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## A new national shoe survey points to a ‘Sneaker Spring’ & higher Ecomm sales

The footwear industry’s business and trade association, the Footwear Distributors & Retailers of America (FDRA), recently commissioned a survey on behalf of its retail members to obtain key insights into shoe shopping behaviors and habits for Spring 2018. Respondents answered key questions focused on the types of shoes they are likely to purchase, from where they plan to purchase those shoes, and how much they may spend this Spring. The results support current industry notions with some definite surprises along the way.

[The results can be found here.](#)

### 5 Key Trends the Survey Found:

- 74% of consumers plan to buy footwear this Spring, with 39% saying they plan to spend between \$100-\$250, a jump over 2017.
- Sneakers continue to rule and reign with 70% of footwear consumer respondents eyeing a new pair of casual or performance footwear.
- While not preferred by a majority of footwear consumers polled, online shoe shopping continues to gain ground on in-store purchasing. (23% in 2017 to 35% in 2018)
- Amazon continues to dominate amongst online shoe shoppers as over HALF polled plan to buy their footwear on the online retail giant’s website. (47% in 2017 to 52% in 2018)
- Those who plan on shopping in a store this Spring, 53% plan to do so at a local chain store like Famous Footwear, Shoe Carnival, DSW or Rack Room. That’s up from 44% in 2017.

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### About FDRA

FDRA is governed and directed by footwear executives and is the only trade organization focused solely on the footwear industry. Serving the full footwear supply chain, it boosts its members’ bottom lines through innovative products, training, consulting on footwear design and development, sourcing and compliance, trade and customs, advocacy, and consumer and sales trend analysis for shoe retailers around the world. FDRA supports 500 companies and brands worldwide, representing 95% of the total U.S. footwear industry. Learn more: [fdra.org](http://fdra.org)