

SHOE SHOPPERS' ONLINE SEARCH REPORT

What shoe shoppers are searching for on Google

May 17–23, 2020



Top 10 Shoes Searched

This latest week marks the first time in a year that the **Nike Air Jordan Retro** has made the top-5 list.

Still capitalizing on the interest generated by the final episodes of ESPN's "The Last Dance", Nike again dominated 4 of the top 5 and 8 of the top 10 shoes searched online for the third straight week.



Products on the Rise

2 Saucony shoes (the **Endorphin** & **Havok XC**) jumped into the top-5 Products on the Rise last week, the first time on the list for the Havok XC.



Outlier Products

2 Brooks (the **Ricochet** & **Anthem**) jumped into the top-5 Outlier Products last week, deviating significantly from expected search trends. 2 more Nikes (the **Air Jordan IV** & the **React**) were among the top-5 Outlier Products.



Most Searched Brands

Most-Searched Brands were little changed in rank last week, again led by **Nike** and a distant-second **adidas**. The shares imply for every adidas search, Nike garnered 5 searches.

Footwear Compared to Other Most-Searched Products

Nike Jordan (#2) and **Nike Air** (#3) were the only two footwear products in the top 10 last week. The iPhone remained #1, PlayStation components occupied 3 spots, and Nike Jordan apparel & accessories took 4 other spots in the top 10.



Pier One shoes led both 'Brands on the Rise' and 'Outlier Brands' by a suspiciously wide margin—perhaps misguided searches for the homegoods retailer Pier 1, which last week announced plans to liquidate and close all stores. 3 other brands—**Freda Salvador**, **Oak Street Bootmakers**, and **Finn Comfort**—cracked both the top-5 'Brands on the Rise' and 'Outlier Brands', hinting at a swing to dressier wear, whether in sandals, boots, or for health & wellness.