

FDRA

U.S. RETAIL FOOTWEAR PRICE REPORT

2024 Outlook as Prices for Boys' & Girls' Footwear Decline again in May

Key takeaways:

- Slowing moderately in step with a modest downshift in inflation, retail footwear prices rose 1.1% year over year in May, rising for the ninth straight month and 35 of the last 38 months.
- Prices for men's footwear led to the upside by climbing 2.1%, followed by women's footwear prices (up 1.4%). Boys' and girls' footwear prices declined -1.1%, lower six of the last seven months (Chart 1).
- This lengthening streak of declines in children's footwear prices pegs these prices year-to-date off -1.2% versus the same first five months of last year (chart 2).
- We estimate that currently there's about a two-in-three chance that boys' and girls' retail footwear prices in 2024 will decline from -0.1% to -2.3%, a range that should narrow with each passing month.
- If this decline comes to fruition, 2024 will mark only the second annual decline in the last fourteen years for children's footwear prices (chart 2).
- At the same time, the average landed cost of children's footwear imports is about -2.5% lower versus the same first few months of last year.

Bottom Line:

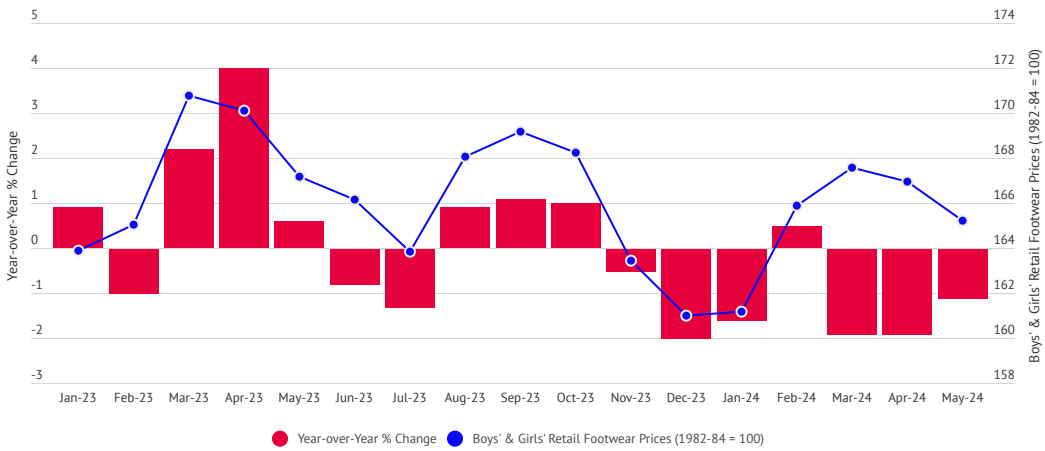
- Both retail prices and landed costs of children's footwear imports are on track to retreat modestly this year, hinting at little change in margin for children's footwear retailers in 2024.

Go deeper:

- Follow the charts and more analysis below for a full look at the data.
- See [our latest retail recap](#) and [footwear spending report](#) for a full look at the footwear marketplace.

Graph 1.

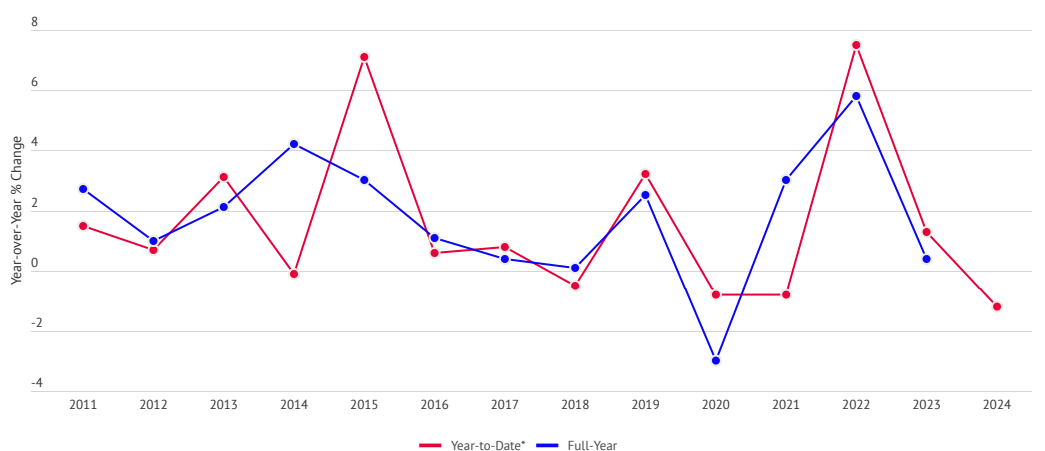
Children's Footwear Prices Extend Streak of Declines in May..



Source: US Bureau of Labor Statistics

Graph 2.

...Suggesting Kids' Annual Footwear Prices may Slide for only the 2nd Time in 14 Years



Source: US Bureau of Labor Statistics. * Year-to-date data through May of each respective year.