

# SHOE SHOPPERS' ONLINE SEARCH REPORT

## What shoe shoppers are searching for on Google

September 13–19, 2020



### Top 10 Shoes Searched

**Nike** again retained 4 of the top 5 and 8 of the top 10 spots for shoes searched via Google during the week-ending September 19. The Nike Jordan remains the most-searched shoe each of the last 18 weeks. In fact, the **Nike Jordan** and **Nike Air** remain the 2 most-searched shoes each week since June 2019. The **adidas Originals** is the 3<sup>rd</sup>-most popular shoe 8 of the last 9 weeks.



### Products on the Rise

As the calendar turns to autumn, boots ruled the top 5 'Products on the rise' for the 2<sup>nd</sup> straight week, including 2 **Timberland** sneaker boots (the Londyn and first-timer Kenniston) and 1<sup>st</sup>-timer **Sanuk Bootah**, an indoor boot. This latest week marks only the 3<sup>rd</sup> time any product from Sanuk has made the list.



### Outlier Products & Brands



Sneakers dominated the latest list of 'Outlier products' again this latest week, led by 1<sup>st</sup>-timers the **Louis Vuitton Rivoli** and the **Reebok Freestyle**. 2 **Nikes** (the Air Jordan XVI and the Little Posite) each returned to the list for the 2<sup>nd</sup> time in just the last few weeks.

BOTTEGA VENETA

1<sup>st</sup>-timer **Clove** also led the top 5 'Outlier brands' in this latest week, while women's high-end **Bottega Veneta**

footwear made the list for the 3<sup>rd</sup> straight week and only the 3<sup>rd</sup> time on record.

### Most Searched Brands

Along with perennial top 3 **Nike**, **adidas**, and **Vans**, **UGG** and **Converse** rounded out the 4<sup>th</sup> and 5<sup>th</sup> spots among the 'Most-searched brands' again this latest week, for only the 2<sup>nd</sup> week in more than 10 months. The shares imply for every 2<sup>nd</sup>-place adidas search, 1<sup>st</sup>-place Nike garnered nearly 5, a ratio little changed over most of this year.



### Brands on the Rise



All 5 footwear brands were 1<sup>st</sup>-time entrants among the top 5 'Brands on the rise' in this latest week, including 2 sneaker brands, (#1) **Clove** and (#5) **Ivy Park**.

### Footwear Compared to Other Most-Searched Products



Jordan apparel & accessories took the last 4 spots in the top 10.

**Nike Jordan** (#2) and **Nike Air** (#3) were the only 2 footwear products in the top 10 this latest week. The iPhone remained #1, PlayStation components occupied 3 spots, and Nike