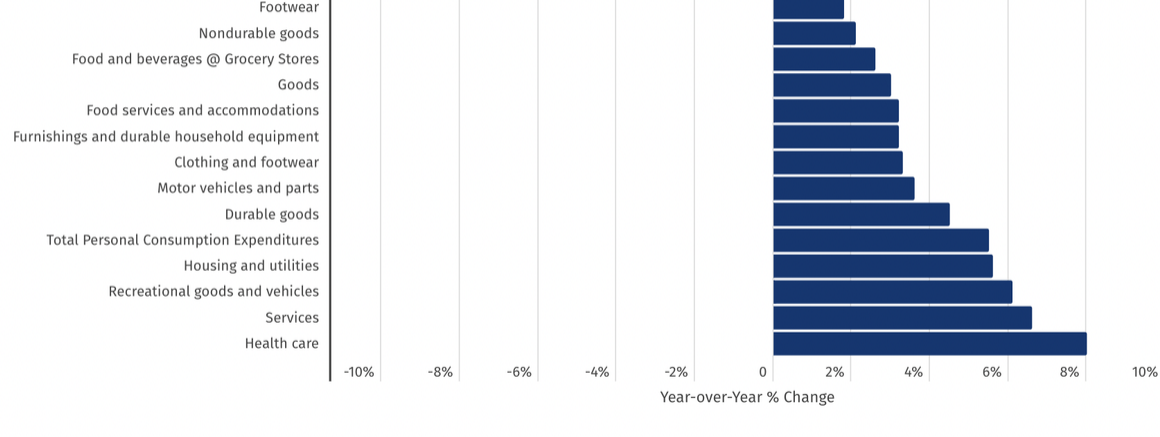


# FDRA / FFANY SHOE RETAIL SALES RECAP

Exclusive Retail Sales Data & Marketplace Intel in Under 2 Minutes

## Total Shoe Spending Grows y/y again to a near Record, Strongest Gain in Five Months

Growth in Footwear Spending Underperforms most other Key Sectors in November



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

US consumer spending on footwear expanded again in the latest month.

**By the numbers:** at a seasonally adjusted, annualized \$114.7 billion, footwear spending grew year over year again, higher twenty-eight of the last twenty-nine months to the second-biggest month on record.

- But lackluster growth in year-to-date demand this late in the year provides continued evidence pointing to modest growth in footwear spending in 2024.

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

## FDRA Sourcing Shifts Webinar

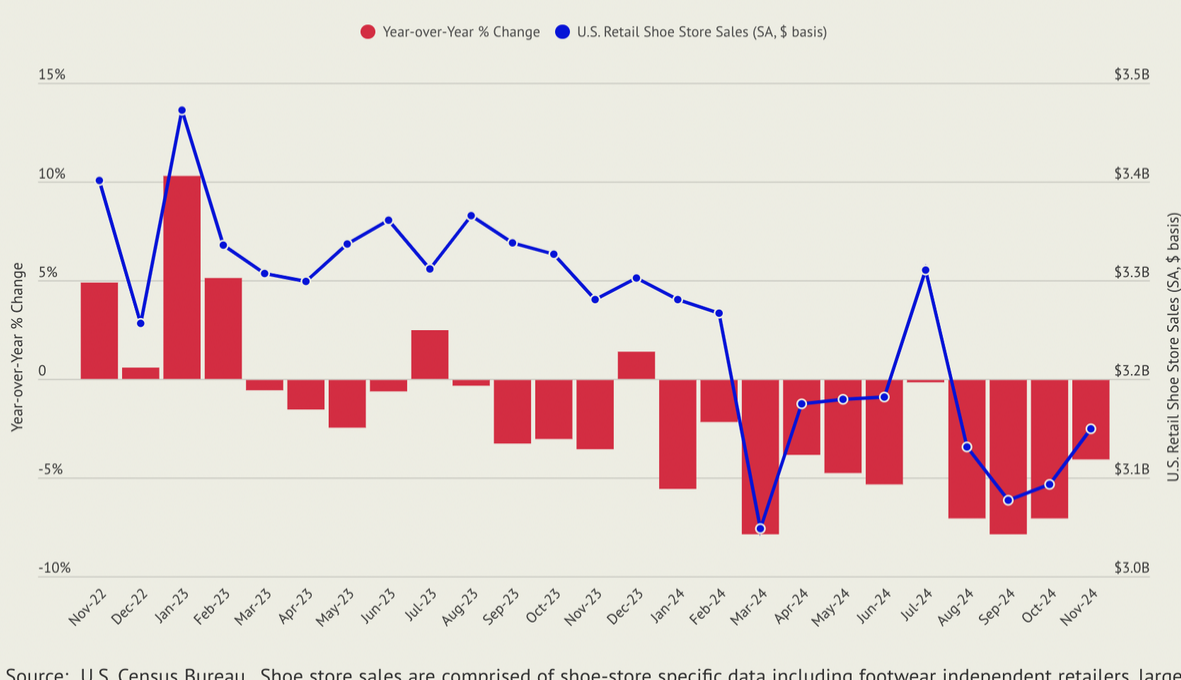
SHOE SOURCING SHIFTS  
Country-by-Country Analysis of Shoe Production Numbers, Challenges & Opportunities

Thursday, March 13, 2025 • 2 pm ET

[REGISTER NOW](#)

## Shoe Store Sales Drop again in November, lower Nineteen of last Twenty-One Months

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



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 -4.0% in November from a year earlier, lower nineteen of the last twenty-one months.

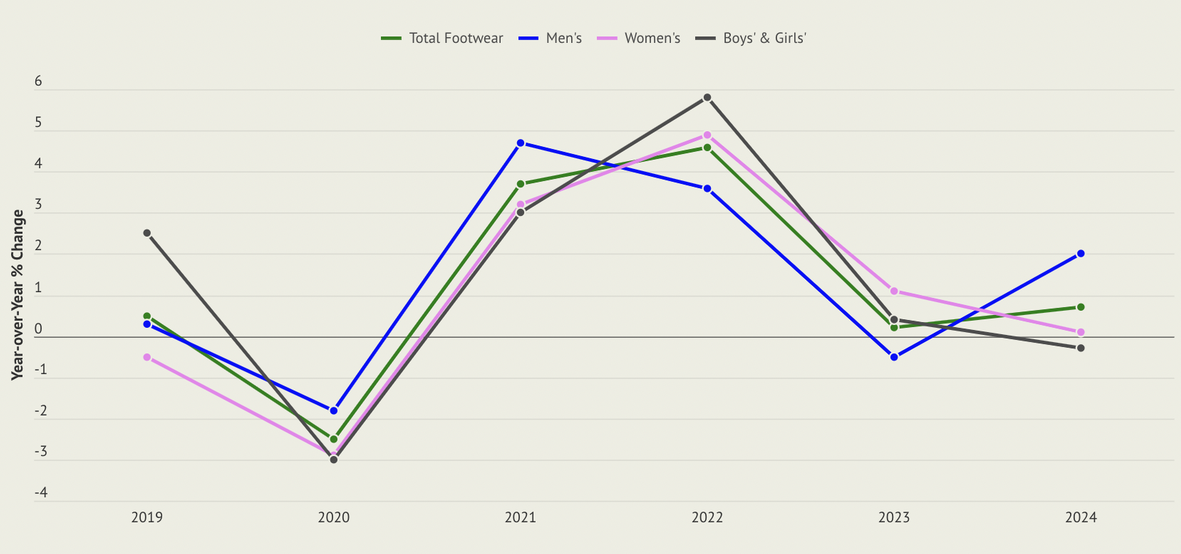
**At a seasonally-adjusted \$3.149 billion**, shoe store sales faded to the fifth-lowest reading in the last thirty-four months.

**The weak November performance** 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](#)

## Retail Prices and Import Costs for Footwear Remain Contained as Tariff Threat Looms

Retail Footwear Prices Remain well Contained in the Wake of the Pandemic



Source: US Bureau of Labor Statistics

Retail inflation measured using the Consumer Price Index gained more traction in December, rising 2.9% year over year, the third straight month of acceleration. This increase matched a full-year inflation rate of 2.9%, the slowest annual growth in four years.

**While overall retail inflation** gained momentum headed into year end, retail footwear prices remain well contained, rising a scant 0.6% in December from twelve months earlier. This came as higher prices for children's (up 2.5%) and women's footwear (+0.4%) offset a -0.2% dip in men's footwear prices.

**The bottom line:** Over time, footwear imports' average landed costs typically trend with duties per pair. Prospects for looming tariff hikes on footwear under the new Trump administration could drive average duties per pair and average landed costs sharply higher.

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

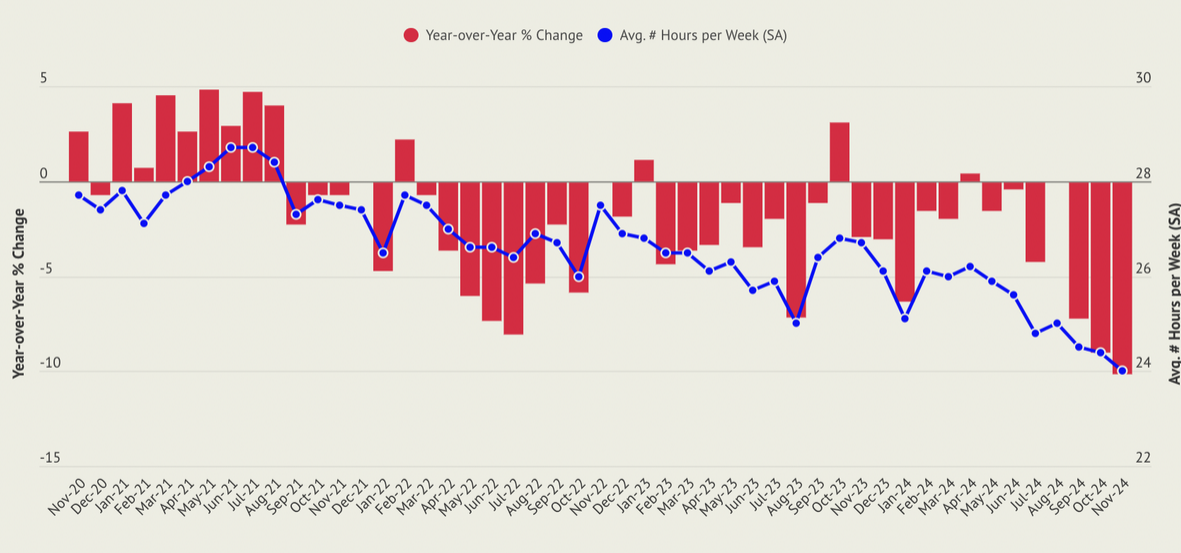
## FDRA FIGHTING TARIFFS

FDRA works constantly to fight tariffs. Keep up-to-date with the latest news and our analysis – join our **Tuesday member-only** call at 2pm ET and visit the Intel Center to access our **Potential Trade and Tariff Outcomes in 2025** briefing paper, updated daily.

[LEARN MORE](#)

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

Avg. Weekly Hours Worked at Shoe Stores Tumble in November to Lowest in a Dozen Years



Source: US Bureau of Labor Statistics

With [shoe store sales still on the defensive](#), employers in this retail space continue to pare back on workers, average weekly hours and average weekly pay, with the latter fading in 2024 after surging to a record the prior year.

**By the numbers:** Data through November indicate average weekly earnings at shoe retailers declined more than -2% in 2024, despite weekly wages rising for the year at many other retail sub-sectors. The decline follows a 2023 surge of 11.7% in average weekly earnings, far outstripping gains in other retail sub-sectors, hinting shoe store earnings were due for a correction.

- Only the second annual decline in the last seven years, the 2024 retreat in average weekly earnings at shoe retailers arguably was overdue, given the 2023 spurt.

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