



RETAIL & AFFILIATE PARTNER FACTSHEET

SOLEZILLA IN NUMBERS

The Kaijū of sneaker searching

MEASURED 17 SEPTEMBER 2026



RETAIL & AFFILIATE PARTNER FACTSHEET
MEASURED 17 SEPTEMBER 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.

205.990

UNIQUE SNEAKERS

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

3.042.299

LIVE RETAILER OFFERS

currently active across three
platforms

216

LISTED SHOPS

retailers & marketplaces ·
deduplicated

92.027

PRICE-COMPARABLE

sneakers offered by 3+ retailers

2.406.881

SCANABLE BARCODES

EAN & GTIN codes mapped to live
offers

1.275

BRAND PAGES

from global icons to luxury maisons

7.635

MODEL PAGES

hand-curated model histories &
hubs

3

MARKETS

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



ONE PARTNER · THREE MARKETS
860M+ PEOPLE REACHED

COVERAGE PER PLATFORM

PLATFORM / MARKET	LIVE OFFERS	SNEAKERS W/ OFFER	SHOPS
SOLEZILLA.NL Netherlands & Belgium (€)	1.372.931	205.075	216
SOLEZILLA.DE Germany & Austria (€)	713.358	144.627	116
SOLEZILLA.COM UK (£) · US (\$) · Rest of Europe (€)	956.010	192.743	176
↳ Rest of Europe (€)	855.404	191.205	138
↳ United Kingdom (£)	68.308	34.774	22
↳ United States (\$)	32.298	21.971	16

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

BROADEST BRAND UNIVERSEIcons, performance, streetwear and luxury maisons in one benchmark.

KAIJU DISCOVERY ENGINE v3Stylecode matching, colourway extraction and size-level availability.

SOLEZILLA HYPESCOREA proprietary live sneaker-demand indicator for models and brands.

SUPERIOR CONTENTModel histories, collab & designer hubs — not a bare price table.

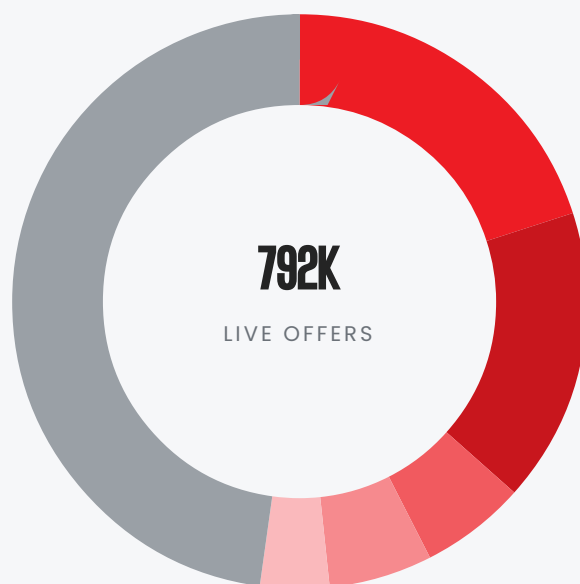
HIGH-INTENT JOURNEYDiscover → refine → compare → convert into high-value retailer clicks.



BROADEST BRAND UNIVERSE
TOP-5 BRANDS

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	20,0%	158.112	43.457	25,7	1.187
 adidas	16,5%	131.070	30.259	20,8	190
 Jordan	5,9%	46.785	10.932	27,9	382
 New Balance	5,8%	45.988	8.719	27,8	200
 ASICS	3,9%	31.096	6.088	21,5	43
 Other brands	47,9%	379.052	—	—	—

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