RETAIL & AFFILIATE PARTNER FACTSHEET

# SOLEZILLA IN NUMBERS

The Kaijū of sneaker searching

MEASURED 8 NOVEMBER 2026

RULE THE HYPE

RETAIL & AFFILIATE PARTNER FACTSHEET
MEASURED 8 NOVEMBER 2026
THE PLATFORMS GROW DAILY

# SOLEZILLA IN NUMBERS

The Kaijū of sneaker searching — multilingual sneaker discovery, content & commerce for high-intent shoppers. Figures below are aggregated and de-duplicated across Solezilla.nl, Solezilla.de and Solezilla.com.

**204.310**

**UNIQUE SNEAKERS**

with a live offer · deduplicated across .nl / .de / .com

**3.292.623**

**LIVE RETAILER OFFERS**

currently active across three platforms

**203**

**UNIQUE RETAILERS**

unique retailers across Solezilla.nl, .de and .com

**97.129**

**PRICE-COMPARABLE**

sneakers offered by 3+ retailers

**2.446.212**

**SCANABLE BARCODES**

EAN & GTIN codes mapped to live offers

**1.263**

**BRAND PAGES**

from global icons to luxury maisons

**7.374**

**MODEL PAGES**

hand-curated model histories & hubs

**3**

**MARKETS**

.nl (NL/BE) · .de (DACH) · .com (UK/US/RoE)

solezilla.nl · solezilla.de · solezilla.com | info@solezilla.com

RULE THE HYPE

ONE PARTNER · THREE MARKETS
**860M+ PEOPLE REACHED**

# COVERAGE PER PLATFORM

| PLATFORM / MARKET | LIVE OFFERS | SNEAKERS W/ OFFER | SHOPS |
|---|---|---|---|
| **SOLEZILLA.NL**<br>Netherlands & Belgium (€) | 1.502.424 | 203.398 | 166 |
| **SOLEZILLA.DE**<br>Germany & Austria (€) | 746.077 | 146.349 | 145 |
| **SOLEZILLA.COM**<br>UK (£) · US ($) · Rest of Europe (€) | 1.044.122 | 193.722 | 172 |

**MULTILINGUAL TERRITORY**NL/BE, DACH, UK, US & RoE — each market from a dedicated, localized platform.

**BROADEST BRAND UNIVERSE**Icons, performance, streetwear and luxury maisons in one benchmark.

**KAIJU DISCOVERY ENGINE v3**Stylecode matching, colourway extraction and size-level availability.

**SOLEZILLA HYPESCORE**A proprietary live sneaker-demand indicator for models and brands.

**SUPERIOR CONTENT**Model histories, collab & designer hubs — not a bare price table.

**HIGH-INTENT JOURNEY**Discover › refine › compare › convert into high-value retailer clicks.

**Mark van den Ing** — Founder, Solezilla
Affiliate approval · feed integration · launch partnership

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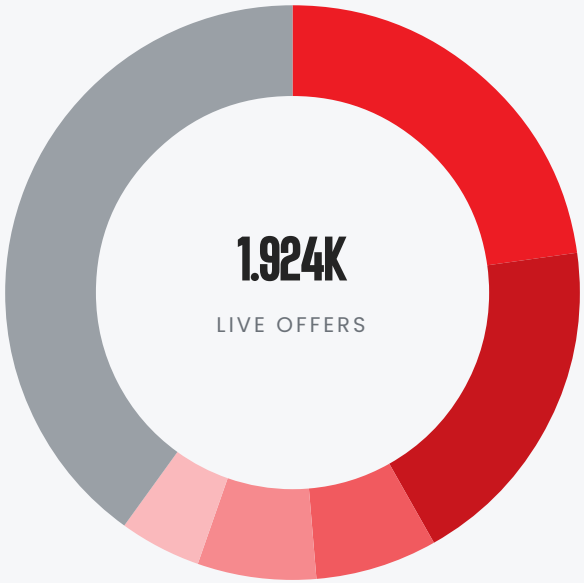
**PRESS & DATA** solezilla.nl/pers · .de/presse · .com/press | Sneaker Price Index | logo: SVG / PNG

# BRAND MIX & HYPE

Share of live retailer offers by brand, with Solezilla Hypescore demand and the number of ATOMIC grails.




| BRAND | SHARE | OFFERS | SNEAKERS | AVG GSV | ATOMIC |
|---|---|---|---|---|---|
| Nike | 22,7% | 437.301 | 133.640 | 24,8 | 1.141 |
| adidas | 19,0% | 365.619 | 92.312 | 19,8 | 171 |
| Jordan | 6,8% | 131.575 | 32.446 | 27,1 | 356 |
| New Balance | 6,7% | 128.913 | 26.822 | 26,2 | 189 |
| ASICS | 4,6% | 88.367 | 18.571 | 20,2 | 43 |
| Other brands | 40,1% | 772.243 | — | — | — |

GSv = Solezilla Hypescore (0–100 live demand) · ATOMIC = grails scoring 70+ · Hypescore measured on Solezilla.nl (master).

# SNEAKER PRICE INDEX

Solezilla's monthly benchmark of live sneaker prices against manufacturer RRP — size-pinned and split by segment. Free to cite (CC BY).

| SEGMENT | REGULAR | HYPE · 70+ GSV |
|---|---|---|
| **Women**<br>vs. RRP, size-pinned EU 38 | -21% | +27% |
| **Men**<br>vs. RRP, size-pinned EU 43 | -14% | +52% |

**99.1**

index (RRP = 100) · +0.1% MoM · October 2026

**Regular** sneakers sell below RRP once you compare across shops; **hyped and limited** models (Hypescore 70+) still command a premium. A structural, size-honest read on where the market actually clears.

## PRESS & DATA RESOURCES

**Press pages**
solezilla.nl/pers · .de/presse · .com/press

**Logo & brand assets**
logo (SVG) · logo (PNG)

**Sneaker Price Index**
Monthly price data · solezilla.nl/sneakerprijsindex

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