

The ASICS logo is displayed in white, bold, uppercase letters. It is positioned in the top-left corner of a dark blue rectangular section. The background of this section features abstract, flowing, light blue shapes that resemble water or motion.The MIZUNO logo is displayed in white, bold, uppercase letters. It is positioned in the bottom-right corner of a dark blue rectangular section. The background of this section features abstract, flowing, light blue shapes that resemble water or motion.

JAPANESE SPORTS BRANDS

Tradition Meets Innovation

Global giants like Nike and Adidas lead the global sportswear market, but Japan's own ASICS, Mizuno, Descente, and Yonex are carving out strong global niches with quality and heritage.

 **RL Insights**

The DESCENTE logo is displayed in white, bold, uppercase letters. It is positioned in the top-left corner of a dark blue rectangular section. The background of this section features abstract, geometric shapes in shades of blue and green, including circles and triangles.The YONEX logo is displayed in white, bold, uppercase letters. It is positioned in the bottom-right corner of a dark blue rectangular section. The background of this section features abstract, geometric shapes in shades of blue and green, including circles and triangles.

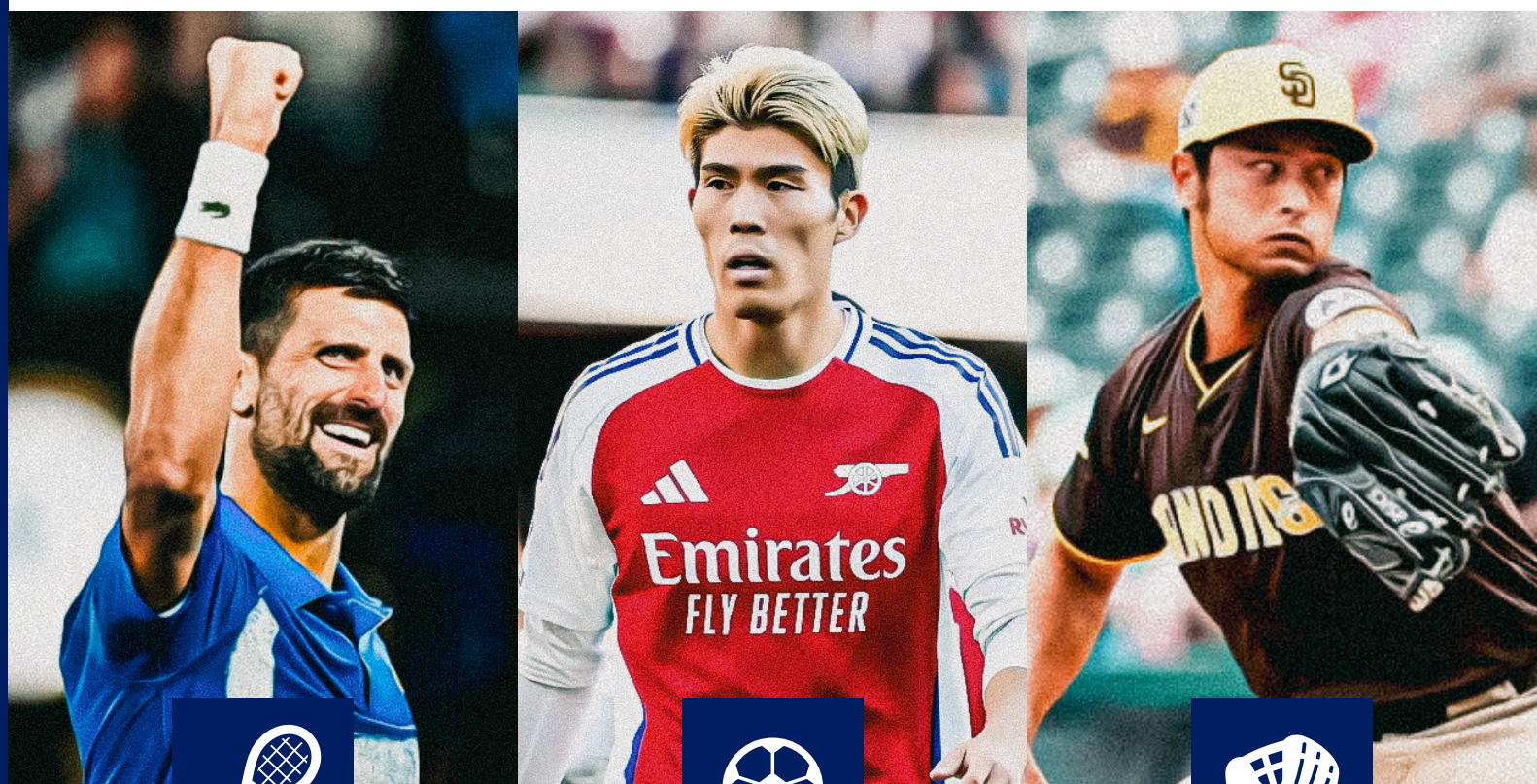
JAPANESE
SPORTS
BRANDS

01

 **asics**

ASICS

PARTNERED ATHLETES



Novak
Djokovic



Takehiro
Tomiyasu



Yu
Darvish

Headquarters

KOBE

Founded

1949

Socials



1.3M
followers



32.1K
followers



4.7M
followers

Specialty

Track & field, GEL cushioning tech pioneer

Markets

Japan, USA, Europe, Australia, growing in Southeast Asia

Overseas Sales

80.3%

Extras

- Owns fashion brand Onitsuka Tiger
- Blue Ribbon Sports, former distributor, evolved into Nike

JAPANESE
SPORTS
BRANDS

02



MIZUNO

PARTNERED ATHLETES



Joe
Montana



Sergio
Ramos



Rikako
Ikee

Headquarters

Founded

OSAKA

1906

Socials



113K
followers



30.7K
followers



2.2M
followers

Specialty

Baseball, golf, track & field, swimming

Markets

Asia, Oceania, North America, Europe, Latin America, China, Brazil

Highlights

- ⦿ #1 in Japan's baseball equipment market
- ⦿ Custom football boots tailored to Japanese players

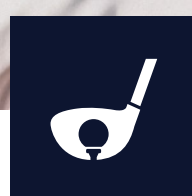
JAPANESE
SPORTS
BRANDS

03

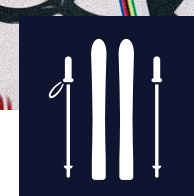


DESCENTE

PARTNERED ATHLETES



Xander
Schauffele



Marco
Odermatt



Yuki
Ishikawa

Headquarters

OSAKA

Founded

1935

Socials



22.3K
followers



35K
followers



22K
followers

Specialty

Winter sports & training apparel

Markets

Japan, China, South Korea, expanding in North America

Fun Fact

- ◎ Japan's first dedicated ski apparel brand
- ◎ Name means “descent” in French, reflecting ski culture

JAPANESE
SPORTS
BRANDS

04

 **YONEX**®

YONEX

PARTNERED ATHLETES



Naomi
Osaka



Stan
Wawrinka



Kento
Momota

Headquarters

TOKYO

Founded

1946

Socials



149K
followers



44.5K
followers



1.1K
followers

Specialty

Racket sports - badminton, tennis, golf

Markets

Strong in Asian badminton; tennis presence in Europe & North America

Origins

Founded by Minoru Yoneyama, started with wooden sake corks, pivoted to badminton rackets in 1957



Summary

Japanese sports brands combine decades of tradition, cutting-edge technology, and athlete partnerships to grow both domestically and globally — strengthening Japan's footprint in multiple sports markets

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