

# SHOE SHOPPERS' ONLINE SEARCH REPORT

## What shoe shoppers are searching for on Google

May 10–16, 2020



### Top 10 Shoes Searched

Capitalizing on the interest generated by ESPN's "The Last Dance", **Nike** again dominated 4 of the top 5 and 8 of the top 10 shoes searched online for the second straight week.

These last 2 weeks mark the first time in years that the **Nike Air Jordan I** has made the list.

### Products on the Rise

# Clarks

Two **Clarks** (Maritsa & Valarie) cracked the top-10 *Products*

*on the Rise* last week. The Maritsa jumped to #1, its first time on the list.

### Top-5 Outlier Products

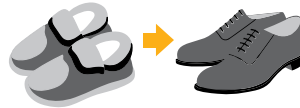
Another Nike (the **Air Jordan X**) was among the *top-5 Outlier Products*.

### Most Searched Brands

*Most-Searched Brands* were little changed in rank last week, again led by **Nike** and a distant-second **adidas**.

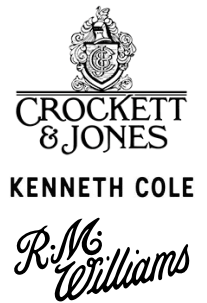


### Stay-at-Home Nesting Dissipates



The earlier-noted footwear searches indicative of stay-at-home nesting continued to dissipate in this latest week.

Indeed, *Outlier Brands* saw 3 dressier men's shoes (**Crockett & Jones**, **Kenneth Cole**, and **R.M. Williams**) among the top 5 last week, 2 for the first time. With restrictions lifting, could this be indicative of folks dressing up to return to work and church?



### Footwear Compared to Other Most-Searched Products



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