

Retail Data & Analysis



Weekly Sales Snapshot

Each week FDRA publishes a confidential footwear retail sales survey encompassing nearly 11,000 stores. The report provides FDRA members with a snapshot of the footwear marketplace in real time — allowing companies to continuously measure their performance against national and regional results.



Monthly US Shoe Sales Data and Analysis

FDRA produces a monthly market report covering the entire US footwear retail market. This vital report compares the current health of footwear retail to that of the overall retail market, along with other important statistical factors.

Monthly Retail Report Newsletter

FDRA sends out a monthly newsletter which includes special interviews with leading executives that provide insight into marketplace trends. In the newsletter, FDRA members have access to reports analyzing costs impacting footwear production and retail sales, full retail sales data and economic news.

Don't guess.

**Know footwear market data & trends each week.
Join FDRA.**



In-Depth Marketplace Intel

FDRA hosts retail webinars on a wide range of issues and has a strategic partnership with the NPD Group to provide insightful marketplace analysis through a new quarterly footwear retail analysis report.

Technology

FDRA is the industry's technology hub — helping its retail members better reach customers and improve their business. From technologies that boost online sales to trends on data management systems, FDRA makes sure you know how to connect with customers in new and dynamic ways.

FDRA is the largest and only U.S. footwear association focused solely on footwear retail sales and trends. Email info@fdra.org for more information on how FDRA can help you improve your marketplace intelligence.

