una buona componente tecnica. Le piastre affascinano, ma poi non sempre le acquistano

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- Abbigliamento in calo. Sostenibilità poco apprezzata

SOCIAL MEDIA

- Instagram e Facebook
- Per essere presenti e per dare informazioni
- No

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: BROOKS, HOKA, ASICS
- Calzature trail running: HOKA, LA SPORTIVA, BROOKS
- Abbigliamento: NIKE, ADIDAS, BROOKS
- Accessori: GARMIN, LEKI, SALOMON

MARCHIO RIVELAZIONE DEL 2025

• **HOKA**

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Bisogna creare sinergie tra i negozi fisici. Le aziende dovrebbero smetterla di proporsi come nostri primi competitor, dando spazio ai loro clienti sul territorio e agli store specializzati. La nostra competenza, il nostro assortimento e capacità di capire il cliente valgono molto e non è giusto sottovalutarle



RUNAWAY
MILANO - SEDI: 1
LUCA PODETTI, PROPRIETARIO

BILANCIO DI FINE ANNO

- 8% di incremento rispetto al 2024
- Gli eventi organizzati da noi

• **Voto: 8**

TREND DI ACQUISTO

- 90% negozio fisico, 10% e-commerce
- Meno clienti, ma con uno scontrino medio più alto

TENDENZE NELLE DISCIPLINE SPORTIVE

- La camminata

PREFERENZE DEI CLIENTI SULLE SCARPE

- Nessun cambiamento particolare

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- La domanda dell'abbigliamento è aumentata

SOCIAL MEDIA

- Instagram
- Li usiamo molto per la community ed eventi, poco per la vendita o promozioni
- Sicuramente aumento di follower, vendite non più di tanto

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: HOKA, BROOKS, DIADORA
- Calzature trail running: HOKA, NNORMAL, NORDA
- Abbigliamento: SATISFY RUNNING, DIADORA, HOKA
- Accessori: COROS, ALBA OPTICS, UYN

MARCHIO RIVELAZIONE DEL 2025

- **SATISFY RUNNING**



MAXENTSPORT
ALBINEA (RE) - SEDI: 1
MAX PEDRONI, BUYER

BILANCIO DI FINE ANNO

- Decremento del 20%
- La concorrenza web e il cambio di mentalità del consumatore

• **Voto: 5**

TREND DI ACQUISTO

- 80% negozio fisico, 20% e-commerce
- Richiedono più servizi: test dell'appoggio, consulenza nutrizionale, preparazione atletica, ecc.

TENDENZE NELLE DISCIPLINE SPORTIVE

- In ordine: road running, walking, trail running, Crossfit, Hyrox

PREFERENZE DEI CLIENTI SULLE SCARPE

- La richiesta è sui modelli ammortizzati e sulle maxi suole

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- L'abbigliamento è in diminuzione, il tema sostenibilità non è di interesse

SOCIAL MEDIA

- Instagram, Facebook e TikTok
- Li sfruttiamo un po' per tutto, dai nuovi arrivi alle promozioni
- Sì

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: BROOKS, ULYSSES, ASICS
- Calzature trail running: ULYSSES, ATOM, BROOKS
- Abbigliamento: CRAFT, UNDER ARMOUR, RUNNOWEEN
- Accessori: GARMIN, EASSUN, MAURTEN

MARCHIO RIVELAZIONE DEL 2025

- **ATOM**

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Le aziende dovrebbero fare due linee diverse di calzature, ben distinte: una dedicata all'online e una al negozio fisico



MAGNITUDO
TRENTO - SEDI: 1
NICOLA MAINO, SOCIO TITOLARE

BILANCIO DI FINE ANNO

- Incremento
- Non è facile da dire. Siamo in crescita costante da sette anni e a livello locale ci stiamo dando un gran da fare. Credo sia un mix di fattori che spaziano dalla scelta prodotti alla fidelizzazione del cliente.

• **Voto: 7**

TREND DI ACQUISTO

- 100% negozio fisico
- Nessun nuovo trend in particolare

TENDENZE NELLE DISCIPLINE SPORTIVE

- Sono tre segmenti importanti. Nel trail running siamo già un riferimento, nel road stiamo crescendo in fretta

PREFERENZE DEI CLIENTI SULLE SCARPE

- Nel road running sta crescendo il mercato delle intermedie con forte attenzione alla leggerezza e alla dinamicità, ma in negozio il grosso lo fanno ancora le daily trainer e principalmente i modelli con maxi suole

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- Per quanto riguarda la corsa, l'abbigliamento sta abbastanza mantenendo i volumi, mentre è in leggero calo per l'outdoor, soprattutto tecnico. La sostenibilità è spesso solo un plus a livello di comunicazione. Difficilmente però è un fattore che il cliente chiede

SOCIAL MEDIA

- Instagram e Facebook
- Principalmente sono la nostra vetrina online per i prodotti e il nostro canale di comunicazione per le iniziative e il brand
- Sì, ma non saprei dire se poi la crescita si è convertita

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: HOKA, SAUCONY, TOPO ATHLETIC
- Calzature trail running: SALOMON, HOKA, NNORMAL
- Abbigliamento: SALOMON, DYNAFIT
- Accessori: LURBEL, JULBO, SALOMON

MARCHIO RIVELAZIONE DEL 2025

- **SALOMON**



KM 42
PESCARA, PESARO, ZANÈ (VI), VICENZA - SEDI: 4
FABRIZIO PALLADINETTI, SOCIO TITOLARE

BILANCIO DI FINE ANNO

- Incremento tra il 10-15%
- Il mercato non è in crisi, la vendita dipende sempre dalla professionalità e dall'esperienza del personale, che è fondamentale. I miei collaboratori ricevono un bonus sulle vendite, così sono incentivati a fare sempre meglio

• **Voto: 9**

TREND DI ACQUISTO

- 100% negozio fisico
- Non si vende molto l'abbigliamento, perché è un prodotto molto duraturo. I clienti puntano sul footwear

TENDENZE NELLE DISCIPLINE SPORTIVE

- Camminata e trail running

PREFERENZE DEI CLIENTI SULLE SCARPE

- Vengono richieste scarpe più ammortizzate e molto protettive

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- L'abbigliamento è stabile e il tema sostenibilità non interessa molto. Noi facciamo la raccolta delle scarpe usate con Esosport

SOCIAL MEDIA

- Instagram e Facebook
- Facciamo promozioni, vendite dirette e cerchiamo di ampliare la community. Ci sono due social media manager dedicate molto brave.
- C'è un incremento di interesse e più engagement

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: BROOKS, HOKA, NEW BALANCE
- Calzature trail running: SAUCONY, ASICS, BROOKS
- Abbigliamento: NEW BALANCE, MIZUNO, ASICS
- Accessori: BV SPORT, OXYBURN, NIKE

MARCHIO RIVELAZIONE DEL 2025

- **ASICS**

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Dico alle aziende che sarebbe meglio abbassare un po' i prezzi delle scarpe



© Photos: Louis Garnier

VERCORS

Live vast, run far.

Cresce la collezione Rossignol trail running. Dopo VEZOR e VENOSK, nella primavera 2026 arriva VERCORS.

Dedicata agli atleti che cercano prestazioni e comfort a lunga durata, la Vercors racchiude tutte le caratteristiche di una scarpa pensata per l'endurance.

DA FEBBRAIO 2026 NEI MIGLIORI NEGOZI OUTDOOR.



COMFORT TECNICO
CUSHIONING PROTETTIVO
TRASPIRABILITÀ
STABILITÀ

ROSSIGNOL



GO RUNNING

ROMA - SEDI: 2

EMILIANO SCARSELLA, TITOLARE

BILANCIO DI FINE ANNO

- Incremento del 10%
- Una crescita generale dei negozi

• **Voto: 9**

TREND DI ACQUISTO

- Negozio fisico 99%, e-commerce 1%
- La nostra consulenza tecnica è sempre più richiesta

TENDENZE NELLE DISCIPLINE SPORTIVE

- Il road running

PREFERENZE DEI CLIENTI SULLE SCARPE

- Maggior richiesta delle maxi suole

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- L'abbigliamento è in caduta libera

SOCIAL MEDIA

- Instagram e Facebook
- Certo, sia per le vendite che per la community
- Sì, Instagram sta spingendo le vendite

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: BROOKS, ASICS, HOKA
- Calzature trail running: BROOKS, ASICS, HOKA
- Abbigliamento: ADIDAS, PUMA, ASICS
- Accessori: BV SPORT, FLOKY, GIST

MARCHIO RIVELAZIONE DEL 2025

- **MIZUNO**



BLUE BOX SPORT SPECIALIST

PONTE DI PIAVE (TV) - SEDI: 1

ENNIO BINCOLETTI, TITOLARE

BILANCIO DI FINE ANNO

- Leggero incremento
- Competenza del personale addetto alle vendite

• **Voto: 6**

TREND DI ACQUISTO

- Non abbiamo e-commerce, solo negozio fisico
- I clienti tornano in negozio per aver maggiori garanzie in fase di acquisto

TENDENZE NELLE DISCIPLINE SPORTIVE

- Il road running

PREFERENZE DEI CLIENTI SULLE SCARPE

- Nessun cambiamento

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- Non vendiamo abbigliamento

SOCIAL MEDIA

- Instagram, Facebook e TikTok
- Li usiamo per fare promozioni
- Nessun incremento

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: BROOKS, SAUCONY, ADIDAS
- Calzature trail running: BROOKS, SAUCONY, ATOM
- Abbigliamento: non lo vendiamo
- Accessori: OXYBURN, FLOKY, FALKE

MARCHIO RIVELAZIONE DEL 2025

- **ATOM**



ELITE SPORT

CASTELLAMMARE DI STABIA (NA) - SEDI: 1

MARCO MAURIELLO, RESPONSABILE TECNICO RUNNING

BILANCIO DI FINE ANNO

- Stabile
- La crisi mondiale che stiamo vivendo è sicuramente un fattore determinante

• **Voto: 6**

TREND DI ACQUISTO

- 90% negozio fisico, 10% online
- Nessun nuovo trend

TENDENZE NELLE DISCIPLINE SPORTIVE

- La camminata

PREFERENZE DEI CLIENTI SULLE SCARPE

- I clienti prediligono il comfort e la scarpa con maxi suola

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- È diminuita

SOCIAL MEDIA

- Instagram, Facebook e TikTok
- Li sfruttiamo principalmente per far conoscere i nostri prodotti
- Incidono poco sulle vendite

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: BROOKS, HOKA, ASICS
- Calzature trail running: BROOKS, HOKA, PUMA
- Abbigliamento: DIADORA, BROOKS, PUMA
- Accessori: POLAR, ASICS, BROOKS

MARCHIO RIVELAZIONE DEL 2025

- JOMA



VIDOTTO SPORT

JESOLO (VE) - SEDI: 1

EDO VIDOTTO, LEGALE RAPPRESENTANTE

BILANCIO DI FINE ANNO

- È rimasto come nel 2024
- Le ferie: i clienti in vacanza sono più rilassati e propensi ad acquistare i prodotti

• **Voto: 7**

TREND DI ACQUISTO

- 90% negozio fisico, 10% e-commerce
- I clienti guardano su internet quello che gli interessa e poi acquistano qui in negozio

TENDENZE NELLE DISCIPLINE SPORTIVE

- Il road running

PREFERENZE DEI CLIENTI SULLE SCARPE

- Le maxi suole vanno per la maggiore

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- La domanda è maggiore rispetto agli anni scorsi, il fattore sostenibilità conta in piccola parte

SOCIAL MEDIA

- Instagram e Facebook
- Per le promozioni e per costruire la nostra community
- Sì, c'è incremento rispetto all'anno prima

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: NEW BALANCE, ASICS, SAUCONY
- Calzature trail running: NEW BALANCE, SAUCONY, LA SPORTIVA
- Abbigliamento: UNDER ARMOUR, ASICS, NEW BALANCE
- Accessori: MICO, ROHNER, ASICS

MARCHIO RIVELAZIONE DEL 2025

- **NEW BALANCE**



IRUN

VICENZA - SEDI: 1

ANTONIO IRMICI, TITOLARE

BILANCIO DI FINE ANNO

- Incremento
- Aumento importante di ragazzi e ragazze giovani (18-25 anni) che hanno cominciato a correre con passione

• **Voto: 9**

TREND DI ACQUISTO

- Non abbiamo un e-commerce
- Nessun nuovo trend

TENDENZE NELLE DISCIPLINE SPORTIVE

- Il road running è tornato in modo importante, stabili il trail running e la camminata

PREFERENZE DEI CLIENTI SULLE SCARPE

- Le maxi suole e le scarpe piastrate continuano a essere molto richieste (bisogna però non esagerare con il soffice). È aumentata anche la richiesta di scarpe intermedie ben ammortizzate ma veloci, brillanti, leggere e senza piastre

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- Seppur con qualche difficoltà, l'abbigliamento continua essere fondamentale per la nostra realtà. La sostenibilità comincia a essere un fattore importante

SOCIAL MEDIA

- Instagram e Facebook
- Per costruire la community, per gli eventi e le promozioni
- Sì

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: ASICS, ADIDAS, HOKA
- Calzature trail running: ASICS, HOKA, NEW BALANCE

- Abbigliamento: ASICS, NEW BALANCE, ADIDAS
- Accessori: GARMIN, UYN, JULBO

MARCHIO RIVELAZIONE DEL 2025

- **ADIDAS**

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Consigliamo di non esagerare a progettare e commercializzare scarpe con suole troppo soffici



IRONMAX SPORT

AZZATE (VA) - SEDI: 1

MASSIMO MANGANO, TITOLARE

BILANCIO DI FINE ANNO

- Uguale all'anno precedente
- La concorrenza online

- **Voto: 6**

TREND DI ACQUISTO

- 100% negozio fisico
- Le persone preferiscono sempre acquistare online

TENDENZE NELLE DISCIPLINE SPORTIVE

- Il road running

PREFERENZE DEI CLIENTI SULLE SCARPE

- Nessun cambiamento

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- L'abbigliamento è in diminuzione, nessun interesse per la sostenibilità

SOCIAL MEDIA

- Facebook
- Li sfruttiamo per le promozioni
- Nessun incremento

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: HOKA, BROOKS, UNDER ARMOUR
- Calzature trail running: HOKA, BROOKS, UNDER ARMOUR
- Abbigliamento: UNDER ARMOUR, BROOKS
- Accessori: BV SPORT, UNDER ARMOUR

MARCHIO RIVELAZIONE DEL 2025

- **HOKA**

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Le case madri di calzature e abbigliamento dovrebbero eliminare la vendita sui loro e-commerce e tutelare di più i negozi fisici dei loro rivenditori



RUNNING CENTER

LUCREZIA DI CARTOCETO (PU) - SEDI: 1

STEFANO MORICOLI, TITOLARE

BILANCIO DI FINE ANNO

- Il 2025 si è concluso con un incremento del 15% rispetto all'anno precedente
- I principali fattori che influenzano l'andamento del negozio sono la consulenza tecnica e l'attenzione che si dà al cliente

- **Voto: 8**

TREND DI ACQUISTO

- L'e-commerce per il negozio è principalmente una vetrina con un'incidenza pari al 5% sulle vendite globali
- All'interno del negozio, non si sono rilevate differenze di comportamento d'acquisto da parte del cliente medio

TENDENZE NELLE DISCIPLINE SPORTIVE

- In questo ultimo anno forse c'è stato un incremento di camminatori rispetto alle stagioni scorse

PREFERENZE DEI CLIENTI SULLE SCARPE

- Nel podista c'è ancora una ricerca della performance, e quindi viene richiesta la scarpa con piastra

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- L'abbigliamento rimane nel suo standard come percentuale di vendita e personalmente non vedo un forte interesse sul discorso sostenibilità

SOCIAL MEDIA

- Instagram, Facebook e TikTok
- Principalmente si utilizzano per promuovere nuovi arrivi e novità ed eventi
- Non sfrutto ancora queste piattaforme per le vendite dirette

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: HOKA, NEW BALANCE, MIZUNO
- Calzature trail running: HOKA, NEW BALANCE, TOPO ATHLETIC
- Abbigliamento: NEW BALANCE, MIZUNO, I-EXE
- Accessori: BV SPORT, I-EXE, POLAR

MARCHIO RIVELAZIONE DEL 2025

- **ADIDAS**

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Mi auguro che sempre più brand sostengano i piccoli negozi fisici (dove si lavora dando molta attenzione all'utilizzatore finale del prodotto con prove, valutazioni ecc.) tramite un controllo dei prezzi online; facendo un esempio, da parte mia non è possibile che un articolo appena lanciato sul mercato lo si trovi subito su internet con il 20% di sconto



TOP RUNNING - LIBERI DI CORRERE

CASTELLANETA (TA) - SEDI: 1

GIAMBATTISTA COLANGELO, TITOLARE

BILANCIO DI FINE ANNO

- Leggero incremento
- La nostra competenza e consulenza nella scelta del prodotto giusto per il cliente

- **Voto: 7**

TREND DI ACQUISTO

- Il nostro è un negozio fisico, dove come detto in precedenza offriamo un servizio di consulenza, quindi le vendite sono sul 90% fatte in negozio e un 10% sul nostro e-commerce

- No, nessuno

TENDENZE NELLE DISCIPLINE SPORTIVE

- Senz'altro ancora se la giocano la camminata e il road running, anche se l'uso delle nostre calzature nel quotidiano sta crescendo sia come percentuale che come sana abitudine

PREFERENZE DEI CLIENTI SULLE SCARPE

- Cresce sempre di più la richiesta di scarpe "correttive" per l'uso quotidiano, sulle scarpe con piastra abbiamo registrato un leggero incremento sulla richiesta

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- Stabile

SOCIAL MEDIA

- Instagram, Facebook e TikTok
- Li usiamo un po' per tutto
- Un leggero aumento delle vendite dovute al loro utilizzo

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: BROOKS, ASICS, SAUCONY
- Calzature trail running: BROOKS, ASICS, SAUCONY
- Abbigliamento: MIZUNO, JOMA, ASICS
- Accessori: GARMIN, MICO

MARCHIO RIVELAZIONE DEL 2025

- **Nessuno**



CAMPOBASE

CARVICO (BG) - SEDI: 1

ALESSANDRO CHIAPPA, TITOLARE

BILANCIO DI FINE ANNO

- Incremento del 25%
- Questo incremento è dovuto ai social, alla nostra professionalità e alla nostra accoglienza, perché i clienti arrivano anche grazie al passaparola

- **Voto: 9**

TREND DI ACQUISTO

- 95% negozio fisico, meno del 5% e-commerce
- Nessuno

TENDENZE NELLE DISCIPLINE SPORTIVE

- Al primo posto la camminata, seguita da trail, road running e hiking

PREFERENZE DEI CLIENTI SULLE SCARPE

- Fino a qualche anno fa i clienti preferivano il super ammortizzato, ma la tendenza sta cambiando, si scelgono intersuole più dure per aver maggiore percezione del piede

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- Stazionario, ma il cliente medio non è attento alla sostenibilità

SOCIAL MEDIA

- Instagram Facebook e TikTok
- Per costruire la community, per farci conoscere per comunicare ciò che siamo
- Incremento di vendite

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: HOKA, BROOKS, SAUCONY
- Calzature trail running: HOKA, BROOKS, ICEBUG
- Abbigliamento: BROOKS, SCOTT, RUKKA
- Accessori: SALICE, OXYBURN, MICO

MARCHIO RIVELAZIONE DEL 2025

- **ICEBUG**

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- I brand continuano a progettare scarpe molto ammortizzate e con maxi suole. Così è davvero troppo, dovrebbero iniziare a puntare su alternative valide



PESAVENTO MOUNTAIN STORE

ASIAGO (VI) - SEDI: 1

FRANCESCA PESAVENTO, CO-TITOLARE

BILANCIO DI FINE ANNO

- Incremento
- C'è stata una percentuale maggiore di clienti

• **Voto: 9**

TREND DI ACQUISTO

- Non abbiamo e-commerce, 100% negozio fisico
- Nessun nuovo trend

TENDENZE NELLE DISCIPLINE SPORTIVE

- Camminata e trekking

PREFERENZE DEI CLIENTI SULLE SCARPE

- Nessun cambiamento

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- Minor richiesta di abbigliamento, la sostenibilità non interessa

SOCIAL MEDIA

- Instagram
- Per vendite dirette e promozioni
- Sì

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: HOKA, CMP, SALEWA
- Calzature trail running: HOKA
- Abbigliamento: PATAGONIA, ARC'TERYX, JEANNE BARET
- Accessori: ORTOVOX

MARCHIO RIVELAZIONE DEL 2025

- **JEANNE BARET**



PIPPO OLIMPICO

PREDAPPIO (FC) - SEDI: 1

MARCO NANNI, RESPONSABILE ROAD E TRAIL RUNNING

BILANCIO DI FINE ANNO

- Incremento del 10%
- I nuovi eventi collegati al road e al trail running

• **Voto: 8**

TREND DI ACQUISTO

- 80% negozio fisico, 20% e-commerce
- Nessun nuovo trend

TENDENZE NELLE DISCIPLINE SPORTIVE

- Road running

PREFERENZE DEI CLIENTI SULLE SCARPE

- I clienti preferiscono scarpe più generose nel comfort e nei volumi

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- L'abbigliamento è costante, c'è ancora poco interesse per la sostenibilità

SOCIAL MEDIA

- Instagram e Facebook
- Per entrambi
- No

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: BROOKS, SAUCONY, ON
- Calzature trail running: SALOMON, LA SPORTIVA, ALTRA
- Abbigliamento: CRAFT, THE NORTH FACE, MONTURA
- Accessori: GARMIN, OAKLEY, BV SPORT

MARCHIO RIVELAZIONE DEL 2025

- **ON**



SPORTSHOES

BARLETTA (BT) - SEDI: 1

MICHELE BRUNO, TITOLARE

BILANCIO DI FINE ANNO

- Stabile
- I clienti sono curiosi di provare le nuove tecnologie

• **Voto: 8**

TREND DI ACQUISTO

- 80% negozio fisico, 20% e-commerce
- Nessun nuovo trend

TENDENZE NELLE DISCIPLINE SPORTIVE

- Camminata

PREFERENZE DEI CLIENTI SULLE SCARPE

- Sì, c'è stato un cambiamento, con richiesta prioritaria di suole maxi super ammortizzate

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- Diminuzione delle vendite e il fattore sostenibilità non ha inciso per niente

SOCIAL MEDIA

- Instagram, Facebook e TikTok
- Per costruire la community
- Tanta curiosità e qualche vendita

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: BROOKS, ASICS, SAUCONY
- Calzature trail running: BROOKS, ASICS, SAUCONY
- Abbigliamento: MIZUNO, ASICS, BROOKS
- Accessori: GARMIN, ASICS

MARCHIO RIVELAZIONE DEL 2025

- **PUMA**

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Bisogna concentrarsi su pochi modelli e rivedere i prezzi, che sono arrivati alle stelle



JONATHAN SPORT

ACQUI TERME (AL) - SEDI: 1

FERDINANDO ZUNINO, TITOLARE

BILANCIO DI FINE ANNO

- Incremento del 5%
- La fidelizzazione del cliente e la presenza in negozio dei marchi giusti

• **Voto: 8**

TREND DI ACQUISTO

- 100% negozio fisico, non abbiamo e-commerce
- Nessun nuovo trend

TENDENZE NELLE DISCIPLINE SPORTIVE

- Camminata 60%, road running 30%, trail running 10%

PREFERENZE DEI CLIENTI SULLE SCARPE

- I clienti prediligono le scarpe con maxi suole e la comodità

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- C'è stato un aumento della domanda, il fattore sostenibilità è quasi nullo

SOCIAL MEDIA

- Facebook
- Li sfruttiamo per costruire la nostra community
- No

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: HOKA, MIZUNO, BROOKS
- Calzature trail running: HOKA, LA SPORTIVA, MIZUNO
- Abbigliamento: MIZUNO, GET-FIT, MONTURA
- Accessori: BV SPORT, DEMON, MIZUNO

MARCHIO RIVELAZIONE DEL 2025

- **HOKA**



BIBO SPORT

BIELLA - SEDI: 1

CRISTINA CIBIEN, TITOLARE

BILANCIO DI FINE ANNO

- Nel complesso bene, aumento del 15%. Poi ci sono variabili a seconda della disciplina
- Maggior assortimento di articoli tecnici di qualità per soddisfare la richiesta dei clienti

• **Voto: 9**

TREND DI ACQUISTO

- 100% negozio fisico
- Maggior spesa media in negozio, non abbiamo online

TENDENZE NELLE DISCIPLINE SPORTIVE

- Camminata

PREFERENZE DEI CLIENTI SULLE SCARPE

- No, ma i clienti cercano scarpe che vadano incontro il più possibile alle loro esigenze

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- Aumento, purtroppo il fattore sostenibilità non incide ancora sull'acquisto

SOCIAL MEDIA

- Instagram e Facebook
- Per costruire la community
- Sì

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: NEW BALANCE, UNDER ARMOUR
- Calzature trail running: LA SPORTIVA, NEW BALANCE, SCOTT
- Abbigliamento: PATAGONIA, MONTURA, BI420 (brand di proprietà)
- Accessori: SALICE, BI420 (brand di proprietà)

MARCHIO RIVELAZIONE DEL 2025

- **PATAGONIA**



PLANET SPORT
BARBERINO DI MUGELLO (FI) - SEDI: 1
SIMONE GIANNELLI, TITOLARE

BILANCIO DI FINE ANNO

- Incremento +70%
- Cambio locazione del negozio

• **Voto: 8**

TREND DI ACQUISTO

- 100% negozio fisico
- Più attenzione nella spesa sui prodotti di qualità

TENDENZE NELLE DISCIPLINE SPORTIVE

- In generale, tutti i settori

PREFERENZE DEI CLIENTI SULLE SCARPE

- I clienti cercano comfort e durata del prodotto

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- Stabile, la sostenibilità non è di interesse

SOCIAL MEDIA

- Instagram e Facebook
- Per costruire la community
- No

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: BROOKS, HOKA, TOPO ATHLETIC
- Calzature trail running: BROOKS, TOPO ATHLETIC, HOKA
- Abbigliamento: CRAFT, BROOKS
- Accessori: X TECH, BAUERFEIND, KAYAK

MARCHIO RIVELAZIONE DEL 2025

• **BAUERFEIND**

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Il discorso sarebbe lungo da affrontare. Il 90% delle problematiche di un negozio fisico è dovuto alla esigua marginalità sul prodotto rilasciata dal produttore e dall'ulteriore sleale concorrenza dello stesso produttore attraverso la sua piattaforma online



SPORT LAB
PORTO SAN GIORGIO (FM) - SEDI: 1
PAOLO E SAMUELE GIRONACCI, AMMINISTRATORI

BILANCIO DI FINE ANNO

- Stabile
- I consumatori fidelizzati

• **Voto: 6**

TREND DI ACQUISTO

- 90% negozio fisico, 10% online
- Nessuna novità rilevante

TENDENZE NELLE DISCIPLINE SPORTIVE

- Camminata

PREFERENZE DEI CLIENTI SULLE SCARPE

- Comfort ed estetica per un utilizzo quotidiano

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- Diminuzione, la sostenibilità non è un valore molto apprezzato

SOCIAL MEDIA

- Instagram e Facebook
- Li usiamo come vetrina e per costruire la community
- No, come l'anno precedente

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: BROOKS, SAUCONY, ASICS
- Calzature trail running: BROOKS, ALTRA, HOKA
- Abbigliamento: UNDER ARMOUR, NEW BALANCE, UYN
- Accessori: GARMIN, BV SPORT, SHOKZ

MARCHIO RIVELAZIONE DEL 2025

• **SHOKZ**



VERDE PISELLO
MILANO - SEDI: 1
PAOLO FOSSATI, TITOLARE

BILANCIO DI FINE ANNO

- Incremento (piccolo ma meritato)
- La crescita delle discipline che trattiamo, in particolare la camminata

• **Voto: 7**

TREND DI ACQUISTO

- Almeno per noi netta prevalenza del negozio fisico: se una bottega come la nostra si sbilanciasse troppo sull'online perderebbe il senso stesso della sua vocazione che era, e è sarà il contatto diretto col cliente
- Acquisti un po' più consapevoli e mirati e forte attenzione ai periodi promozionali

TENDENZE NELLE DISCIPLINE SPORTIVE

- Continua la crescita della camminata (e sta crescendo anche l'utilizzo della scarpa running come calzatura da indossare tutti i giorni)

PREFERENZE DEI CLIENTI SULLE SCARPE

- Sicuramente la suola alta, anche perché le aziende propongono (e spingono) pochi modelli con profilo più classico

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- Il reparto abbigliamento arranca nel periodo estivo e tiene ancora in quello invernale (il fattore sostenibilità, almeno da noi, conta meno di zero)

SOCIAL MEDIA

- Instagram e Facebook
- Per promuovere le novità e le offerte
- Direi di no

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: ASICS, BROOKS, HOKA
- Calzature trail running: SCOTT, NEW BALANCE, HOKA
- Abbigliamento: CRAFT, SCOTT, I-EXE
- Accessori: GARMIN, BV SPORT, SHOKZ

MARCHIO RIVELAZIONE DEL 2025

• **ETHIC SPORT**

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Il 2026 sarà il ventiduesimo anno della gloriosa storia della nostra vetrina sul Naviglio: confido che le aziende invertano la tendenza, piuttosto evidente negli ultimi anni, di essere i nostri primi competitor (è solo un auspicio, credo sia più facile che l'Inter vinca la Champions League)



PRO:CURSU
ORA (BZ) - SEDI: 1
HANSJOERG PICHLER, TITOLARE

BILANCIO DI FINE ANNO

- Incremento
- La consulenza e il passaparola

• **Voto: 8**

TREND DI ACQUISTO

- 100% negozio fisico
- La qualità del prodotto è l'elemento più importante, combinato con una buona consulenza

TENDENZE NELLE DISCIPLINE SPORTIVE

- Road running

PREFERENZE DEI CLIENTI SULLE SCARPE

- I clienti cercano tanta ammortizzazione e comfort

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- Stabile, il fattore sostenibilità non è richiesto

SOCIAL MEDIA

- Instagram e Facebook
- Per vendite e promozioni
- Sì

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: SAUCONY, BROOKS, 361°
- Calzature trail running: BROOKS, HOKA, KAILAS
- Abbigliamento: CMP, DYNAFIT, WILD TEE
- Accessori: BV SPORT, CALZE GM, CRAFT

MARCHIO RIVELAZIONE DEL 2025

• **KAILAS**

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Le condizioni commerciali dovrebbero essere divise per tre segmenti: specialisti (come me), multisport/catene (tipo Cisalfa) e online (MisterRunning), come già fa Saucony



MATIS GROUP
ATINA (FR) - SEDI: 1
LORIS NARDELLI, TITOLARE

BILANCIO DI FINE ANNO

- Direi soddisfacente, abbiamo avuto un leggero e piacevole incremento delle vendite rispetto all'anno precedente pari a un 10% circa
- L'attività fisica, intesa come benessere psico-fisico sotto forma di walking, running o trekking, hanno influenzato positivamente l'incremento delle vendite

• **Voto: 9**

TREND DI ACQUISTO

- 80% vendita presso il negozio, 20% vendite online
- La consulenza che forniamo ai nostri clienti e la stretta collaborazione con fisioterapisti, ortopedici e osteopati riveste un ruolo determinante per la vendita diretta presso il nostro negozio

TENDENZE NELLE DISCIPLINE SPORTIVE

- Come accennato in precedenza, l'attività fisica legata al benessere psico-fisico svolge un ruolo determinante sulla vendita dei prodotti, decisamente meno quella legata alla parte agonistica

PREFERENZE DEI CLIENTI SULLE SCARPE

- Direi che è in atto un deciso cambiamento, la consulenza tecnica in questo specifico momento fa la differenza nella vendita. Bisogna saper ascoltare le esigenze dei clienti e consigliarli al meglio senza strafare. La scarpa ammortizzata con controllo di pronazione on demand resta comunque il best seller in fase di vendita

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- Purtroppo le vendite legate all'abbigliamento, anche se in leggera ripresa, sono comunque in sofferenza e pochi fanno attenzione al concetto di sostenibilità

SOCIAL MEDIA

- Facebook
- Utilizziamo i social prevalentemente per lancio prodotti e informazioni tecniche
- In linea con gli scorsi anni

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: BROOKS, HOKA, ASICS
- Calzature trail running: HOKA, SALOMON, NNORMAL
- Abbigliamento: PATAGONIA, MONTURA, KARPOS
- Accessori: GARMIN, SALICE, MICO

MARCHIO RIVELAZIONE DEL 2025

• **SALOMON e PETZL con le nuove lampade frontali**

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Ritengo doverosa una considerazione che vale allo stesso tempo come un ringraziamento. Gli ORBDAYS sono un evento fondamentale per la crescita del nostro settore, dove i negozi specializzati sono al centro dell'attenzione con la giusta attenzione e formazione



3PASSI OUTDOOR
MORBEGNO (SO) - SEDI: 1
MICHELE CORNALI, PROPRIETARIO

BILANCIO DI FINE ANNO

- C'è stato un piccolo aumento
- Un fattore può essere le condizioni climatiche, in quanto si passa dal troppo freddo al troppo caldo. Poi l'aumento dei costi

• **Voto: 8**

TREND DI ACQUISTO

- Solo vendite fisiche, no e-commerce
- Nel mio negozio, trattando un brand di abbigliamento come Patagonia, il cliente ha sempre cercato il capo "storico del marchio" e non solo le novità

TENDENZE NELLE DISCIPLINE SPORTIVE

- Trail running

PREFERENZE DEI CLIENTI SULLE SCARPE

- Cercano la comodità, la maxi suola e la durata

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- La domanda dell'abbigliamento è aumentata e il fattore della sostenibilità ha inciso molto

SOCIAL MEDIA

- Instagram e Facebook
- Principalmente per costruire la nostra community
- L'aumento delle vendite non è principalmente legato alle piattaforme, utilizzando molto poco

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: HOKA
- Calzature trail running: HOKA, NNORMAL, LA SPORTIVA
- Abbigliamento: PATAGONIA, NNORMAL, SMARTWOOL
- Accessori: GARMIN, SMARTWOOL

MARCHIO RIVELAZIONE DEL 2025

• **PATAGONIA**



FARTLEK SPORT
MESSINA - SEDI: 1
ROBERTO TAMÀ, TITOLARE

BILANCIO DI FINE ANNO

- +15%
- Collaborazione con tecnici e istruttori e centri fisioterapici

• **Voto: 7**

TREND DI ACQUISTO

- 100% negozio fisico
- No

TENDENZE NELLE DISCIPLINE SPORTIVE

- Camminata e road running in uguale misura

PREFERENZE DEI CLIENTI SULLE SCARPE

- Non ho notato richieste particolari di marche o modelli che già non sono presenti in negozio. Si ricerca sempre di più la massima ammortizzazione e leggerezza, sempre meno le piastre in carbonio

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- Abbiamo avuto un leggero calo nella vendita di abbigliamento. La sostenibilità conta molto poco

SOCIAL MEDIA

- Instagram, Facebook
- Li usiamo per promuovere i nuovi modelli e iniziative come test di nuovi modelli e gare nelle quali siamo coinvolti
- Sì, un leggero incremento

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: ASICS, ALTRA, SAUCONY
- Calzature trail running: ALTRA, SCARPA, TECNICA
- Abbigliamento: PUMA, ASICS, ANDE
- Accessori: POLAR, COMPRESSPORT, MICO

MARCHIO RIVELAZIONE DEL 2025

• **KARHU**

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Ho notato un distacco sempre più evidente nei confronti dei piccoli negozi specializzati come il nostro da parte dei grandi brand, che favoriscono la grande distribuzione o la vendita online



RUN TECH
PADOVA - SEDI: 1
MAURO PALUELLO, BUYER

BILANCIO DI FINE ANNO

- Incremento del 13,2%
- Il target clientela passa sempre più al walking e trail, generando un incremento oltre al running puro

• **Voto: 8**

TREND DI ACQUISTO

- 99% negozio fisico
- Comportamenti invariati, si vende sempre in presenza presso il punto vendita

TENDENZE NELLE DISCIPLINE SPORTIVE

- Trail running e camminata outdoor

PREFERENZE DEI CLIENTI SULLE SCARPE

- La richiesta di scarpe con piastra in carbonio è in calo, le maxi suole creano disaffezione e incertezze

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- L'abbigliamento è in netto calo, la sostenibilità è percepita dal 10% del pubblico

SOCIAL MEDIA

- Instagram e Facebook
- Promozioni e presentazioni nuovi prodotti
- Sì

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: SAUCONY, MIZUNO, HOKA
- Calzature trail running: LA SPORTIVA, TOPO ATHLETIC, ALTRA
- Abbigliamento: MIZUNO, MICO
- Accessori: MICO, BV SPORT, INJINJI

MARCHIO RIVELAZIONE DEL 2025

• **SAUCONY**

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Le aziende devono considerare la sempre più marcata volontà di non fare magazzino, altrimenti si lavora solo per i saldi. Bisogna avere il b2b rifornito

ARE YOU A SHOPKEEPER?

Take part in our survey Exclusive!
Scan the QR Code on the right
and fill out the questionnaire





 **Joma**
TRAIL

TR-7

EVERY TRAIL EVERY TURN

FLYREACTIVE | DROP 8MM | WEIGHT 260GR



joma-sport.com



NEO ZEN 2 BY MIZUNO

Training find its ideal size

Mizuno's Neo Zen 2 evolves the concept of a daily trainer focusing on comfort, balance and fluidity. A shoe designed to accompany the runner in everyday races with a feeling of generous but controlled cushioning

In the world of highly cushioned daily trainers, the new Neo Zen 2 represents the evolution of a clear concept: maximum softness without compromising stability and control. Mizuno builds on the success of the first version and refines the model by improving the midsole, geometry, and fit, with the aim of expanding the target audience and making the shoe even more balanced for everyday running.

The sensation underfoot is that of an elastic, lively push, but more composed than in the past. This is thanks to the renewed Mizuno Energy NXT nitrogen infused, a compound that maintains high energy return while improving overall stability. The result is a generous platform (40 mm stack in the men's version) that does not just "cushion," but accompanies the transition, making it fluid and continuous.

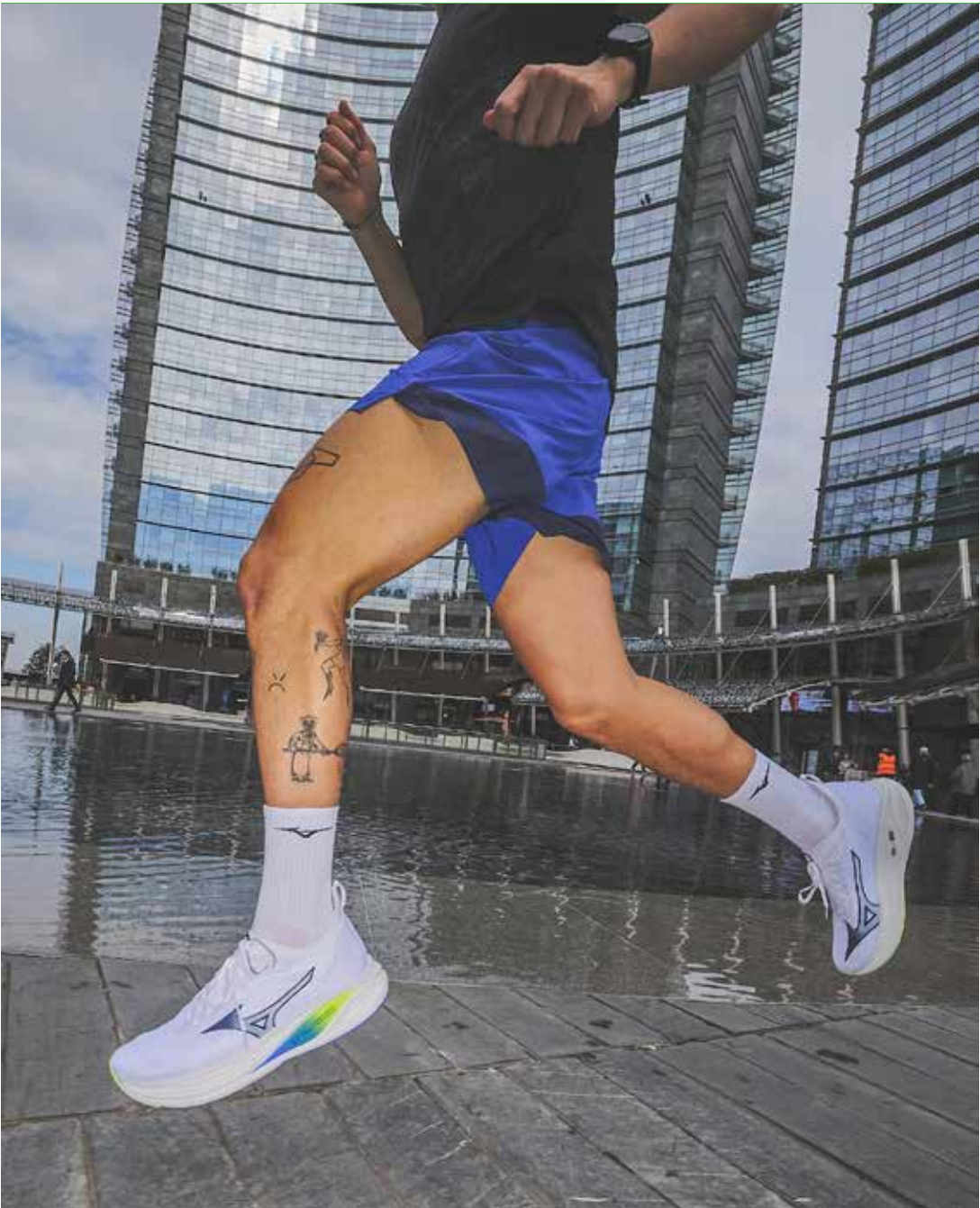
Neo Zen 2 was not designed as an extreme shoe. The Smooth Speed Assist (SSA) geometry, already seen on the brand's higher-performance models, has been made less aggressive here than in the Rebellion and Hyperwarp series. The inclination works more progressively in the rear and thrust phases, adapting to a wider range of

rhythms: from slow running to fast running.

The upper has also been re-designed. The technical mesh maintains a minimalist look, consistent with Mizuno's essential aesthetic, but introduces more pronounced reinforcement on the heel. The counter works in tandem with the padded collar to offer a greater sense of security when running, especially during changes of pace or when fatigue alters your mechanics.

The target is clear: neutral runners looking for ample cushioning and a smooth ride, both for regular training and more competitive use over medium to long distances. The Neo Zen 2 thus fits into the increasingly popular category of "advanced daily trainers," capable of covering most of your weekly mileage in premium comfort.

Behind the project lies the Japanese philosophy that Mizuno defines as Hairyo (consideration) and Chimetsu (precision): attention to detail and technical research that do not aim for special effects, but rather overall balance. A shoe that does not seek to impress with radical solutions, but rather to convince kilometer after kilometer.



Men's color



Women's color

HIGHLIGHT

CATEGORY /	SUPPORT /	STACK /	WEIGHT /	MIDSOLE /	GEOMETRY /
Cushioned daily trainer	Neutral	40 mm (M)	240 g (M) 210 g (W)	Mizuno Energy NXT (nitrogen infused)	Smooth Speed Assist (SSA) less aggressive



- LIMITED EDITION / ORIGAMI -

The Mizuno Neo Zen 2 is available in specialty stores in Origami color. The art of origami is minimalist, but its beauty knows no borders. Simple folds create infinite shapes. A metaphor that reflects the many possibilities that running offers the modern runner. Inspired by the fundamental principles of design, technical innovation, and unlimited performance, the visual of the Mizuno Neo Zen 2 Origami shares parallels with the art of origami: bold, straight lines accentuate the geometric importance of the midsole, while special graphics on the insole further incorporate the essence of origami art. Precision meets possibility. Technical simplicity meets endless opportunity. The Origami Pack is an ode to runners.



EVENTS / Launch and presentation of the Mizuno Run Club community: Mizuno Social Run in Milan at 10 Corso Como (February 5, 2026); launch dedicated to Mizuno Neo Zen 2 in Sanremo, during the Festival week (February 27, 2025)

TEST / opportunity to test the new Mizuno Neo Zen 2 at every event Mizuno Run Club official

DIGITAL / sponsored social media campaigns; launch of the model with Mizuno ambassadors; seeding to creators and influencers with a target audience aged 18-35; dedicated store locator with a list of authorized retailers in Italy

MEDIA / advertising, product testing, editorials, sponsored brand content



- ADVANTAGES OF THE MODEL -

- **GREATER STABILITY**
compared to the first version
- **REINFORCED HEEL**
for a more secure fit
- **SMOOTH TRANSITION**
thanks to the SSA



RESPONSIBILITY

Over 90% recycled materials
in various components
of the upper

WHO IS IT DESIGNED FOR?

REGULAR AND COMPETITIVE RUNNERS
seeking comfort
and energy return

NEUTRAL RUNNERS
those seeking maximum
cushioning
without instability

WORKOUTS
daily and long
progressives

AN ALTERNATIVE
more versatile compared
to pure racing models

DIADORA VIGORE V: ADVANCED STABILITY AND GREATER ENERGY RETURN



Diadora expands its stability range with Vigore V, a completely revamped model that combines high cushioning and responsiveness. Developed in-house at the CRD, it integrates Blu-shield N2 technology with a supercritical EVA Anima N2 midsole for up to 60% energy return, a 20% improvement over the previous version. The asymmetrical design of the Morpho Base supports medial stability only when needed, while the outsole combines soft rubber and Duratech 5000 for grip and durability.

Weight 310 g, drop 10 mm, and stack 39/28 mm.

diadora.com

HOKA CIELO X1 3.0: EXTREME LIGHTNESS, GREATER PROPULSION DURING THE RACE

HOKA presents Cielo X1 3.0, the lightest super shoe ever made by the brand, developed to offer maximum propulsion during competition. An evolution of the Cielo line, the 3.0 further reduces weight (213 g) while maintaining the carbon fiber plate, high energy return PEBA foam, and MetaRocker geometry optimized for continuous roll. The ultra-breathable Leno fabric upper and asymmetrical lacing improve comfort and precision. With a 37/30 mm stack, approved by World Athletics, it is designed for those aiming for a personal best in competition.



hoka.eu

KARHU MESTARI RUN 2.0: PROTECTIVE COMFORT FOR EVERY WORKOUT

Karhu has perfected the Mestari Run. Version 2.0 is a max-cushion daily trainer designed for regular training and long distances. The reformulated AeroFoam Nitro midsole, combined with Fulcrum technology, ensures generous cushioning and stable, smooth transitions. With an 8 mm drop and a lightweight, breathable IdealKnit upper, it offers consistent comfort even over long distances. Also available in a HiVo fit version for a wider fit, it is aimed at runners who prioritize protection and running continuity.



Sport Leader S.r.l.
+39.0171.413175
info@sportleader.pro

GRIP AND PERFORMANCE OFF-ROAD WITH SCOTT KINABALU TRAIL

Scott has launched the new Kinabalu Trail, a completely redesigned off-road model offering a better balance between lightness, comfort, and responsiveness. Built from scratch, it incorporates Kinetic Fusion Foam (EVA + PEBA) for a dynamic and durable ride. ER2 Rocker technology supports a smooth transition and efficient momentum, while the Versatile Traction outsole ensures reliable grip on variable terrain. A versatile option designed for runners seeking performance and agility on off-road trails.



Scott Italia - +39.035.756000 - marketing@scott-sports.it

SALOMON'S S/LAB PHANTASM 3: AERODYNAMICS ENTERS THE WORLD OF SUPER SHOES

Salomon expands its racing range with the S/Lab Phantasm 3, a model developed to optimize efficiency at high speeds through aerodynamic studies of geometry and volume. The shoe features a carbon fiber plate and a midsole made of high-energy return foams, with a design that promotes quick and stable transitions. The lightweight, structured upper contributes to support and precision during the push-off phase. A technical offering aimed at runners seeking maximum efficiency in road racing.



Amer Sports Italia - +39.0422 1764034 - amersports.com

SAUCONY ENDORPHIN AZURA: THE DAILY TRAINER FOR EVERYDAY PERFORMANCE

The brand expands its Endorphin line with Endorphin Azura, a high-performance daily trainer designed to bring speed and responsiveness to everyday workouts. The model, which has no plate, incorporates PWRRUN PB super foam for high energy return and a light, dynamic ride. SpeedRoll technology promotes smooth transitions and a natural roll, while the XT-900 outsole ensures grip and durability. Weighing 240 g and with an 8 mm offset (40/32 mm), Azura is a versatile solution for runners who want to "Make Any Day Fast," combining performance, comfort, and distinctive design.



saucony.com/it

EXPERIENCE 3: ALTRA RUNNING'S PHILOSOPHY FOR A MORE NATURAL RUN

Altra Running presents Experience 3, the collection that reaffirms its philosophy focused on natural biomechanics. In a market driven by increasingly invasive technologies, the brand offers a fundamental approach: not to distance runners from the ground, but to strengthen their connection with it, improving control, stability, and durability. At the heart of the project are the 4 mm drop and the iconic wide toe box, distinctive elements that promote a more natural posture and a smooth transition. The range includes Experience Flow 3, designed for daily road training; Flow ST, with GuideRail technology for discreet medial support; and Wild 3+, dedicated to trail and gravel, featuring a Vibram Megagrip outsole for maximum grip and durability.



altrarunning.eu

FIVEFINGERS V-RUN: MINIMAL THICKNESS, MAXIMUM CONTACT WITH THE ROAD

Vibram presents FiveFingers V-Run, a five-finger model designed for road running and minimalist fitness training. Ideal for transitioning from traditional shoes, it features a 4 mm Vi-Lite midsole for essential cushioning and a thin sole that promotes direct contact with the ground. The XS Run compound on the heel and toes improves grip and durability, while the lightweight, perforated upper ensures breathability and comfort while running.



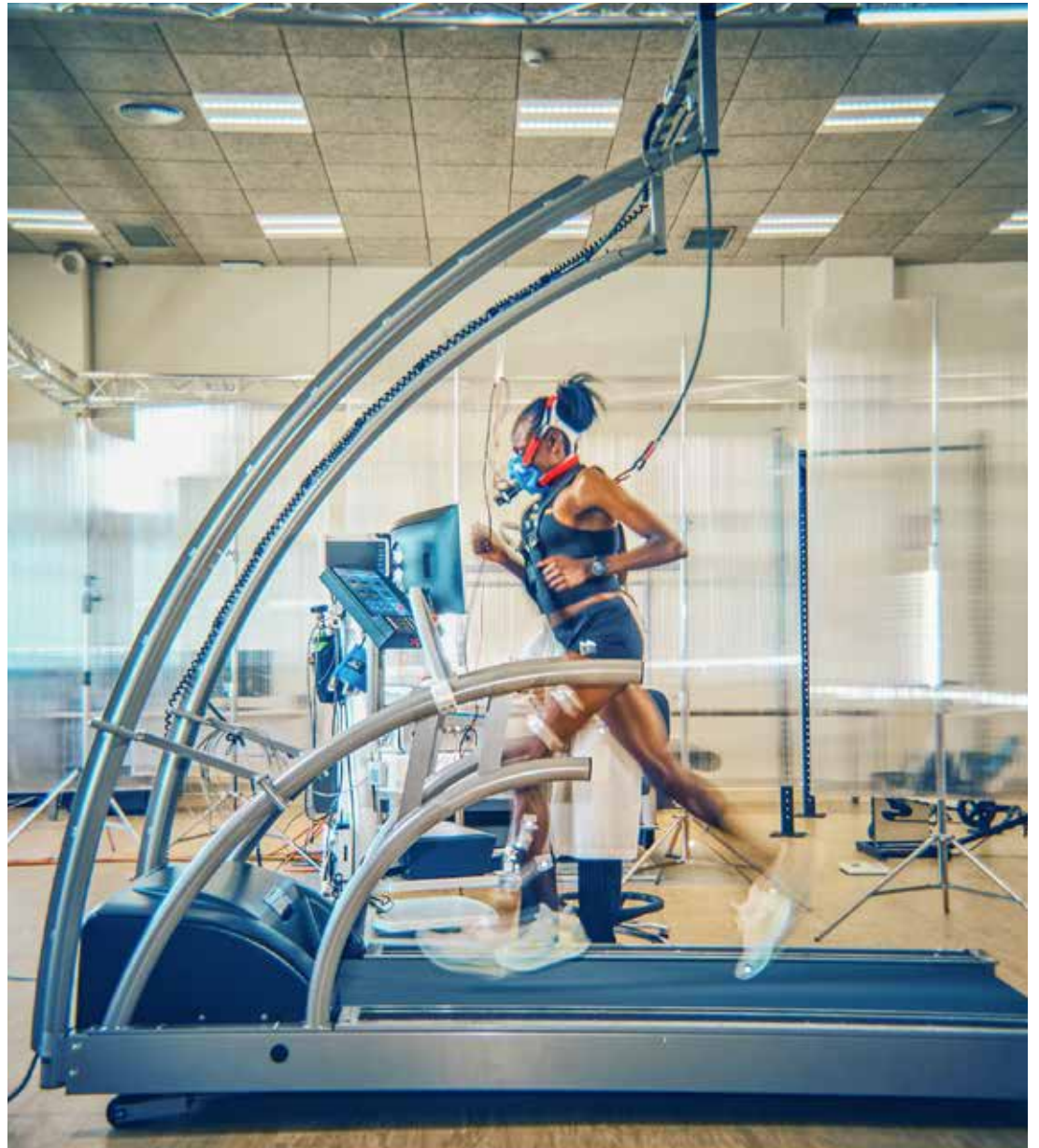
Vibram SpA - +39.0331.999777 - vendite@vibram.com

126 grams of performance

Joma speeds up in the racing segment with the new RS-9000, developed by the R&D+i team in the Portillo de Toledo laboratory in Spain, and already tested by elite athletes in international competitions

After more than 60 years of experience in the sports market, Joma presents the RS-9000, a road running shoe designed with a specific goal in mind: to become—at just 126 grams—one of the lightest competition shoes currently available on the market.

The RS-9000 is a clear demonstration of the brand's technical evolution and its ambition to position itself at the top of the performance segment. But above all, it is the result of years of research conducted in the Portillo de Toledo laboratory in Spain and a meticulous development process. The brand's R&D+i team has designed and tested every single component with the aim of reducing weight to a minimum, while ensuring high levels of efficiency and performance, validated through testing under extreme conditions.



FIELD RS-9000



UPPER /

The new upper, with its minimalist design—essential and clean—is breathable and highly lightweight. It is made with nylon thread reinforced with polyamide, two materials that adapt to the foot and guarantee optimal moisture management, keeping the foot at a constant temperature even in the most extreme conditions

MIDSOLE /

The midsole, with an 8 mm drop, incorporates the Light Reactive technology, made from specially injected Pebax. This solution ensures superior responsiveness while maintaining lightness and guaranteeing effective shock absorption

CARBON PLATE /

The RS-9000 is equipped with a carbon fiber plate which emphasizes energy return and stabilizes your stride, even at very high speeds

OUTSOLE /

The traditional rubber has been replaced by CPU, a material that is just as resistant to abrasion but much lighter, suitable for use on asphalt and non-aggressive terrain



THE ATHLETES WHO TESTED IT IN A RACE

The RS-9000 has already been tested in competition by athletes from Joma's elite team. Chiki Pérez wore it in the 10 km at the 2025 European Road Running Championships, achieving a time of 28:14, finishing in the top 10 and contributing to Spain's silver medal in the team event. Romanian athlete Stella Rutto also competed with the RS-9000 at the Brasov International 10K, as did the Joma athletes competing in the Paris 20K.

Multi-faceted personality

With the GEL-CUMULUS 28, ASICS consolidates one of the pillars of its road running offering, updating a historic model with technical solutions aimed at improving comfort and fluidity and accessibility for a wide audience



The neutral daily trainer for everyday training evolves with a focus on greater comfort, fluidity, and protection.

The ultimate all-round model is now even more reliable and suitable for a wider audience, providing a smooth yet responsive run.

The heart of the GEL-CUMULUS 28 is the new FF BLAST MAX midsole, a lightweight compound that is softer than the previous generation, designed to offer progressive cushioning without sacrificing energy return. The stack height is 38.5 mm at the heel and 30.5 mm at the forefoot in the men's version (37.5/29.5 mm in the women's version), with an 8 mm drop, ideal for neutral runners looking for protection over medium and long distances without an overly "maximal" setup.

PureGEL technology, strategically positioned in the heel, provides additional cushioning. Lighter and softer than traditional GEL, it helps to effectively absorb impact, making landing softer and more controlled, especially in the initial stages of foot strike.

The upper is made from engineered mesh to ensure a comfortable, well-ventilated fit, with a structure that wraps around the foot without constriction. Step-in comfort is further enhanced by the OrthoLite X-30 insole, which increases the feeling of softness and eases moisture management during training.

The FLUIDRIDE outsole ENSures a smooth transition from heel to toe, while the AHAR LO RUBBER insert in the heel increases the durability of areas subject to greater wear, a particularly important detail for runners who use this model as a mileage shoe.

The weight is 259 g for the men's version and 223 g for the women's version, placing the GEL-CUMULUS 28 in a balanced range between protection and lightness. It's worth to mention its focus on sustainability: the shoe's carbon footprint is 12% lower than the industry average, equal to 12.7 kg of CO₂e per pair, according to ASICS methodology.

The GEL-CUMULUS 28 is undoubtedly a solid, versatile option, ideal for neutral runners of intermediate level looking for comfort for their daily training.

GEL-CUMULUS 28

CATEGORY /

Neutral shoe – daily training / mileage

Men's color



ENGINEERED MESH UPPER /

enveloping structure, high comfort and good breathability



FLUIDRIDE SOLE /

comfort and traction without sacrificing strength

WEIGHT /

259 g (M)
223 g (W)

DROP /

8 mm

STACK /

38.5 mm / 30.5 mm (M)
37.5 mm / 29.5 mm (W)



SUSTAINABILITY /

FOOTPRINT CARBON:

12.7 kg CO₂e / pair
-12% compared to industry average

PureGEL ABSORPTION

TECHNOLOGY IN THE HEEL /

softer impact and smoother landings

Women's color



FF BLAST MAX MIDSOLE /

soft and progressive cushioning with greater energy return



ORTHOLITE X-30 INSOLE /

improved step-in comfort and moisture management



BV SPORT

BOOSTER

CALZE
DA CORSA

WWW.BVSPORT.COM



Beyond the specialized: retail as an evolving reality

With the opening of Km42 in the center of Vicenza, the project led by Fabrizio Palladinetti adds a new stage in its growth. A specialized store which looks primarily to the future, with an entrepreneurial vision that is still evolving

_BY CRISTINA TURINI

In the historic center of Vicenza, a new stage of the Km42 journey is taking shape. The project was founded in 2011 in Pescara by Fabrizio Palladinetti and Massimiliano Palumbo, united by their passion for running and a clear vision of a specialized store. From the outset, the goal was not simply to sell shoes, but to build a technical reference point, capable of accompanying the customer with expertise, listening, and concrete services such as dynamic foot analysis.

Over the years, alongside the operational development of its stores, Km42 has been able to count on an increasingly solid structure from a managerial and financial point of view thanks to the role of Palumbo, who has proved decisive in enabling the project to grow not only through new openings, but also through the acquisition and relaunch of existing businesses. This approach first led to the opening of Pesaro and then to the entry into Puro Sport in Zanè, a historic store with large volumes and significant potential, now reorganized and repositioned within the Km42 world.

Today, the opening of the Vicenza city center store is part of this logic: not a simple expansion, but a strategic choice. A more compact, urban store, designed to attract a different audience than Zanè and to explore a range of products oriented towards trail running as well as road running, without compromising the cornerstones of the project: specialization, advice, and customer relations.

Vicenza thus becomes a testing ground for a more agile and contemporary format, capable of interacting with the dynamics of city retail while keeping the dna of the specialty store intact. And this is not the end of the journey.

INTERVIEW WITH FABRIZIO PALLADINETTI AND MASSIMILIANO PALUMBARO

Let's start from the beginning. How was Km42 born in Pescara in 2011, and what was your idea of a specialized store at the time?

Km42 was born from the passion for sport of two friends: Fabrizio and Massimiliano, who shared kilometers of asphalt and fountains of sweat as teenagers. In 2011, in Pescara, we wanted to create a different kind of store, one that didn't just sell shoes but offered a real, professional, person-oriented service. The idea was to help each customer choose the best option for their physical characteristics, using tools such as free, personalized foot analysis. Not an "off-the-shelf" store, but a technical reference point for runners and walkers. Our goal is the well-being of our customers.

Looking back, what were the key milestones that transformed Km42 from a single store to a multi-store project?

The financial stability we have built up over the years in Pescara has allowed us to look further ahead. The

opening of Pesaro in 2022 was the first true step towards a retail network. Then came Zanè in 2024, an already active store that we took over and transformed into our flagship store. Finally, in 2025, we opened in Vicenza, with a smaller format, but strategic for exploring new urban and competitive dynamics.

In 2018, you tried out the Tenerife experience. What did that opening, even if short-lived, teach you from a management and strategic point of view?

Tenerife was a great learning experience. It didn't last long, but it taught us a lot: passion and ideas alone are not enough. You



*The owners Fabrizio Palladinetti
and Massimiliano Palumbo*

DATA SHEET

<i>Name: Km42 Vicenza</i>	<i>Square meters of footwear: 40 - Vicenza</i>
<i>Address: Borgo Santa Lucia, 3 - Vicenza - Italy</i>	<i>Clothing square meters: 20 - Vicenza</i>
<i>Phone number: +39.349.5271802</i>	<i>Warehouse size: 20 square meters - Vicenza</i>
<i>Email: vicenza@km42.info</i>	<i>Discipline trattate: running, trail running, hiking</i>
<i>Website: km42.info</i>	
<i>Instagram: @km42_purosportculture</i>	RUNNING & TRAIL BRANDS
<i>Warehouse management: digital</i>	<i>Footwear: ASICS, Brooks, HOKA, Mizuno, New Balance, Salomon, Saucony, and SCARPA</i>
	<i>Clothing: ASICS, Brooks, Mizuno, New Balance and Oxyburn</i>
	<i>Equipment: we don't sell it</i>
<i>Number of locations: four (Pescara, Pesaro, Zanè, Vicenza)</i>	
<i>Owners: Fabrizio Palladinetti & Massimiliano Palumbo</i>	
<i>Years of birth: 2011 Pescara, 2022 Pesaro, 2024 Zanè (VI), 2025 Vicenza</i>	
<i>Showcases: 2 showcases - Vicenza</i>	<i>Other services: dynamic support study in Pescara, Pesaro, and Vicenza. Coming soon to Zanè (VI)</i>
<i>Total square meters: 80 - Vicenza</i>	



need highly skilled people locally, in-depth knowledge of the local target market, and tight management control. The distance made it difficult to convey our methods and maintain our standards. It was an ambitious project, perhaps premature, but today we can say that it helped us mature.

At a certain point, the Km42 journey intersects with an already established business, the Puro Sport store in Zanè: what immediately struck you about that store and its potential?

A strong sporting identity. It was a well-known store in the area, with a very technical and loyal customer base. We were struck by its untapped potential: lots of space, a great team, but with room for improvement in terms of service and organization. Before adopting it, we studied the project in depth. I (Fabrizio) looked into the operational side, products, suppliers, and sales organization, while Massimiliano took care of developing the business plan, which is his primary job, carrying out all the necessary economic and financial checks. In the end, we got it started!

Zanè is a store with impressive figures. What were your top operational priorities once you took over management?

Warehouse organization, elimination of slow-moving products/brands, redefinition of visual identity, and cost rationalization. We introduced our business model, which is heavily focused on customer experience, which is central to the value proposition offered by Km42. At the management level, we set up economic and financial control tools to monitor costs, inventory turnover, and margins in real time.

Today, Zanè, Pescara, and Pesaro represent very different realities: how important is it for you to adapt the format to the territory instead of replicating a single model?

A lot, we don't clone stores. Km42 maintains the same dna, consulting, honesty, and quality, but each territory has its own language. In Pescara and Pesaro, given the physical characteristics of the territories, we work a lot with road products, while in Zanè, trail running reigns supreme. We are closely monitoring what is happening in the city of Vicenza, since we have only been there for a short time. The approach changes, but the values remain the same.

The opening of the Vicenza store marks a significant step forward. Why did you consider it strategic to return to the city center with a specialized store?

Vicenza is a test. It is a smaller store in an urban area, with competition present. We want to understand how the city's public responds, which is more dynamic but also more demanding. It is a way to explore new formats with a view to a possible evolution of the concept, in line with the evolution of the retail world.

What kind of identity did you want to give the Vicenza store compared to Zanè, in terms of products and services offered?

Vicenza is smarter and more streamlined, but retains the cornerstones of the Km42 model: high-level technical advice, quality products, and personal service. We have selected a more concentrated but highly targeted range, and we always offer foot analysis. It is a more agile format, but one that is consistent with our brand.

The choice of the person who manages the store is always crucial: what characteristics do you think a store manager should have today?

Empathy, listening skills, passion for sports, but also organizational skills and leadership. A Km42 manager must know how to inspire the team, but also keep track of numbers, read KPIs, and manage a warehouse. It's not just about sales, it's about relationships and leadership.

From a spatial perspective, how did you organize the interior of the Vicenza store to make the customer journey clear and easy to follow?

We have simplified things. The entrance is immediately welcoming, then an intuitive path unfolds between the shoe area, the fitting area, clothing, and accessories. Everything is designed to make the customer feel at ease and guide them without forcing them. Even time is part of the experience.

Technology plays an important role in your stores: what tools do you use today to support sales?

In addition to software for analyzing support, we use real-time management control systems. I (Massimiliano) can find out at any time and wherever I am in the world what receipts have been issued in Zanè rather than Pescara, Vicenza, or Pesaro, immediately see the margins of each individual sale and/or aggregated in various ways, and the exact stock levels in each store. Obviously, communication via social media has recently been a fundamental activity for spreading and targeting our message, and we have relied on a team of expert and highly trained young women. Technology helps us standardize where necessary and customize where it matters.

Looking ahead to the near future, what factors will you consider most carefully when choosing your next point of sale (planned for 2026)?

There are three elements: a strategic location (visibility, access, parking, customer base); economic feasibility (fixed cost structure, break-even point); and finally, human potential: without the right person in the store, we won't open it. We closely monitor the market in the upper Adriatic and northern Italy in general, and when opportunities for new openings or acquisitions arise, we evaluate them thoroughly, while always maintaining the quality that sets us apart.

The crucial role UX in e-commerce

It is neither the price nor the traffic that is holding back online sales: it's the user experience. Confusing layouts, complex checkout processes and unpersuasive images drive customers away. Focusing on every detail turns visitors into loyal buyers and increases conversions



When an e-commerce site doesn't convert, the diagnosis is always the same: "The prices are too high," "We don't have enough traffic," "The competition is crushing us." Yet, in most cases, the real problem is closer than you think. It's not the market that's not working, but the experience you're offering. UX (User Experience) is not the "beautiful design" of the site. It's the invisible infrastructure that determines whether a user completes the purchase or abandons the cart. A confusing checkout on mobile, images that don't do justice to the product, slow loading times, lack of verified reviews, hidden or unclear return policy. Every friction point is a potential lost customer. When the experience is poorly designed, the result is always the same: traffic comes in, but sales don't follow. The problem is not bringing more people to the site, but turning those who are already there into paying customers.

WHEN THE WEBSITE BETRAYS THE BRAND

Imagine clicking on an ad showing a high-end lifestyle product: sophisticated tone, clean visuals, clear promise. Then you land on the website. Chaotic layout, generic fonts, contradictory messages. In a matter of seconds, your brain registers an inconsistency. And inconsistency breeds mistrust. In fashion and sports, where brand identity is part of the product itself, this inconsistency is lethal. You're not just selling a shoe or a technical jacket: you're selling belonging, aspiration, recognition. If the website doesn't reflect that promise, the customer feels betrayed before even adding anything to their cart.

THERE IS ONLY ONE SOLUTION: ABSOLUTE CONSISTENCY.

- Same tone of voice on every page;
- Same colors, typography, visual hierarchy;
- Same narrative from the first click to the order confirmation email.

When every touchpoint communicates the same identity, the brand becomes credible. And credibility turns visitors into customers.

MOBILE: WHERE 70% OF CONVERSIONS TAKE PLACE

More than 70% of visits to e-commerce sites are made from smartphones, yet too many brands continue to design with desktops in mind. Buttons that are too small, confusing menus, checkouts that require five taps just to enter an address. The result? Mobile friction is a silent killer.

A MOBILE EXPERIENCE THAT CONVERTS MUST BE BASED ON THREE ELEMENTS:

- The optimized mini-cart must clearly show three things at a glance: product summary, free shipping threshold, and delivery times.
- Navigation should be designed for one-handed use, with large, thumb-friendly clickable areas.
- Checkout must be completed in less than 60 seconds. This is not an aspirational target: it is the maximum time before attention wanes and the customer abandons the process.

THREE SECONDS TO LOSE A CUSTOMER

A website that takes more than three seconds to load loses customers before they even see the product. Slow loading is associated with poor infrastructure, and the-

efore an unreliable brand. E-commerce performance is a strategic asset. High-performance hosting, global CDN, optimized images: every millisecond counts. Platforms such as Shopify are designed to handle high traffic spikes (including Black Friday), but configuration still matters. Installed apps can drastically slow down the site and cause performance to plummet. There is also another user who does not like slow sites: Google and other search engines, including LLMs such as ChatGPT or Perplexity. A slow site not only loses customers, but also visibility.

MEDIOCRE IMAGES = PRICE WAR

In fashion and sportswear, the product is visual by definition. If the photos do not convey quality, price becomes the only parameter for judgment. And when price is the only lever, you always lose. The solution is hybrid: still life for technical details, worn shots for the context of use. The customer needs to understand what they are buying and imagine themselves wearing it. Adding short videos increases the time spent on the product page and reduces returns. A video showing the product in motion, worn by real people, builds trust better than any textual description. Images are not a cost, but the most powerful selling point you can have.

TRUST ELEMENTS: WITHOUT TRUST, YOU CAN'T SELL

A visitor who doesn't trust you won't buy from you. Trust elements are essential: verified reviews, clear return policies, modern payment methods, visible security badges. Reviews with customer photos are particularly effective. Seeing the product worn by real people reduces uncertainty better than any description. Return policies must be explained in the product description, not hidden in the footer. Modern payment methods (Apple Pay, Google Pay, Klarna) are now expected standards, not optional extras.

WHERE TO START: THE UX CHECKLIST THAT CONVERTS

If your e-commerce site isn't converting, the problem is rarely just one thing. It's a combination of friction points along the purchase path. The good news? 90% of these problems are measurable and fixable. Start with an audit:

- analyzes brand consistency;
- tests mobile flows;
- measures website speed;
- evaluates images;
- verifies trust elements.

Identify bottlenecks and then take action methodically: one change at a time, one test at a time. UX is not optimized through total restyling, but with continuous, data-driven, conversion-oriented iterations.

LESS TRAFFIC, MORE SALES

An e-commerce site that doesn't sell doesn't need more traffic, but rather to better convert the traffic it already has. Better conversion means designing every element as part of a system that guides the customer toward a purchase without friction. In today's market, where attention spans are short and alternatives are just a click away, the winner is whoever can turn visits into trust and trust into sales. Everything else is just wasted traffic.



Ride On is a digital agency that combines strategy, marketing, and technology to support brands in the sports, lifestyle, and fashion sectors. It stands out for its collaborative and data-driven approach, supporting brands as a strategic partner and integrating expertise in e-commerce, marketing automation, and digital product development. The agency's mission is to contribute to brand growth through relevant communication strategies, strong user relationships, optimized conversion processes, and tailor-made digital solutions. A certified partner of Shopify and Klaviyo, Ride On combines creativity, technology, and data analysis to generate concrete and measurable results, with the aim of attracting qualified traffic and promoting sustainable growth over time.



LEARN MORE



L'EVENTO LEADER GLOBALE DELLA CALZATURA
DI MODA, DI QUALITÀ, INNOVATIVA E SOSTENIBILE



"PLAY it.
WALK it.
WIN it.
CHANGE
the GAME."

AI 2026/2027

MICAM FOR GAME CHANGERS

22-24 FEBBRAIO, 2026
FIERA MILANO RHO, ITALIA



micam.it





In Bhutan, the “Switzerland of Asia”

Running with our hearts racing due to the altitude and the many Tibetan flags that adorn streets and trails

_TEXT AND PHOTOS BY DINO BONELLI

“Druk Yul” land of the Thunder Dragon, as the Bhutanese like to call their country, and indeed the dragon appears beautiful and imposing on the national flag, between the yellow triangle representing the monarchy and the orange triangle symbolizing Buddhism.

High white walls support finely decorated wooden roofs, while doors, balconies, and windows are carved and painted. These architectural elements characterize the many Dzongs, centuries-old fortress-monasteries that overlook and control the long, deep valleys of Bhutan from their hilltops. These decorative elements are imposed by Driglam namzha, a code of conduct that regulates, among other things, the traditional modern architecture of public and private buildings. In the same code, included in the Constitution to protect the environment, the government also undertakes to maintain at least 60% of the national territory covered by forest. Confirming how real the policy of sustainability is in Bhutan, both in the sense that it was initially pursued by the beloved King Jigme Khesar Namgyel Wangchuck himself and because these actions are concrete and tangible, food production here is 100% organic.

A giant Buddha stands out on the side of one of the mountains surrounding Thimphu, the country’s small capital, as if to protect it. Others of different sizes scattered everywhere are proof of how Bhutan is a global stronghold of Vajrayana Buddhism. Most of these statues, which reproduce the many Buddhas with different names, positions, and sizes, are found in temples that further embellish and spiritualize the monasteries.



These are sacred buildings of prayer and meditation, where the air, already rarefied in this “Switzerland of Asia” at an altitude of around 3,000 meters, seems even lighter. The transcendence and mysticism of these religious buildings are very strong, and can also be perceived in many other less obvious situations, and sometimes even in the simplicity and goodness of the austere life led by its people.

With silent admiration and attention, we visit the stupas, which are Buddhist monuments that preserve relics, commemorate important events, and symbolize the enlightened mind of Buddha, as well as the forts and monasteries. However, we immediately ask our local guide, who accompanies and instructs us, to speed things up a little so that we can make up some precious minutes to invest in evening runs. Our mini group of five people is made up entirely of trail runners who love to run in any situation where possible. With the time gained

here and there, we go out for an hour’s run almost every evening, even if the weather is never too kind. On a couple of occasions, with a warm sun peeking out from the ever-present gray clouds, we change our route and run in daylight. We run to stretch our legs after many hours on the bus, without a stopwatch and without a destination, with our hearts racing due to the altitude and almost always accompanied by the many Tibetan flags that adorn the roads and trails. Colored drapes of blue, white, red, green, and yellow, representing sky, air, fire, water, and earth, respectively. Banners that leave it to the wind to carry their prayers and blessings to all living beings that this breath will encounter.



ON THE NEXT
NUMBER
we’ll go for a run
among the pygmies
of the Central
African Republic



#THEPLACETOBE

17-19 maggio 2026
Riva del Garda

500+
MARCHI

7000
OPERATORI
DI SETTORE

1500
NEGOZI

4000
BUYERS
DA 50 PAESI

BUSINESS • NETWORKING • EXPERIENCES • WORKSHOPS

Vuoi partecipare? 
Iscriviti



outdoorbusinessdays.com

Powered by





SCOPRI DOVE TROVARLE



MIZUNO NEO ZEN 2
FLOW FAST. OUTRUN YOUR PLAYLIST.

