Investing in Sneakers

with

Splint Invest

Risk Category
Moderate - High

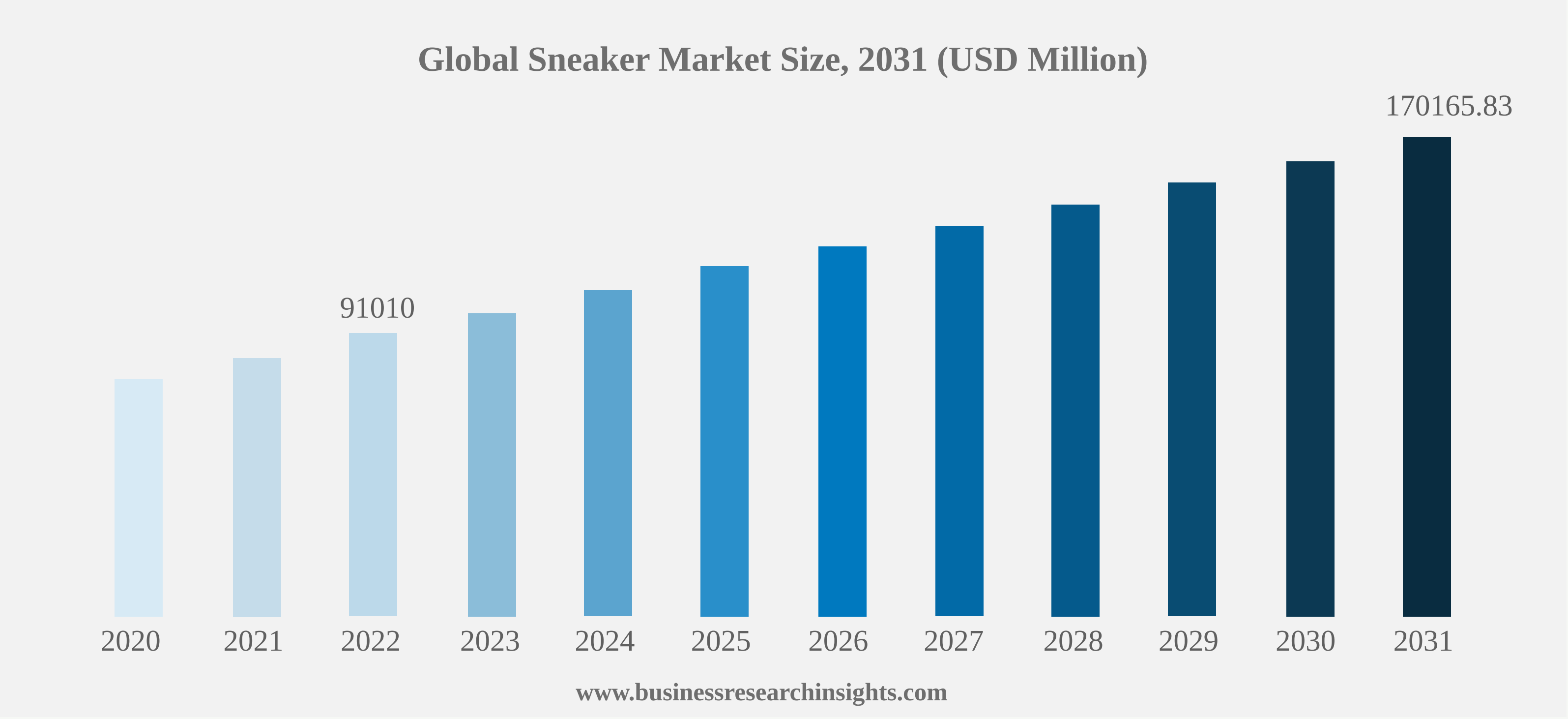
Average Return
25%

Investment Horizon
2-11 years

Sneakers as an investment

In the realm of investments, the term "Blue-Chip" typically brings to mind established, financially strong companies that have demonstrated resilience over time. However, in recent times, a new class of Blue-Chip assets has surfaced, and they're not traditional stocks or bonds. Instead, they're sneakers – those iconic footwear pieces that have transcended their practical use to become highly desired, valuable assets for both collectors and investors.

Sneakers have undergone a significant transformation from their modest origins as athletic footwear. What was once regarded as casual streetwear has evolved into a global sensation, propelled by a combination of cultural shifts, endorsements from celebrities, and astute marketing. Presently, sneakers have firmly positioned themselves at the nexus of fashion, art, and collectibles, fostering a robust secondary market.



Market growth

Market value of $170.165.83 million by 2031. Average annual growth rate (CAGR) of 7.2%.

Performance

The Jordan 1 Retro High Off-White Chicago has seen a yearly return rate of 116% over the last 5 years.

Cultural revolution

Classic sneakers have moved beyond just being practical items and have transformed into highly sought-after and valuable possessions for collectors and investors alike.

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Market Overview

Market size

The secondary market for sneakers has evolved into a yearly industry worth $2 billion in the United States.[1]

Key brands

Nike and Nike Jordans top the list of the most popular sneaker brands for resale. Other brands that should be considered include adidas, ASICS, Yeezy, and New Balance.

Most popular colors

Black, White, Red, Gray, Blue

Market Growth

The global sneaker market size is predicted to value at USD 91.010 million in 2022 and is projected to touch USD 170.165.83 million by 2031, at a CAGR of 7.2% during the forecast period. [2]

Key trading platforms

stockx, Flight Club, or Stadium Goods.

Limited editions

Shoes readily available in retail stores like Foot Locker won't generate high demand. An example of this is the Yeezy Boost 350 from 2018. Its value has declined since its release due to excessive production.

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[1] https://www.businessresearchinsights.com/

[2] https://www.businessresearchinsights.com/

Risk Considerations

Condition and Authenticity

The preservation of your sneakers' condition is crucial to maintaining their value. Improper storage or failure to ensure authenticity can impact their worth.

Market Conditions

Because limited edition sneakers are highly sought-after and rare, it's not unusual to find counterfeit versions being sold. With the growing popularity of this category, the problem is becoming increasingly significant.

Fake Sneakers

Ensuring your sneakers remain in good condition is essential for preserving their value. Inadequate storage or neglecting to verify authenticity can diminish their worth.

Investment Scenario

Similar to tangible items, charges and taxes are applicable in this context as well. As the asset's value increases, so do these expenses. Hence, when considering a purchase, the potential profits should surpass these expenses for the investment to be considered valuable.

Investing with Splint Invest

Diversification

With Splint Invest, you can easily diversify your portfolio and thus reduce your risk by investing in the 20 already available investment categories with numerous exciting opportunities on the platform.

Validated Investment Scenario

Every potential investment case undergoes a comprehensive due diligence process and is reviewed by our experienced team.

Proven Track Record

The sneakers are sourced from our trusted partners who possess a high level of market knowledge and a proven track record in investments.

Security

The assets are securely stored and insured in free ports and vaults.

Performance of our Assets

Best performing asset

Sneakers Nike, Chicago Bundle

Annualised performance: **30%**

Asset category performance

Annualised performance: **25%**

Average value increase

On average, 1,000 € invested 8 years ago would be worth 2,476 € today.

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Collaborators

Mario von Bergen
Co-Founder
Head of Investments

The forecasted estimates are based on past performance data. Please remember that past performance may not be indicative of future results. Different types of investments involve varying degrees of risk, and there can be no assurance that the future performance of any specific investment, or product made reference to directly or indirectly in this factsheet, will be profitable, equal any corresponding indicated performance level, or be suitable for your portfolio. Due to various factors, including changing market conditions, the content may no longer be reflective of current opinions or positions.

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