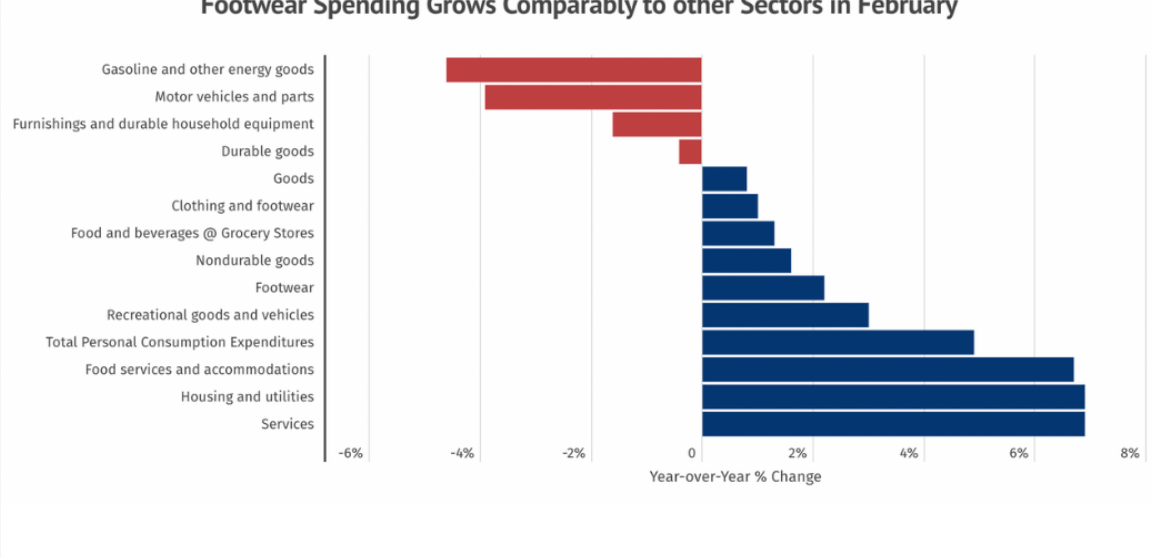


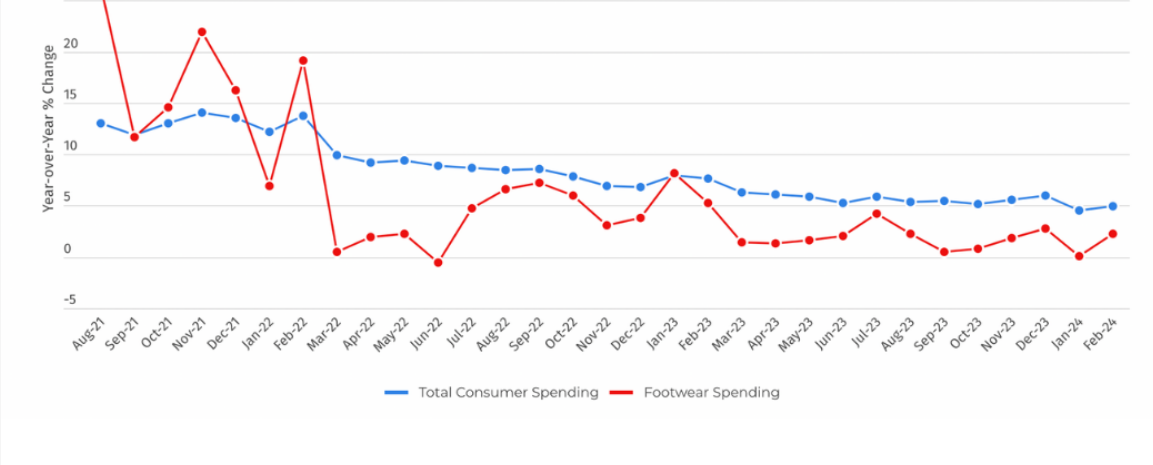
FDRA / FFANY SHOE RETAIL SALES REPORT

Exclusive Retail Sales Data & Marketplace Intel in Under 2 Minutes

Total Shoe Spending Climbs 2.2% y/y to Third-Biggest Seasonally-Adjusted Month on Record



Footwear Spending again Underperforms Total Consumer Spending in Latest Month

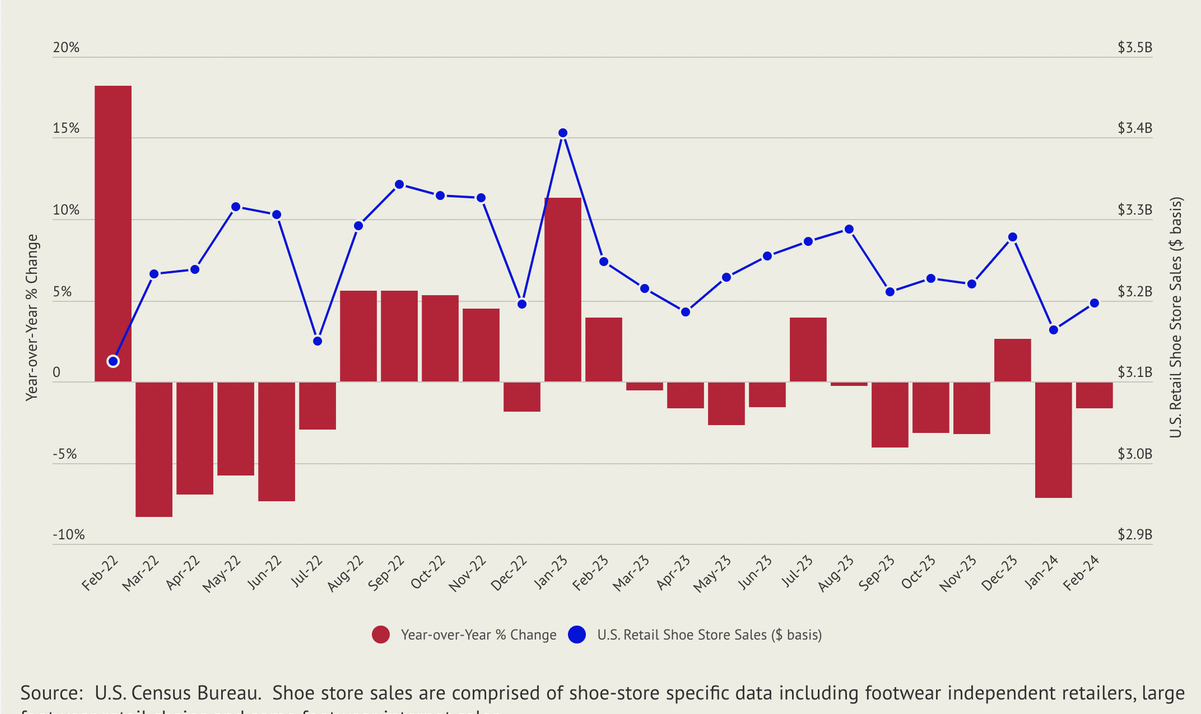


US consumer spending on footwear grew again in the latest month, rising 2.2% year over year in February, comparable to other key areas of consumer spending but slower than growth in total consumer spending for 23 of the last 24 months.

Tepid year-to-date growth provides early evidence hinting at modest growth--at best--in footwear demand in 2024, likely at a rate slower than the 2.6% expansion posted the prior year or the 4.2% annual expansion averaged over the last thirty years.

Go deeper: [See shoe sales full analysis & graphs here](#)

Shoe Store Sales Retreat again in February, lower Ten of last Twelve Months; February Reading Hints at Another Weak Year in 2024



Source: U.S. Census Bureau. Shoe store sales are comprised of shoe-store specific data including footwear independent retailers, large footwear retail chains and some footwear internet sales.

Seasonally-adjusted shoe store sales sank -1.6% in February from a year earlier, lower ten of the last twelve months.

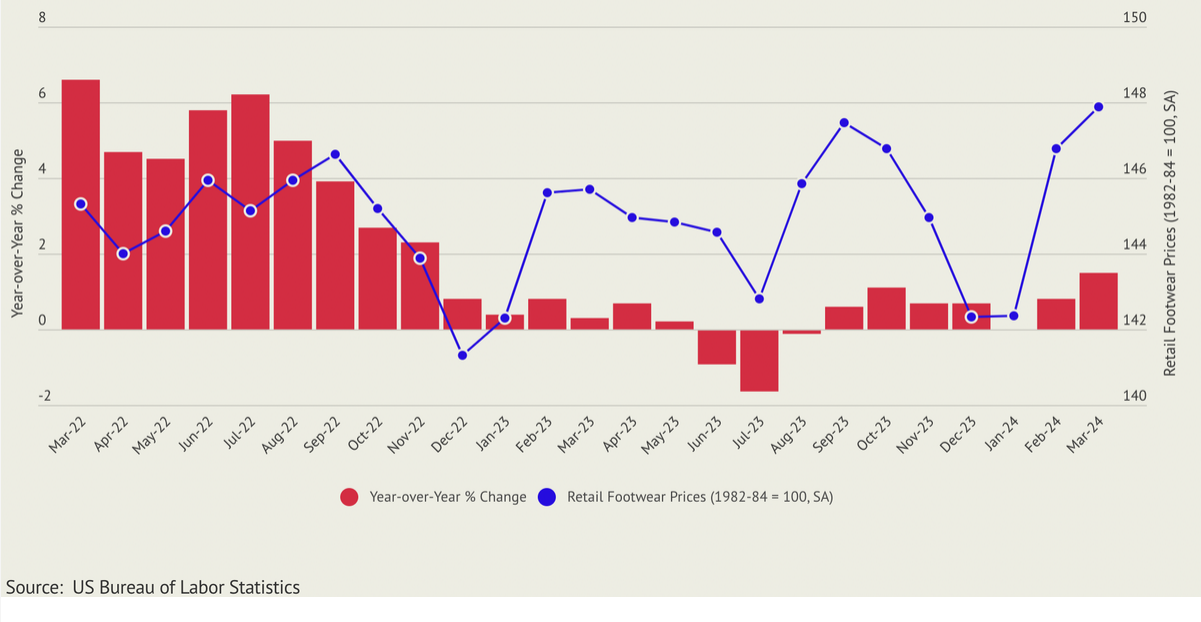
At a seasonally-adjusted \$3.197 billion, shoe store are little changed from average monthly sales witnessed over the last year.

The weak February showing concurs with economic signs [we have discussed](#) for some time suggesting retail sales may struggle to gain much traction in coming months.

We maintain our earlier downbeat assessment for retail footwear demand to remain flat-footed well into 2024.

Go deeper: [View FDRA's full analysis and graphs here](#)

Factors Pushing Footwear Prices Higher in March, and Price Prospects for 2024



Source: US Bureau of Labor Statistics

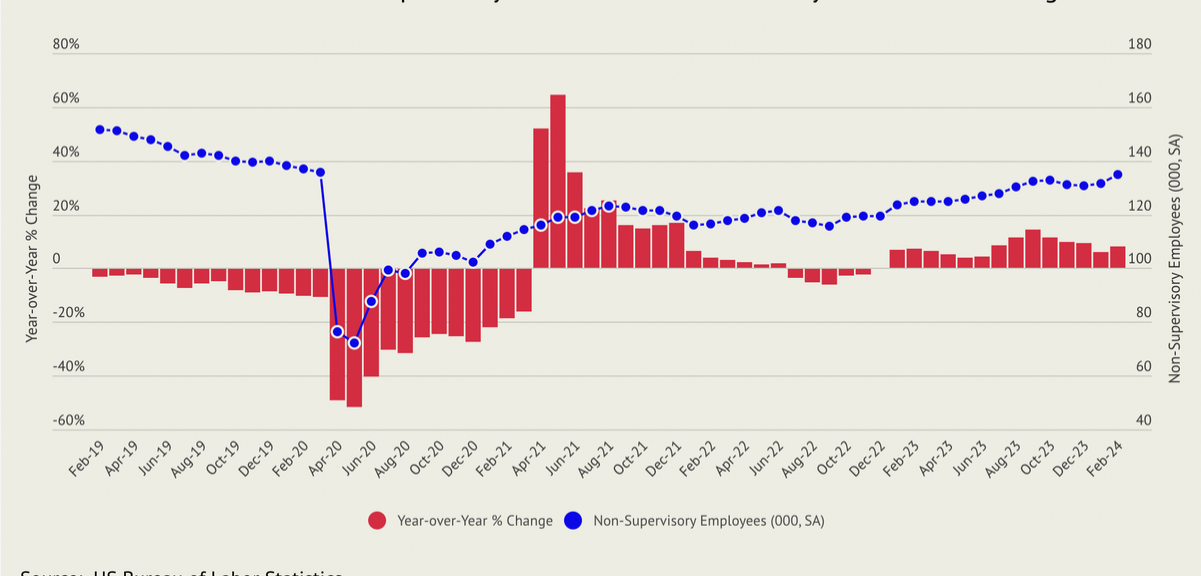
Retail inflation across the US rose 3.5% in March from a year earlier, accelerating a bit faster than many had anticipated.

Retail footwear prices similarly re-accelerated in step in March, rising 1.5% year over year--the sharpest increase in sixteen months--to a record high.

We expect retailers will see more typical price gains ahead for footwear, a welcome prospect after footwear prices jumped much faster than normal in 2021 and 2022.

Go deeper: [Read the entire footwear price report here](#)

Implications as Number of Non-Supervisory Workers Rises while Sales Stall



Source: US Bureau of Labor Statistics

Confirming our earlier forecasts, the number of workers at US shoe retailers continues to fade, shrinking year over year each of the last five months.

But the number of non-supervisory employees in this retail sector rose year over year for the fifteenth straight month in February, stretching to a post-COVID high.

What's next: With shoe store sales likely to remain on the defensive, we look for the number of non-supervisory workers to turn lower in coming months in response to soft sales. Otherwise, average sales per non-supervisory worker are likely to fall for the third straight year in 2024, and likely at the sharpest rate in more than eighteen years.

Go deeper: [See footwear employment report here](#)

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