

03 2020

SNAP VERIFIED AUTHENTIC SHOT

StockX Snapshot:  
RESALE IS A GLOBAL GAME

With millions of customers across more than 100 countries and territories, StockX continues to grow as a marketplace for sneakers. From its launch in 2016, the platform has grown to more than 100 countries and territories. By 2020, the global resale market for sneakers is expected to reach \$30B, an increase from \$19B in 2019. StockX is the leading platform for sneaker resale.

Doing, selling right the trends that are driving growth globally.

25M GLOBAL MONTHLY STOCKX VISITORS (Q3)

SNEAKER RESALE MARKET WORTH \$30B (\$19B NON-US) BY 2030\*

Outside of the United States...

SELL-SIDE TRANSACTIONS UP +250% YOY

COLLECTIBLE PURCHASES UP 3.2X YOY

62% OF STOCKX APP USERS UNDER 25 YEARS OLD (Q3)

FEMALE STOCKX USERS UP 130% YOY

Where is the Love?

Sneakers and apparel are a global phenomenon, but each local market has its own specific trends. We took a look at all regions where StockX operates and identified the products, brands, and silhouettes that are purchased at the highest rates than the rest of the world.

**FRANCE**  
LOCAL PURCHASES: 156K (Main: Orange Shox NZ)  
#2 best seller in France. Purchased 21x the global average.

**ITALY**  
LOCAL PURCHASES: 17K (Main: Red T-shirt)  
#1 best seller (T-shirt) in Italy. Purchased 9x the global average.

**UK**  
LOCAL PURCHASES: 156K (Main: Pink Quartz 5)  
#2 best seller in the UK. Purchased 9x the global average.

**GERMANY**  
LOCAL PURCHASES: 100K (Main: White ZX 9000-01 Aqua-0205)  
#7 best seller in Germany. Purchased 43x the global average.

**JAPAN**  
LOCAL PURCHASES: 100K (Main: Blue Business 2000-Len)  
#4 best seller in Japan. Purchased 51x the global average.

**HONG KONG**  
LOCAL PURCHASES: 100K (Main: White T-shirt)  
#1 best seller in Hong Kong. Purchased 5x the global average.

**DID YOU KNOW**  
Just like in France, most of the top five best-selling sneakers in the UK are Jordan 1 silos.

**DID YOU KNOW**  
While sneaker silos are globally the 2x more popular across a wider range of countries, Germany, with its sneaker culture, is the 2x most popular for the US.

**DID YOU KNOW**  
The top-selling sneaker in Japan is the Jordan 1, which is purchased 51x more than the global average.

**DID YOU KNOW**  
The top-selling sneaker in Hong Kong is the Jordan 1, which is purchased 5x more than the global average.

KAWAS WORLDWIDE

Silhouettes from the United States are among the fastest growing categories on StockX. Measured by SHIP, the main US KAWAS product has grown by nearly 200% over the past year. The demand for KAWAS is universal, but buyer preferences vary. This map shows the top-selling international markets for KAWAS, particularly market share, along with the top-selling KAWAS silhouette in each market.

Qatar: KAWAS (Main: Blue)

Philippines: KAWAS (Main: Blue)

Thailand: KAWAS (Main: Blue)

Mexico: KAWAS (Main: Blue)

Hong Kong: KAWAS (Main: Blue)

Taiwan: KAWAS (Main: Blue)

Hot Commodities

With their high demand and limited supply, sneakers are a hot commodity. Country exports can reveal a country's strengths. Export products are the key to success, which leads to global trade, new ideas for innovation and progress.

France

IMPORTS: 6.1% (2019)

EXPORTS: 7.8% (2019)

1.2% (2019)

1.9% (2019)

5.1% (2019)

Although France is the largest French export, it is not the top export. France is the top export for France, followed by the United States. France exports more than any other country except the US. With its high demand and limited supply, sneakers are a hot commodity. Country exports can reveal a country's strengths. Export products are the key to success, which leads to global trade, new ideas for innovation and progress.

Yeezy 550 (Main: White)

Dior x Air Jordan 1 (Main: White)

Japan

IMPORTS: 2.1% (2019)

EXPORTS: 14.4% (2019)

1.7% (2019)

1.0% (2019)

71% (2019)

14% (2019)

Over since its launch, the platform has been a hot commodity. Country exports can reveal a country's strengths. Export products are the key to success, which leads to global trade, new ideas for innovation and progress.

Nike Air Max 95 (Main: White)

Supreme Position Sneaker (Main: White)