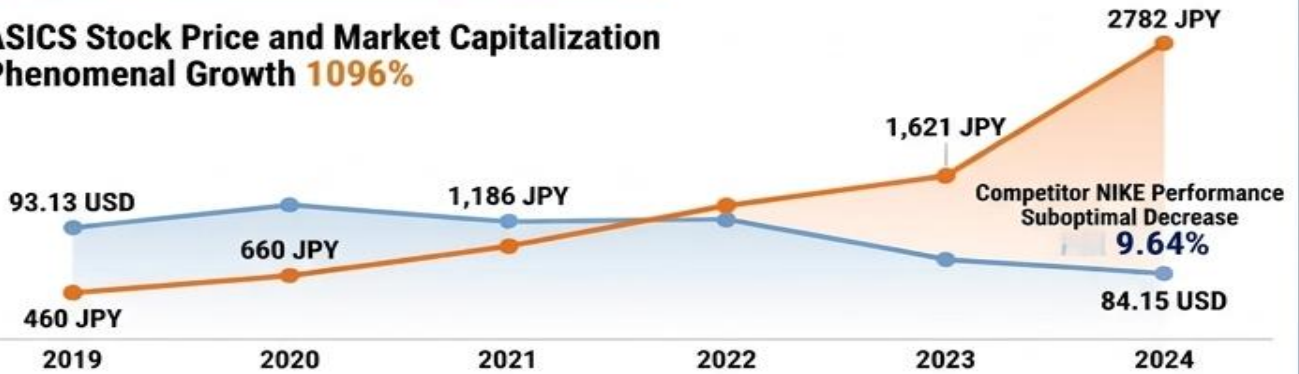


# Decoding the Rise of ASICS: Professional Technology and Market Strategy Analysis

## 1 Brand Rise and Performance (2019-2024)

### ASICS Stock Price and Market Capitalization Phenomenal Growth 1096%



From 2019 to 2024, ASICS stock price soared from 460 JPY to 2782 JPY, with a five-year revenue growth of 50%. Relative to ASICS's substantial growth, NIKE stock price during the same period fell USD to 84.15 USD, reflecting a shift in market landscape.

## 2 Core Competitiveness: Professional Technology and Quality



**GEL™ Technology:** Superior Shock Absorption and Durability

### ASICS vs. NIKE Performance Indicators Comparison

Indicator	ASICS	NIKE
Durability	700-800km	500-800km
Fit	Multiple Sizes, Appropriate Non-Abrasive	Narrow
Stability	DUOMAX™, External Heel Counter	Wide Footbed, Air Cushion

**FLYTEFOAM Lightweight Technology:** Achieves Extreme Lightness

GEL technology provides excellent shock absorption and durability, combined with FLYTEFOAM for ultimate light weighting, which is ASICS's R&D core.

Data indicates ASICS running shoes have advantages in durability, fit, and stability, making them particularly suitable for long-term professional sports.

## 3 Precise STP Market Positioning



## 4 Marketing Strategies and Success Factors

### Success Key Factors Rating



Key Element	Strategy Content
Product	Focus on Running Shoes, Retro Casual Series
Price	Value-oriented Pricing Strategy
Channel	Digital Transformation, DTC (Direct-to-Consumer, Online/Offline)
Promotion	Athlete Endorsement, Emphasis on Professional Sports Performance

## 5 2025 Consumer Survey Results



## 6 Conclusion and Recommendations

### Maintain R&D Leadership, Strengthen Digital Channels

- ✓ Core positioning in professional technology to avoid brand dilution.
- ✓ Optimize digital ecosystem, upgrade online-offline integration experience.
- ✓ Strengthen video and social marketing, attract young and female demographics.

ASICS has established a good reputation for technology and quality, but digital marketing and social media interaction still have room for improvement. Continue to strengthen to maintain leadership in the future.