

# SHOE SHOPPERS' ONLINE SEARCH REPORT

## What shoe shoppers are searching for on Google

May 24–30, 2020



### Top 10 Shoes Searched

Still capitalizing on the interest generated in the wake of ESPN's ten-episode miniseries "The Last Dance", **Nike** again dominated 4 of the top 5 and 8 of the top 10 shoes searched online for the 4<sup>th</sup> straight week. This latest week also marks the 2<sup>nd</sup> straight week that the **Nike Air Jordan Retro** has made the top-5 list, a list not cracked in more than a year.



### Products on the Rise

Warmer weather is boosting interest in sandals, as the **Birkenstock Papillio Gizeh**, the **FitFlop Fino**, and the **Olukai Nui** jumped into the top-5 'Products on the Rise' last week, the 1<sup>st</sup> time on the list for the latter 2.

**BIRKENSTOCK**

**fitflop**

**Olukai**

### Outlier Products

2 Nikes (the **Air Jordan XIII** and the **Air Jordan Retro**) were among the top-5 'Outlier Products'.

### Most Searched Brands

**Crocs** replaced Converse in the last week for 'Most Searched Brands', and the top 2 shares imply that for every 1 **adidas** search, **Nike** garnered more than 5.



### Brands on the Rise



Summertime sandals also dominated 'Brands on the Rise', led by **Tidewater Sandals, Spenco**, and **Rafters**, the 1<sup>st</sup> time on the list for the former. **Spenco** and **Eytys**, brands targeting a younger cohort, cracked both the top-5 'Brands on the Rise' and 'Outlier Brands'.

### Footwear Compared to Other Most-Searched Products

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

