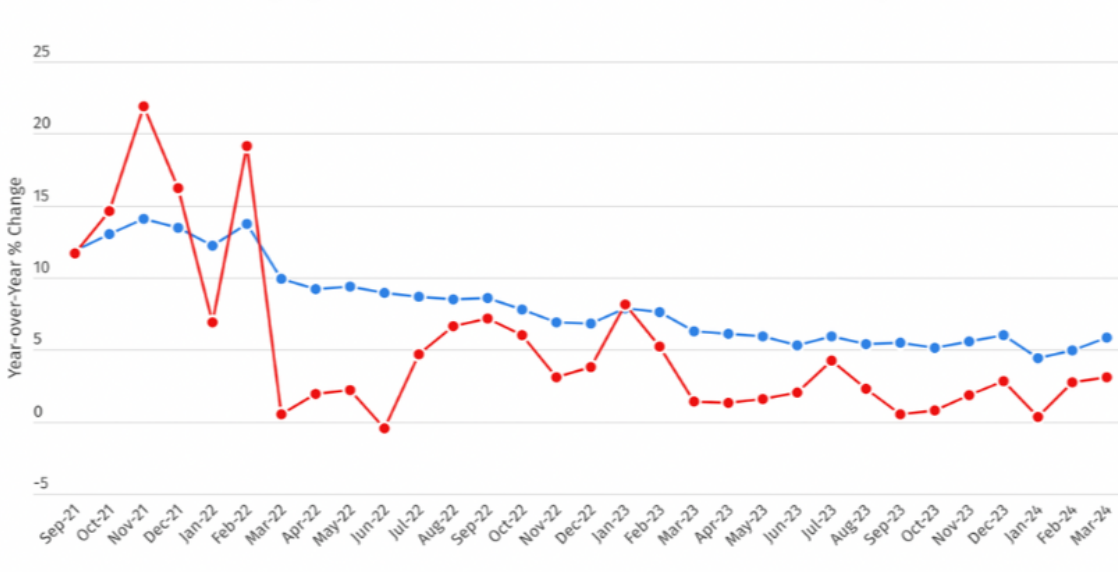
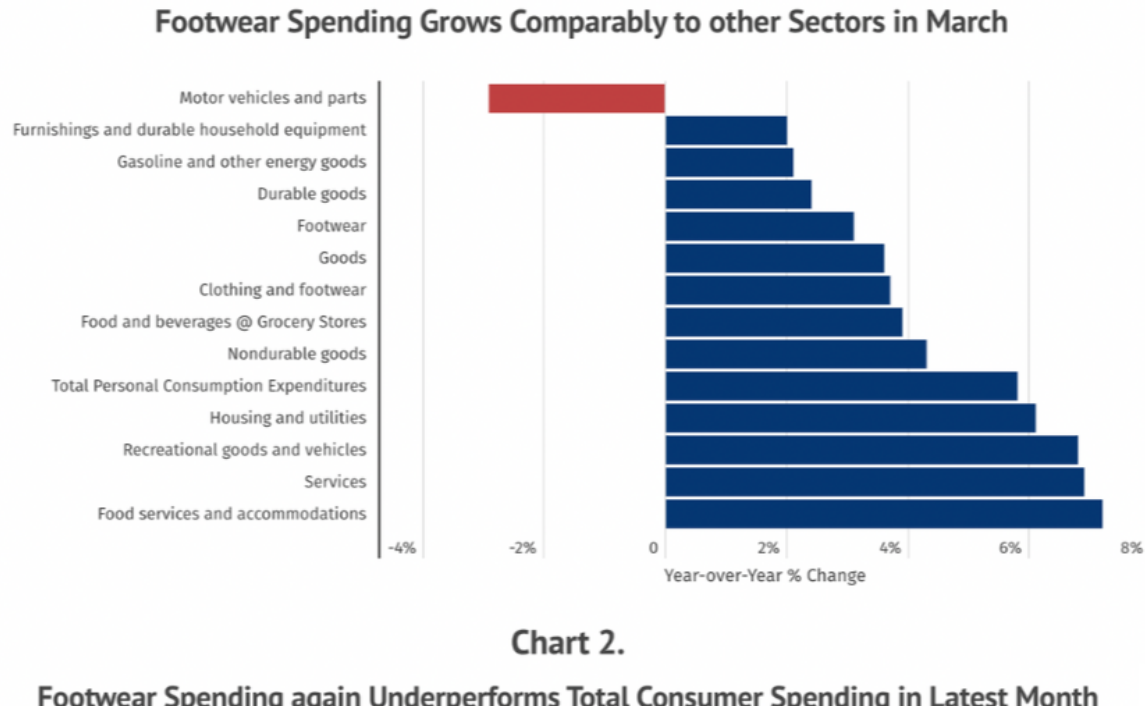


FDRA FFANY SHOE RETAIL SALES REPORT

Exclusive Retail Sales Data & Marketplace Intel in Under 2 Minutes

Total Shoe Spending Climbs 3.1% y/y, the Fastest Advance in Eight Months



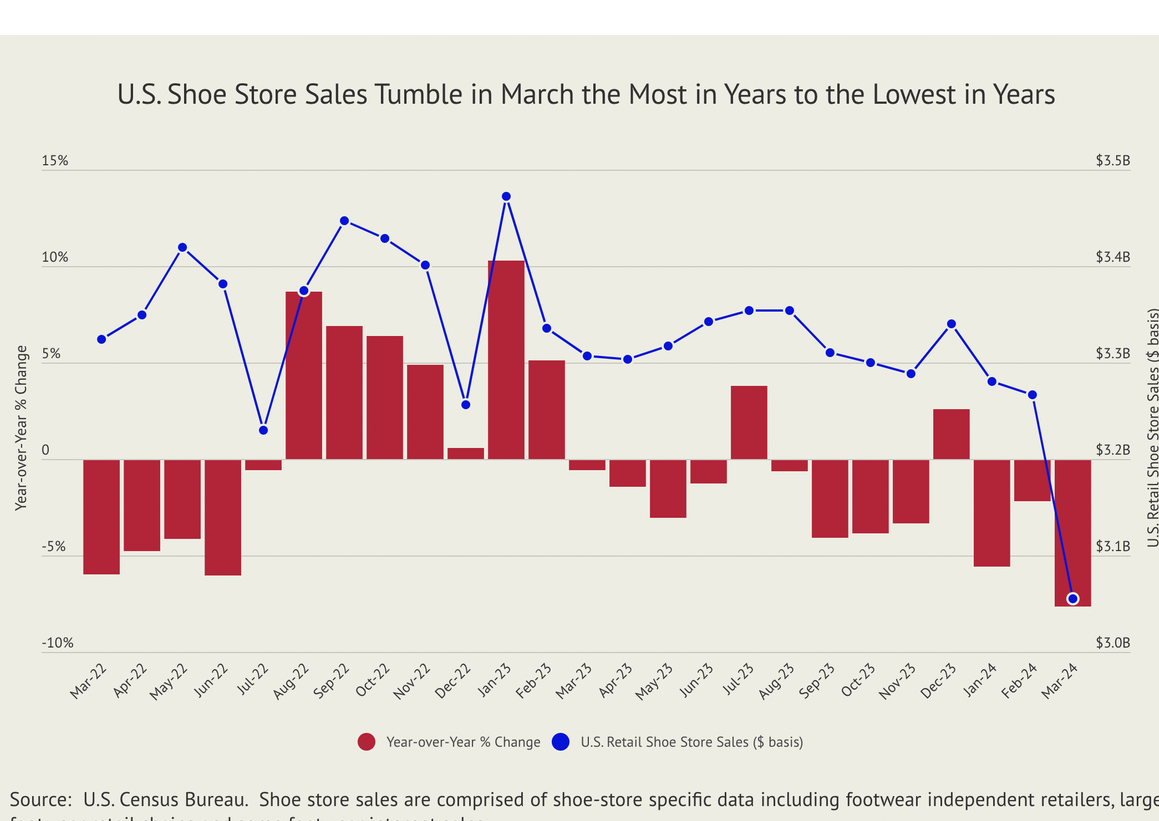
Source: U.S. Bureau of Economic Analysis. Based on seasonally-adjusted current dollars.

US consumer spending on footwear grew again in the latest month, rising 3.1% year over year in March.

But lackluster year-to-date growth hints 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 March, lower Eleven of last Thirteen Months; March Reading Reinforces Earlier Outlook for 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 tumbled -7.6% in March from a year earlier, lower eleven of the last thirteen months.

At a seasonally-adjusted \$3.055 billion, shoe store sales retreated to the lowest month in more than three years.

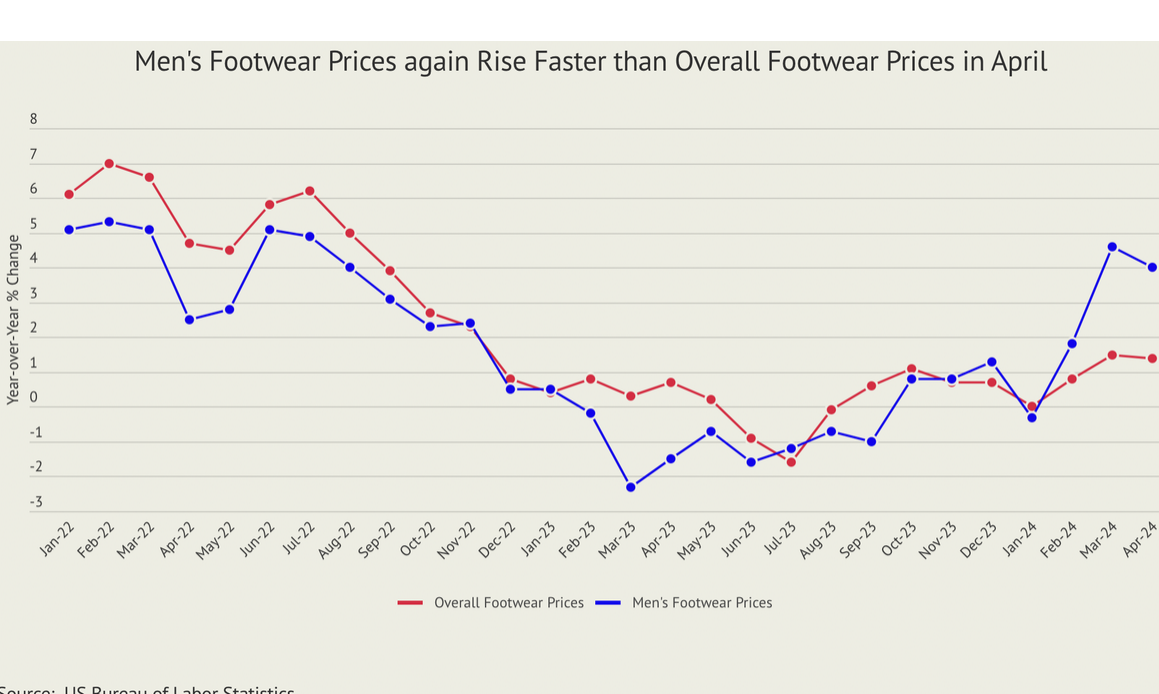
The weak March showing concurs with economic signs [we have discussed](#) for some time suggesting retail sales may struggle to gain much traction in coming months.

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 April, and Price Prospects for 2024



Source: US Bureau of Labor Statistics

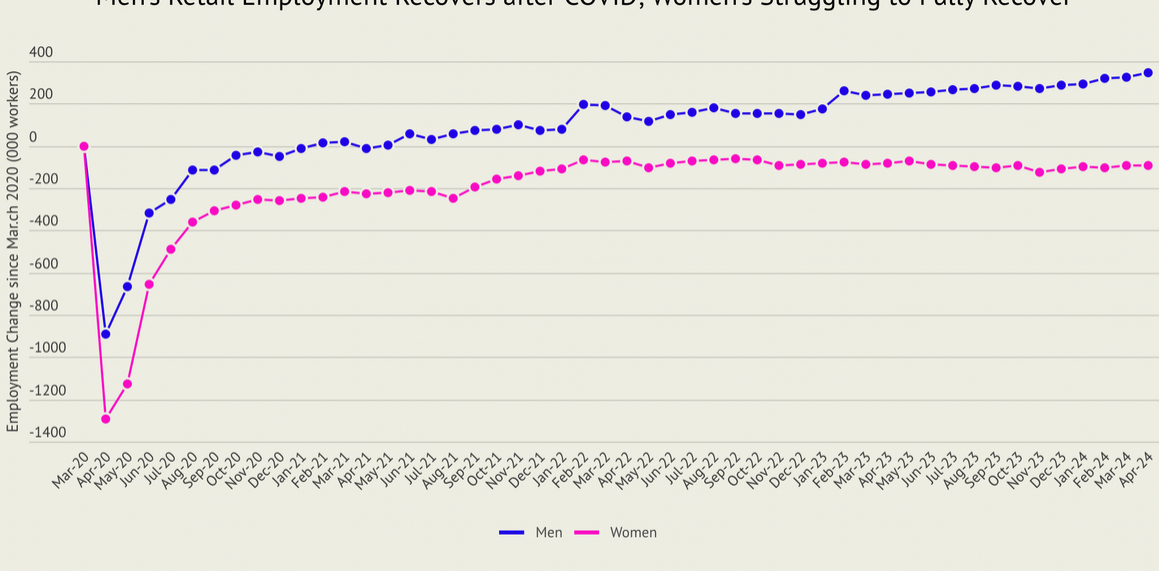
Slowing moderately in step with a modest downshift in inflation, retail footwear prices rose 1.4% year over year in April, just shy of the prior month's fastest advance in sixteen months.

Most of the increase in footwear prices is attributable to a 4.0% increase in men's footwear prices. After underperforming changes in total footwear prices during most of 2022 and 2023, men's footwear prices have risen faster than total footwear prices five of the last six months.

We note a widening divergence of higher selling prices but lower import costs for men's footwear so far in 2024. If this divergence persists, this scenario hints at improved margins for men's footwear retailers later this year, welcome news.

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

Implications as Women's Share of Shoe Retailer Employment Fades again



Source: FDRA calculations of BLS data

The labor market continues to grow--albeit at a decelerating rate--mirroring a similar trend across the retail marketplace.

But within the retail market there's a marked difference in hiring between men and women since the pandemic.

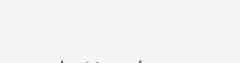
- The number of men employed at retail has surpassed pre-COVID levels while the number of women employed at retail has not.

One cannot discern from the data whether these trends at retail and at shoe retailers in particular are supply-led or demand-driven.

- For example, are there fewer women willing to work in these positions, are there fewer suitable roles available for them, or are there other factors at play?
- But what is evident is the persistent divergence between the genders over recent years and the strong likelihood that women's share of the shoe retailer workforce is set to fade again in 2024 to its lowest in two decades.

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

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