

FDRA / FFANY SHOE RETAIL SALES REPORT

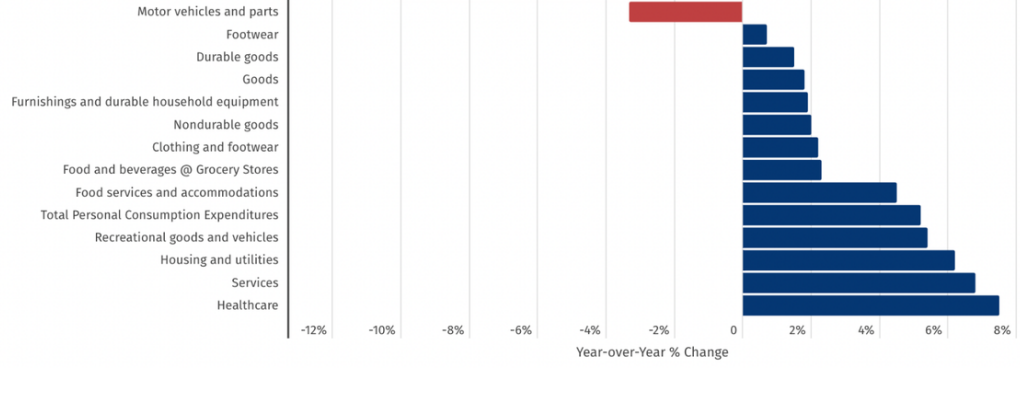
Exclusive Retail Sales Data & Marketplace Intel in Under 2 Minutes

Total Shoe Spending Climbs again, but Modestly

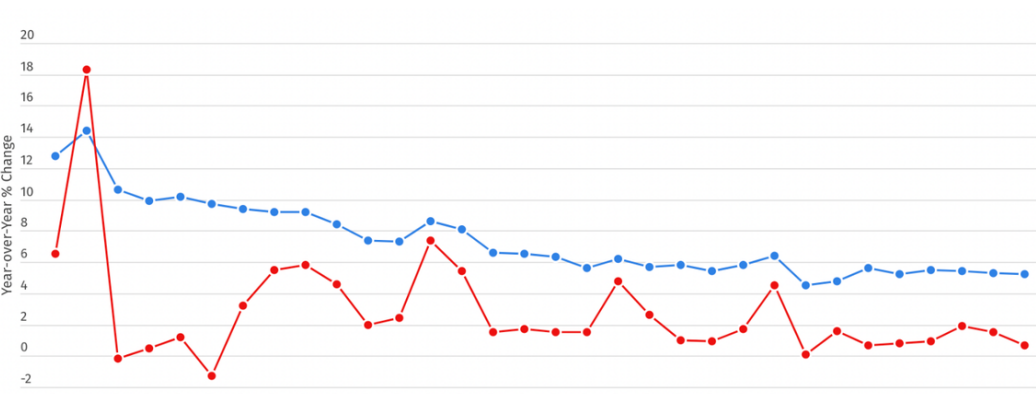
US consumer spending on footwear grew again in the latest month, rising 0.7% year over year in August.

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 2.8% expansion posted last year or the 5.3% annual expansion averaged over the last fifty-three years.

Footwear Spending Grows Slower than other Key Sectors in August



Footwear Spending Underperforms Total Spending Again

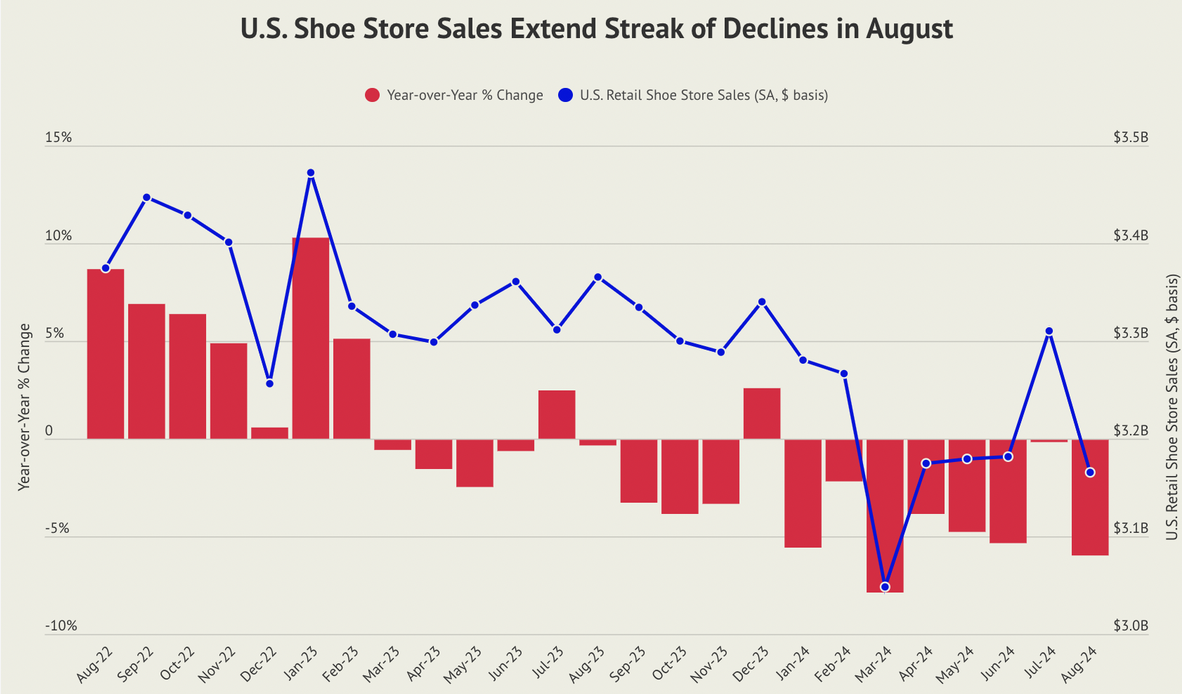


Source: U.S. Bureau of Economic Analysis. Based on seasonally-adjusted current dollars.

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

Shoe Store Sales Fade again in August, lower Sixteen of last Eighteen Months; August Reading Reinforces Earlier Outlook for Another Weak Year in 2024

U.S. Shoe Store Sales Extend Streak of Declines in August



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 fell -5.9% in August from a year earlier, lower sixteen of the last eighteen months. August also marks the second-biggest tumble in twenty-six months.

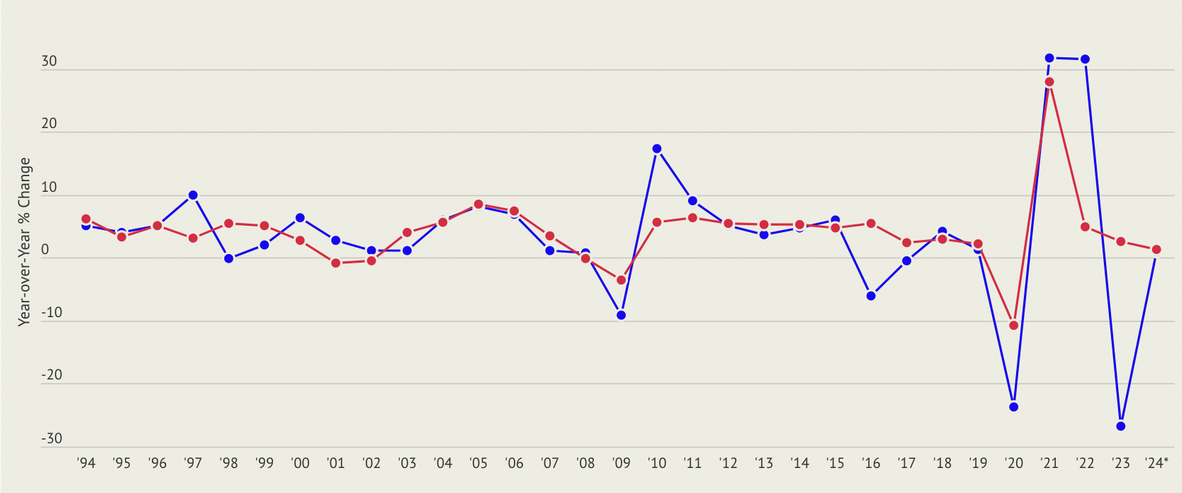
At a seasonally-adjusted \$3.17 billion, shoe store sales shrank to a five-month low and the second-lowest reading in thirty-one months.

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

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

Footwear Prices Turn Flat as Imports & Demand Return to Similar Growth Rates

Imports & Spending on Footwear Return to Parity for First Time since Pandemic



Sources: USITC & U.S. Bureau of Economic Analysis. * FDRA forecasts

Overall inflation continues to decelerate, rising just 2.4% in September from a year earlier, the slowest in forty-one months.

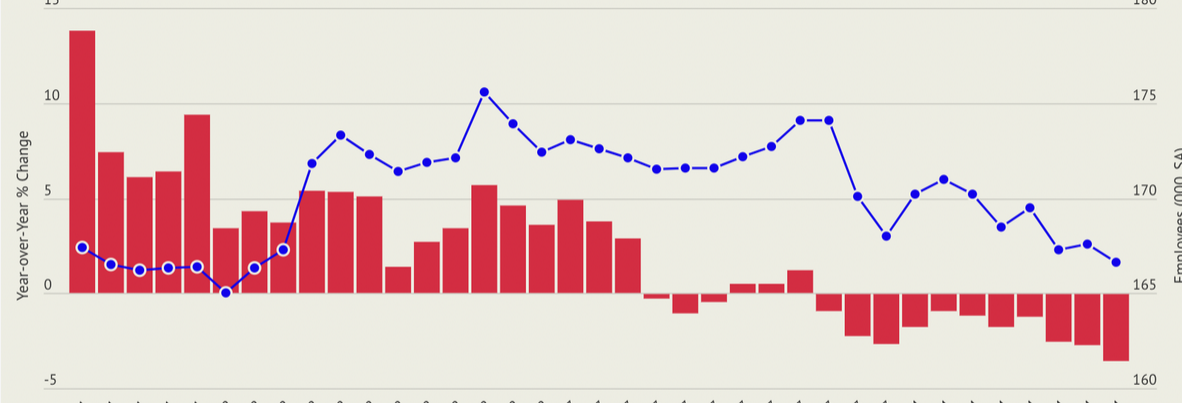
Slowing in step with moderating inflation, retail footwear prices were mostly flat in September from a year ago.

With inflation continuing to moderate and footwear imports and demand returning to parity, retail footwear prices remain on track in 2024 to rise for the fourth straight year, supporting our long-held view.

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

Analysis of Shoe Store Labor Market Trends through August 2024

of Shoe Retailer Workers Shrinks in August the Most in Years to the Fewest in Years...



Source: US Bureau of Labor Statistics

Extending a pattern noted for nearly a year, US shoe retailers again pared back on the number of workers in August, and at the sharpest rate in years.

By the numbers: At just 166,600 employees, the seasonally adjusted number of workers at shoe stores shrank to the fewest in two and a half years, falling -3.5% from a year earlier, the sharpest decline in forty-one months.

- **Curiously**, while the number of employees is set to *decline* this year, the average hourly pay to those employees remains on track to *rise* to a record in 2024.

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