Hoka's audience praises the *cushion*, faults the service, argues about soles

> We read 779 voices and a model sorted 143 of them into themes, keeping each only where it takes its theme's side. Cushion that eases foot and joint pain comes up in 27 of those, customer service in 29 and cushion that brought new pain in 18. The soles split them: 19 voices are about soles wearing out too fast, while 28 more say the wear is normal for the miles or theirs held up. Post the answer to the mileage question, in their words.

HOKA
hoka.com

779 voices read
Reddit 11 Nov 2025 to 22 Oct 2026
Instagram 30 Aug 2026 to 27 Oct 2026
TikTok 17 Jul 2026 to 26 Oct 2026
Amazon reviews 14 Feb 2026 to 24 Oct 2026

143 of the 779 in a theme
sorted by a model, counted exactly

October 27, 2026
public posts only; no usernames

THE SHORT VERSION

The cushion brings them in; the service and new pain push them away; the soles start arguments

779

voices read: Reddit, comments under Hoka's posts, Amazon reviews

143 of them sorted into themes by a model

27

voices are about cushion that eases foot and joint pain

a theme, sorted by a model

19

voices are about soles wearing out too fast

28 more say the wear is normal for the miles or theirs held up

18

voices are about new pain or wobble put down to the cushion

15 of them on Reddit

01 **The cushion is what they praise, and what some blame**

27 voices are about cushion that eases foot or joint pain, like #110: “Clifton10 + insoles cured my plantar fasciitis. Walked all over Japan 25,000 steps everyday.” Another 18 are about new pain or wobble put down to the cushion, like #184.

02 **The soles are argued over, not only complained about**

19 voices are about soles wearing out too fast, like #68, and 28 more say the wear is normal for the miles or theirs held up, like #128. Another 16 are about the price for how long they last.

03 **Service complaints play out under the brand's own posts too**

29 voices are about customer service, cancelled orders and denied warranty claims, 13 of them in the comments under the brand's Instagram posts.

Counts are of the 779 voices we read (Reddit, comments under HOKA's own posts, Amazon reviews), not of everyone. Themes are a model's sorting; the counts of that sorting are exact.

WHERE WE LISTENED

Where they talk: 222 voices in r/Hoka, 272 under Hoka's own posts

We searched Reddit for “HOKA” and “Hoka shoes” over the past year, read the comments under Hoka's newest posts, and read Amazon reviews of the Bondi 9 and Clifton 10 listings.

REDDIT · LAST 12 MONTHS

437 voices in 22 threads

SUBREDDIT	THREADS	VOICES
r/Hoka	11	222
r/PlantarFasciitis	2	42
r/malefashionadvice	2	42
r/mensfashion	1	21
r/redscarepod	1	21
r/runninglifestyle	1	21
r/AskRunningShoeGeeks	1	20
r/NoStupidQuestions	1	20

+2 more: r/walking (20), r/SaudiForSaudis (8)

Searched: “HOKA”, “Hoka shoes”.

UNDER HOKA'S OWN POSTS

Instagram @hoka

333 comments read on 29 of the 30 newest posts (30 Aug 2026 to 25 Oct 2026)

TikTok @hoka

56 comments read on 10 of the 25 newest posts (13 Jul 2026 to 25 Oct 2026)

Comment cap: 400 in all, logged.

AMAZON REVIEWS

70 reviews of 4 products

Hoka Men's Bondi 9 | Road Running Shoes
4.5★ · 3,583 ratings · 79% five-star · read 20

Hoka Womens Bondi 9
4.5★ · 3,359 ratings · 79% five-star · read 20

Hoka Womens Clifton 10 | Road Running Shoes
4.5★ · 2,774 ratings · 79% five-star · read 20

Hoka Mens Clifton 10 | Road Running Shoes
4.6★ · 2,683 ratings · 82% five-star · read 10

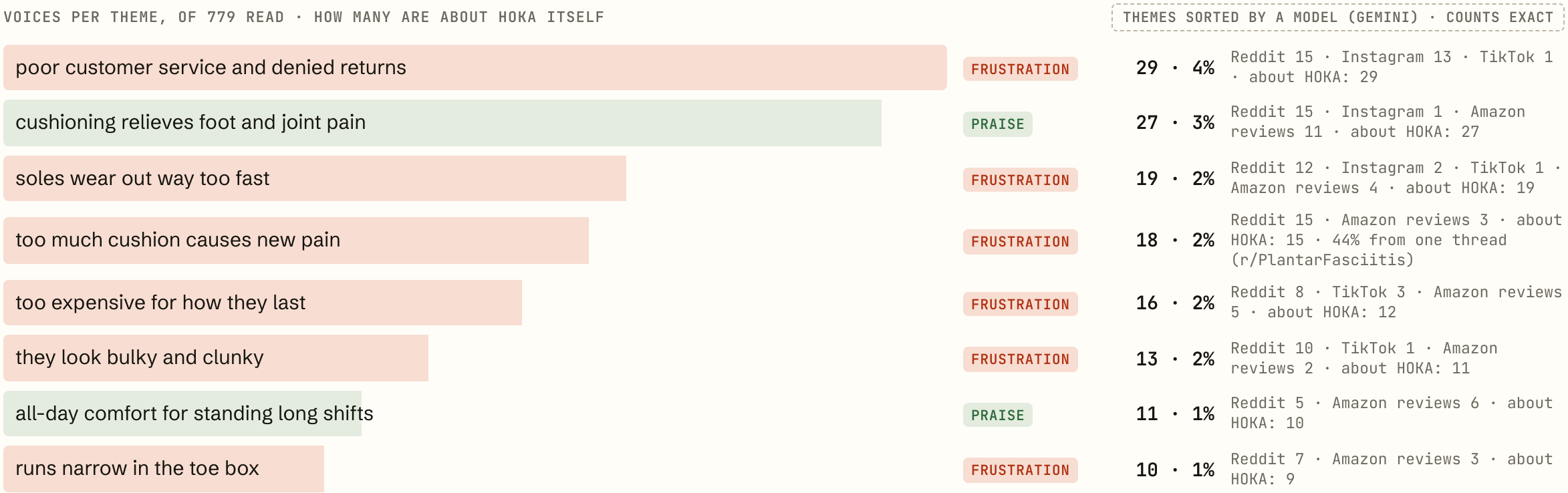
The Amazon pass reads critical reviews on purpose, so its 39 three-star reviews are not the share of buyers who complain: on the Women's Bondi 9 listing, Amazon's own split is 79% five-star.

Reddit: up to 30 threads, Reddit's relevance order, each with up to 20 of its top comments. Amazon: per product, the up to 10 most helpful reviews, then up to 10 most helpful critical (1-3 star) ones; the star split beside each product is Amazon's own, over all its ratings.

WHAT THEY KEEP SAYING

Customer service (29) and cushion that eases pain (27) come up most in what we read

Each bar is the number of voices a model put in that theme; a voice counts once, and only where it takes the theme's side. Read the bars as what comes up, not as how many customers feel it.



143 of the 779 voices were sorted into a theme. The other 636: 410 on-topic but in no theme, 226 off-topic (a tagged friend, an emoji); all listed in the HTML version.

A model (Gemini) named the themes from the voices and put each voice in one theme or none; we count its sorting. Read the quotes on the next slides before trusting a label.

WHAT FRUSTRATES THEM

The service, new pain and fast-wearing soles: what frustrates them

Two voices from each of the three complaint themes, as written. On the soles, 28 more voices take the other side: the wear is normal for the miles, or theirs held up.

poor customer service and denied returns

29 voices · Reddit 15 · Instagram 13 · TikTok 1

> “I sent my shoes in for warranty and they wrote back that my shoes are counterfeit. 🫠 I bought them from Hoka.”
>
> Reddit · r/Hoka · comment · Jul 2026

> “Beware. I purchased my Hokas 6 months ago, had a hole develop on the INSIDE of the ankle region - and they still denied the warranty claim saying it was from regular usage.”
>
> TikTok · comment under the brand's TikTok · Jul 2026

too much cushion causes new pain

18 voices · Reddit 15 · Amazon reviews 3

> “Bondi made my PF go from a 1-2 to a 10 and before it was intermittent, after then it’s constant. I will never wear another Hoka.”
>
> Reddit · r/PlantarFasciitis · comment · Apr 2026

> “Hokas are not very supportive shoes. They allow your ankle to roll and if you have pronation issues, makes it worse. They are too soft”
>
> Reddit · r/PlantarFasciitis · comment · Apr 2026

soles wear out way too fast

19 voices · Reddit 12 · Instagram 2 · TikTok 1 · Amazon reviews 4

> “Yes. I've bought more than a dozen pair of Hoka's and they last 6 months tops. They're great while they last, but they don't last long!”
>
> Reddit · r/Hoka · comment · Feb 2026

> “My biggest issue is tread wear. I walk 8k to 10k steps a day at work. I need to replace them after 3 months due to the tread wearing off. I've had my Brooks Ghost max 3 for 4 months and they still look new.”
>
> Reddit · r/Hoka · comment · Feb 2026

Quoted as written, whole, without usernames. Each quote is one person: an example of its theme, not proof of it; the count beside the theme is the evidence.

WHAT THEY WANT AND LOVE

They praise the cushion for easing pain and for getting through long shifts

Two voices from each of the two praise themes, as written.

cushioning relieves foot and joint pain

27 voices · Reddit 15 · Instagram 1 · Amazon reviews 11

“Hokas have saved me a lot of pain in my feet from walking.”

Reddit · r/mensfashion · comment · May 2026

“So weird. Hokas have reduced my foot pain from a 7 to a 4-5.”

Reddit · r/PlantarFasciitis · comment · Apr 2026

all-day comfort for standing long shifts

11 voices · Reddit 5 · Amazon reviews 6

“I use this for work as a nurse. Shifts are 13-14hrs, never a single day where my feet hurt by the end of my shift. I’ve had them for about 6 months now, def will rebuy whenever they eventually crap out, but for now they’re going strong.”

Reddit · r/Hoka · comment · Nov 2025

“I have had mine since June. 8-10 miles a day as a UPS package delivery driver. The rubber sole has worn off but the foam is still fine and support is amazing still. Couldn’t ask for a better shoe. Amazing shoes!”

Reddit · r/Hoka · comment · Nov 2025

THEIR WORDS

Their words: plantar fasciitis, feet all day, arch support, and “how many miles?”

The phrases people repeat across Reddit, comments and reviews, counted, and the questions they ask out loud.

PHRASES 4 OR MORE VOICES WROTE · NUMBER OF VOICES

running shoes 21 · bondi 9 17 · 6 months 16 · plantar fasciitis 14 · customer service 12 · walking shoes 10 · other brands 9 · arch support 9 · new pair 9 · feet all day 7 · steps a day 6 · wide feet 6

Counted, not chosen by a model: every run of 2 to 4 words that 4 or more of the voices we read wrote, links and names left out.

QUESTIONS THEY ASK · 106 VOICES ASK SOMETHING

“I feel like they should be able to last at least a year right? I got ORDERED them 6 months today. So I’ve only been wearing them for maybe 5.5 months.”

Reddit · r/Hoka · comment · Jul 2026

“Is the sizing similar to other Hokas? I want these but worry the fit could be off without laces.”

Reddit · r/Hoka · comment · Nov 2025

Soles peel

“They are hoka shoes for kids. Every pair of hokas i have bought for daughter and wife have had sole issues but they keep asking for new pairs. Is there a warranty on defective shoes? Should be.”

3★ Amazon review · Hoka Womens Clifton 10 | Road Running Shoes · Sep 2026

Phrases: counted over the voices on HOKA or its category (552 of 779); one voice counts once per phrase.

THREE POSTS TO MAKE FROM THEIR WORDS

Three posts written from their words, in Hoka's own short register

Each opens with a line taken from a voice we read, and keeps to the short, plain sentences of Hoka's own captions (“The more you keep going, the easier it gets.”).

SOLES WEAR OUT WAY TOO FAST · 19 VOICES

The miles, not the months

OPEN WITH

A worn Bondi outsole held up beside a phone showing the miles walked in it.
“How many miles? It is not about time.”

1. Three outsoles side by side, each labelled with its miles.
2. The wear that comes from slipping the shoe on with the laces still tied, and the fix.
3. When to retire a pair, said in miles.

Their words: #64 (Reddit), #252 (Reddit), #330 (Reddit)
HOKA's register from: Instagram post Sep 2026: “The more you keep going, the easier it gets. #HOKA”

CUSHIONING RELIEVES FOOT AND JOINT PAIN · 27 VOICES

Saved me a lot of pain

OPEN WITH

Feet up after a long walk, a pair of Bondis kicked off beside them.
“Hokas have saved me a lot of pain in my feet.”

1. Three wearers say where it hurt before and what changed.
2. Say it plainly: soft is not right for every foot, so get fitted first.

Their words: #145 (Reddit), #110 (Reddit), #189 (Reddit), #184 (Reddit)
HOKA's register from: Instagram post Oct 2026: “Rain changes the plan, not the adventure. 🌧️ Shop the Clifton 11 GTX…”

ALL-DAY COMFORT FOR STANDING LONG SHIFTS · 11 VOICES

A shift in the Bondi 9

OPEN WITH

A pair of Bondi 9s on a break-room bench at the end of a shift, laces loosened.
“On my feet walking the entire shift.”

1. Bondi 9 wearers on their own shifts, in their words: a slot technician on the floor all shift, a reviewer through long shifts on Amazon.
2. The lace tip from a Bondi 9 review: snug rubbed the outer foot, slightly loosened did the trick.

Their words: #177 (Reddit), #735 (Amazon reviews)
HOKA's register from: Instagram post Sep 2026: “Limit less.For whatever’s on your calendar… and whatever isn’t. Th…”

Each opening line takes a run of 3 or more words from the voice it names (#n = the voice's number in the list at the end of the HTML version). The register follows HOKA's own captions named under each idea.

HOW WE READ IT

What we read, how it was sorted, and what it cannot tell you

What the box said. “hoka.com”: a brand. We found HOKA at hoka.com, and its accounts Instagram @hoka, TikTok @hoka.

Reddit. 22 threads and 416 comments from 10 subreddits, found by searching Reddit for “HOKA”, “Hoka shoes” over the last 12 months (Reddit's relevance order; up to 30 threads, up to 20 top comments each).

Under the brand's posts. 389 public comments under the newest posts of Instagram @hoka (30 posts), TikTok @hoka (25 posts), capped at 400 comments.

Amazon. 70 reviews of 4 products found by searching Amazon for “HOKA” (only the brand's own listings): per product up to 10 most helpful reviews, then up to 10 most helpful critical ones (1-3 stars; slide 3 gives each product's count read). The critical pass is there so complaints show; it is not the share of buyers who complain (Amazon's own star split is on slide 3).

Dates. Reddit 11 Nov 2025 to 22 Oct 2026; Instagram 30 Aug 2026 to 27 Oct 2026; TikTok 17 Jul 2026 to 26 Oct 2026; Amazon reviews 14 Feb 2026 to 24 Oct 2026; read October 27, 2026.

The themes. A model (Gemini) named the themes from an even sample of every source, then read each of the 779 voices, noted whether it was about HOKA, its category or neither, and put 143 of them in a theme: 410 are on-topic but fit none of the themes, and 226 were off-topic. The counts are exact tallies of that sorting; the sorting is a reading, not a measurement.

The quotes. Every quote is one voice, stored as written and shown whole. No usernames. Voices that name someone's account, carry a link, or name or describe a private person are counted but never quoted (2 were left out for naming a person). Pasted repeats count once (32 left out). 88 emoji-only comments left out. 899 items read in all.

What it cannot tell you. These are the people who chose to write, in public, where we looked: a sample, not your customers as a whole, and not a survey. A count says how often something came up in what we read, not how many people feel it.

The evidence. The HTML version of this report lists every voice we read, by theme, with a link to where it was written.