

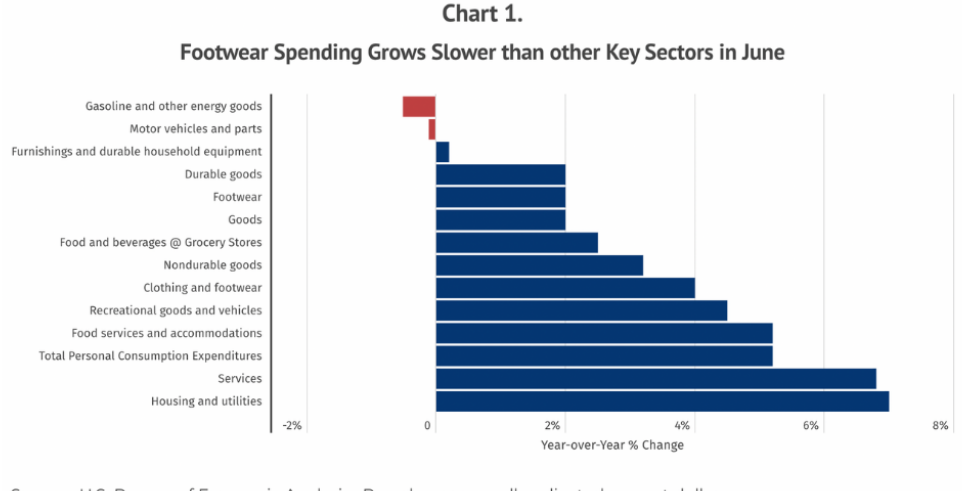
# FDRA | FFANY SHOE RETAIL SALES REPORT

Exclusive Retail Sales Data & Marketplace Intel in Under 2 Minutes

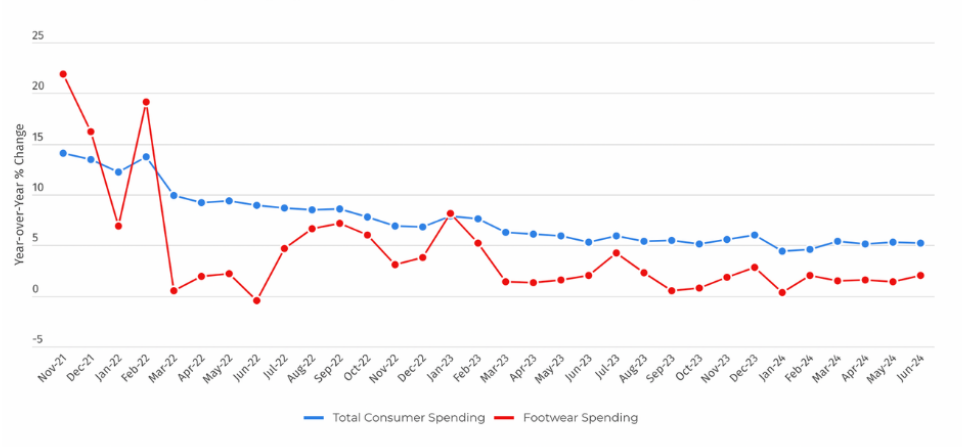
## Total Shoe Spending Climbs 0.9% y/y to the Largest Month on Record

US consumer spending on footwear grew again in the latest month, rising 0.9% year over year in July.

**The lackluster year-to-date growth** provides continued evidence pointing to modest growth in footwear demand in 2024, likely at a rate slower than the 2.6% expansion posted last year or the 4.5% annual expansion averaged over the last forty-one years.



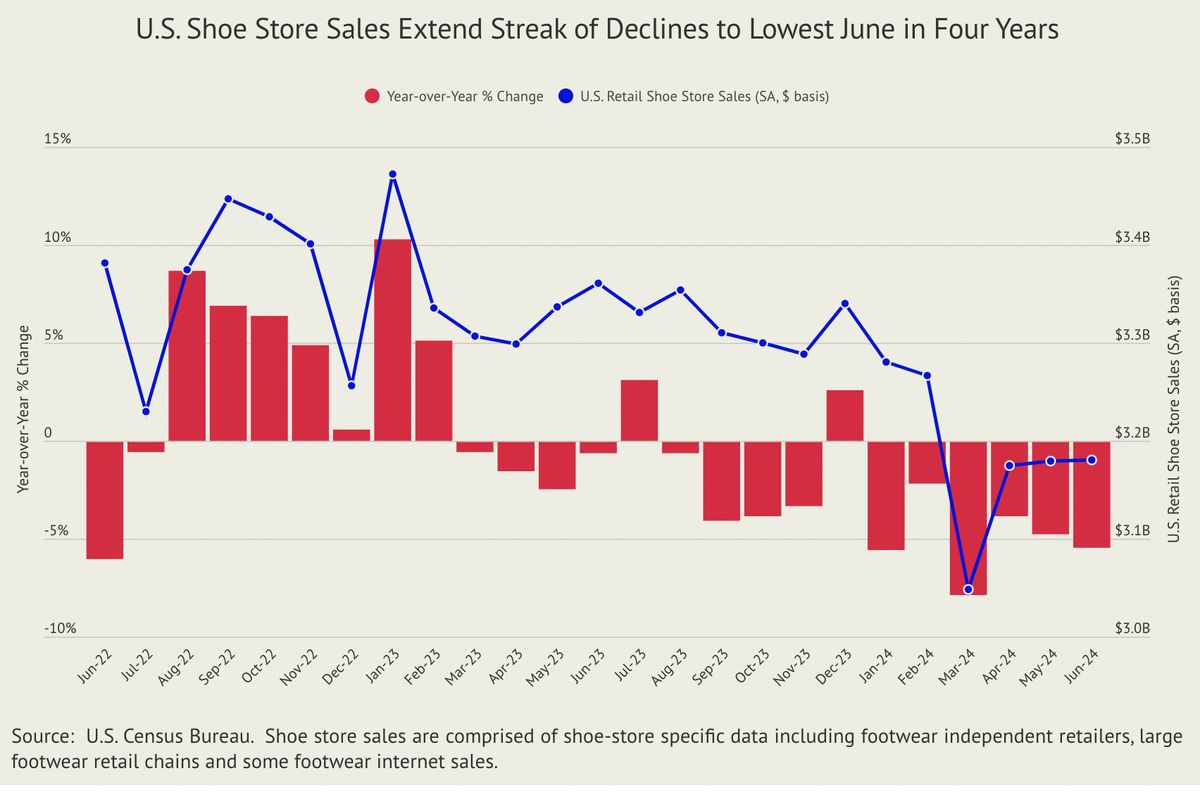
Source: U.S. Bureau of Economic Analysis. Based on seasonally-adjusted current dollars.



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

## Shoe Store Sales Sag again in June, lower Fourteen of last Sixteen Months



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 faded -5.4% in June from a year earlier, lower fourteen of the last sixteen months.

**By the numbers:** At a seasonally-adjusted \$3.181 billion, shoe store sales shrank to the lowest June in four years, since the early days of the pandemic.

- The weak June showing concurs with economic signs [we have discussed](#) for some time suggesting retail footwear 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.

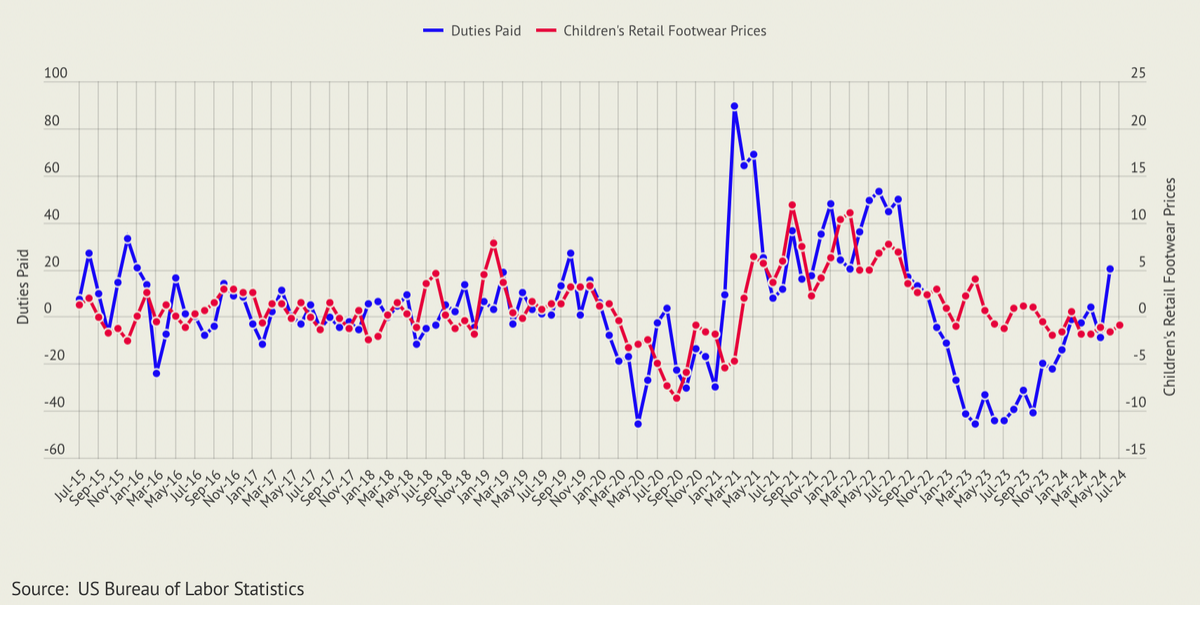
- Go deeper: [View FDRA's full analysis and graphs here](#)

**BlueCherry** acs New eBook

**Unlocking Supply Chain Productivity: 6 Keys to Success for Footwear Companies**

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## 2024 Outlook for Boys' & Girls' Footwear Prices as Duties Paid Jump in June



Source: US Bureau of Labor Statistics

Retail footwear prices rose modestly again in July, climbing in step with moderating inflation.

**By the numbers:** These prices rose 1.0% year over year in July, higher for the eleventh straight month and thirty seven of the last forty months.

**Both retail prices** and duties paid on children's footwear imports are on track to retreat modestly this year. But if these duties paid continue to jump sharply, these retail prices may surprise and climb again this year.

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

**FDRA | FIRSTINSIGHT**  
WEDNESDAY **SEPTEMBER 4, 2024** | 2 PM ET

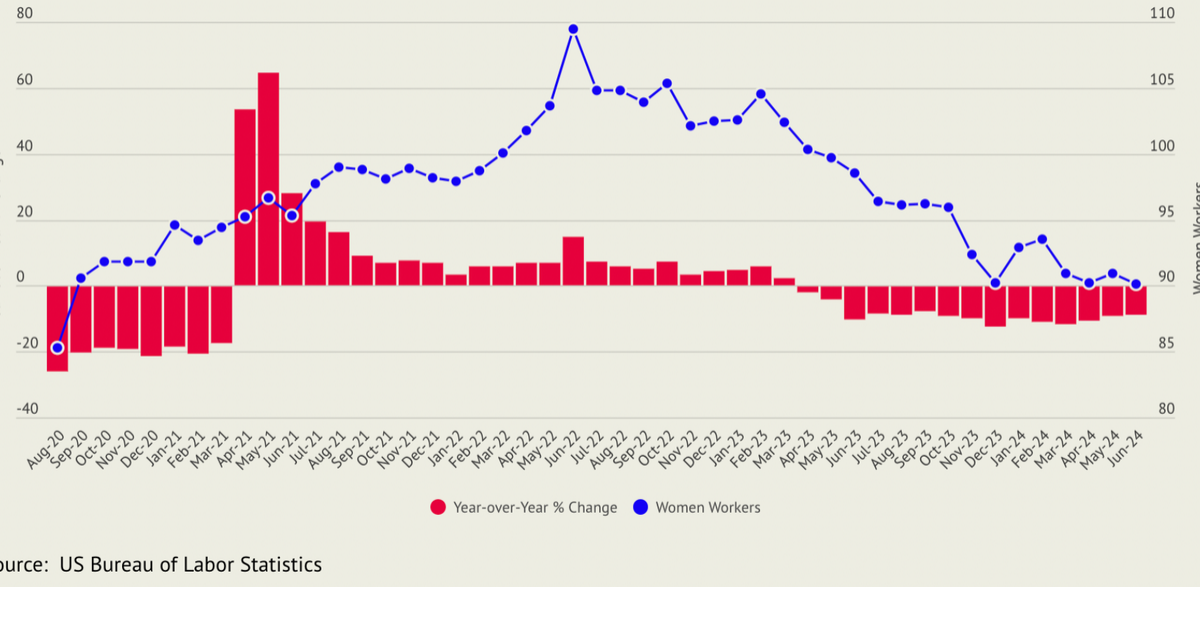
**WEBINAR | Connecting Voice-of-Customer Data & AI for Tailored Footwear Success**



**GREG PETRO**  
CEO  
First Insight

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## Analysis of Shoe Store Labor Market Trends through June 2024



Source: US Bureau of Labor Statistics

The number of workers at US shoe retailers continued to wane in June, again owing entirely to fewer women employed in this retail sub-sector.

**By the numbers:** At just 90,100, the number of females employed at shoe retailers shrank year over year for the fifteenth straight month, fading to the fewest in nearly four years.

**Bottom Line:** To be clear, women have accounted for a dominant share of the shoe retailer workforce for the last 33 years, and this streak remains set to continue in 2024.

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