

SHOE SHOPPERS' ONLINE SEARCH REPORT

What shoe shoppers are searching for on Google

June 14 – 20, 2020



Top 10 Shoes Searched

Nike again retained 4 of the top 5 and 8 of the top 10 shoes searched online into the second half of June. The **Nike Air Jordan Retro** re-entered the top 5 for the 3rd time in the last 4 weeks.



Products on the Rise

4 new 'Products on the Rise' cracked this top-5 list for the first time last week. In a sign of the times, first-time entrant **5.11 A.T.A.C.** tactical boots saw the highest growth in



searches in this latest week for any footwear product since April.

Outlier Products

Searches for **5.11 A.T.A.C.** tactical boots also led the top-5 'Outlier Products', deviating the most from expected search trends between June 14 – 20 with the largest % deviation for any product for any week since April.

Most Searched Brands



New Balance replaced Skechers among the 'Most-Searched Brands' for 5th spot last week, again led by **Nike** and a distant-2nd **adidas**. The shares imply for every adidas search, Nike garnered 5, tied for the 2nd-highest weekly ratio this year.

Brands on the Rise

4 new 'Brands on the Rise' cracked this top-5 list for the first time last week, again including 5th-place **5.11**.



In fact, 3 top 'Brands on the Rise' also were among the top 5 'Outlier Brands' including **5.11**, **Ride Concepts**, and **Lakai**. Ride Concepts often are paired with mountain biking while Lakai are casual sneakers and skate shoes...indicative of athletic social distancing.

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 Search Products' last week. iPhone remained #1, PlayStation components occupied 3 spots, and Nike Jordan apparel & accessories took 4 other spots.