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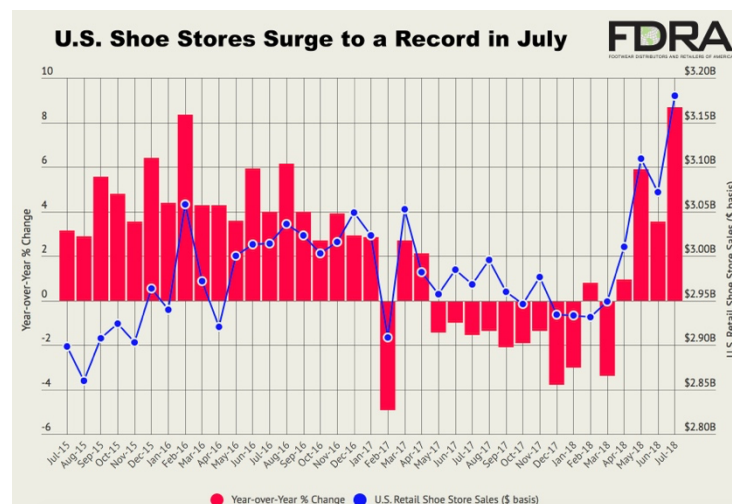
FDRA Reports US Shoe Store Sales and Total Consumer Spending on Shoes Hit Record Highs – FDRA President Forecasts Continued Solid Growth for the Shoe Sector

FDRA, the footwear industry’s business and trade association, analyzed recent government data (July just reported out) on the footwear marketplace against historical trends and found new record highs on shoe sales.

“Footwear retailers are moving from a state of disruption to transformation. The last half of 2017 was hard as total sales in shoe stores declined every month, but now we have seen increases for the past 4 months culminating in a record high,” said FDRA president and CEO Matt Priest. **“Consumer spending on footwear also continues to jump. We couldn’t be pleased more for the industry. Retailers and brands have been working hard to innovate both product and experiences and it seems that is now showing through at the same time consumer sentiment is rising. These latest numbers tell us the overall shoe store market will grow in 2018, against a narrative of the death of brick and mortar, and if the streak continues, total footwear spending could hit \$85 billion this year.”**

U.S. shoe store sales in July rocketed up 8.7% – the biggest jump in five years. At a seasonally-adjusted \$3.18 billion, July marks the best month ever for shoe stores as they outpaced big box retailers.

The footwear industry is also now a record-high \$84 billion industry. **U.S. consumer spending on shoes in July – across all channels from eComm to brick and mortar – rose a year-over-year 5.6% (seasonally adjusted) to an annualized \$83.9 billion.**



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