

**United States Golf Shoes Market Assessment, By Product Type [Spiked Golf Shoes, Spikeless Golf Shoes, Golf Boots and Others], By Price Range [Mass/Economy, Premium], By Gender [Male, Female, Unisex], By Distribution Channel [Exclusive Stores, Multi Branded Outlets, Online, Others], Region, Opportunities and Forecast, 2018-2032F**

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**Report description:**

United States golf shoes market is projected to witness a CAGR of 4.41% during the forecast period 2025-2032, growing from USD 2.38 billion in 2024 to USD 3.36 billion in 2032 due to several reasons such as rising golf participation, technological advancements and evolving consumer preferences. Increasing interest among young players and women along with golf tourism and major tournaments is driving the market demand. Innovations in lightweight, waterproof and sustainable footwear have enhanced comfort and performance. The athleisure trend and e-commerce growth have further boosted the sales of golf shoes in the United States. Leading brands focus on eco-friendly materials and direct-to-consumer sales which ensures market growth as golf gains popularity across diverse demographics.

For instance, in January 2025, TRUE Linkswear OG3 Pro is set for a spring 2025 release, this shoe boasts a wide, cushioned, zero-drop construction with an aggressive TPU spikeless outsole which caters to golfers seeking performance features.

**Rising Golf Participation is Propelling Market Expansion**

The increasing popularity of golf in the United States is a significant driver of the growing demand for golf shoes. With more players emerging in the sport, the need for high-performance, comfortable and stylish footwear has surged.

According to the National Golf Foundation (NGF), the number of U.S. golfers reached 41.1 million in 2023 which marks consistent growth over the past few years. This includes both on-course golf experiences, such as driving ranges and simulators. The COVID-19 pandemic contributed to a surge in new players and the momentum has continued especially among younger golfers and women.

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With this expanding golfer base, footwear brands have introduced innovative designs to cater to diverse needs. Spikeless golf shoes which offer versatility for both on and off the courses have gained popularity among younger players. Similarly, waterproof and lightweight models have enhanced comfort for regular golfers.

Moreover, golf tournaments such as The Masters and PGA-Tour events have further inspired participation which fuels demand for premium golf shoes which are endorsed by top players. Additionally, golf tourism and corporate golf events have contributed to increased footwear sales. As golf continues to attract a broader audience, brands are responding with technologically advanced and stylish golf shoes which ensure sustained market growth. The rising number of golfers directly translates into higher demand for specialized footwear which makes it a key growth factor in the United States golf shoes market. For instance, in January 2024, TRUE linkswear unveiled three new shoe styles at the 2025 PGA Show including the OG3 Pro, LUX2 Players and LUX2 Maven.

These product launches reflect the industry's commitment to innovation and the increasing demand for golf shoes.

#### Proliferation of E-Commerce and Direct-to-Consumer (DTC) Sales is Driving Market Growth

The rise of e-commerce and direct-to-consumer (DTC) sales is significantly boosting the demand for golf shoes in the United States. As more consumers prefer online shopping for convenience, golf shoe brands are expanding their digital presence and offering innovative shopping experiences.

E-commerce platforms such as Amazon, PGA Tour Superstore and brand websites have made it easier for golfers to explore and purchase shoes without visiting physical stores. The growing trend of mobile shopping coupled with user-friendly interfaces and AI-driven recommendation has further increased online sales.

Many leading brands including Nike, Adidas, FootJoy and TRUE Linkswear are investing in DTC strategies to strengthen customer relationships and maximize profit margins. Companies are leveraging augmented reality (AR) and virtual try-on technology to enhance the online shopping experience which allow golfers to visualize fit and comfort before making a purchase.

Limited-edition and exclusive online-only product launches also drive consumer interest. For example, Tiger Woods Sun Day Red Pioneer Cypress golf shoe released in early 2025 has saw high demand due to its premium design and direct availability through the brand's website.

Moreover, the seamless digital shopping experience coupled with targeted marketing and personalized recommendations is fuelling online sales growth. As e-commerce and DTC strategies continue to evolve, they play a crucial role in driving demand for gold shoes in the United States market. For instance, in October 2024, Nike in collaboration with Hyperice Dynamic Air Compression Boot. This innovative boot utilizes dynamic air compression technology to prime the feet and ankles for activity which emphasize Nike's focus on integrating advanced technology into athletic footwear.

#### Spiked Shoes Segment is Leading the Market Share

The spiked shoes segment has cemented its dominance with strong statistics in the market. Due to its superior grip, stability and performance on various terrains. Professional and amateur golfers alike prefer spiked shoes especially when playing on wet, uneven or hilly courses. The added traction from removable cleats enhances balance and prevents slipping which makes them a popular choice for serious players.

Many golfers particularly those who play competitively opt for spiked shoes as they provide a firm foundation for powerful swings. Leading brands such as FootJoy, Adidas, Nike and Under Armour continue to invest in advanced cleat technology which incorporate innovative designs that offer maximum traction while maintaining comfort. For example, FootJoy's Premium series and Adidas' ZG23 shoes are engineered with performance-driven spikes that optimize grip and foot stability during a golf swing.

Moreover, PGA Tour professionals frequently wear spiked shoes which reinforces their dominance in the market. Many players have been seen sporting spiked models which influences amateur golfers to follow suit. Additionally, many prestigious golf clubs and tournaments are held on courses where spiked shoes which provide a distinct advantage which further fuels their demand. Despite the growing popularity of spikeless shoes, spiked golf shoes remain the preferred choice for those prioritizing performance over casual wear. Their continued dominance in the market is driven by a commitment to stability, superior grip and endorsement from professionals' players which ensures they remain an essential part of a golfer's equipment.

#### West Region is Dominating the United States Golf Shoes Market Share

West region is asserting its leadership in the United States golf shoes market. Because of its year-round golfing climate, high golf course density and strong golf culture. States like California, Arizona and Nevada have some of the highest numbers of golf courses which attract both local and visiting golfers. The consistent warm and dry weather allows for longer playing seasons which

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directly increase the demand for golf shoes and related equipment.

Moreover, California is home to world-renowned golf destinations such as Pebble Beach, Torrey Pines, and PGA West which has one of the largest golf-playing populations in the country. The state also hosts major PGA Tour events like the Genesis Invitational and Farmers Insurance Open which drive consumer interest in high-performance golf footwear.

#### Future Market Scenario (2025 - 2032F)

-□Integration of smart technology and advanced materials like Gore-Tex and breathable mesh enhances the performance and appeal of golf shoes. This technological innovation is likely to attract more consumers.

-□The focus on eco-friendly products is transforming the market. Brands are investing in sustainable materials and practices which align with consumer preferences and global environmental goals.

-□Strategic marketing efforts and expanding distribution networks including online platforms are providing opportunities for manufacturers to strengthen their market presence which will likely boost the sales.

#### Key Players Landscape and Outlook

Continuous innovation characterizes the landscape of the United States golf shoes, as companies compete to outperform one another in terms of advanced materials and customization. The market prognosis remains positive, owing to the rising golf participation and the proliferation of e-commerce and direct-to-consumer (DTC) sales. Golf shoes manufacturers in United States are focused on sustainability practices and enhanced comfort and performance, which will likely define the industry's future. Collaborations and developing technologies are projected to increase competition in this fast-paced market.

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\*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work.

18. ☐ Strategic Recommendations

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