

PRESS RELEASE | March 12, 2025

Footwear Sales Continue to Plunge, Down 10% Last Week Following a 26% Drop Two Weeks Prior

Shoes are a critical bellwether: As shoe sales go, so goes the economy

WASHINGTON, D.C. – Matt Priest, President and CEO of the Footwear Distributors and Retailers of America (FDRA), issued the following statement:

“For years, we’ve warned that tariffs are a hidden tax on American families, raising the cost of essentials like footwear. Now, we’re seeing the consequences firsthand. According to our industry sales survey, for the week ending February 22nd, footwear sales plunged 26.2% compared to the same retail week in 2024. This isn’t just a routine market shift—it’s a clear sign that rising inflation and the looming threat of new tariffs directly impact consumer behavior.

“The administration still has an opportunity to change course before the damage worsens. If these tariffs expand, prices will rise further, businesses will struggle, and American families will continue to feel the squeeze. With midterm elections approaching, voters will remember who took action to lower costs and who didn’t. We remain committed to working with policymakers on both sides to find solutions that remove these unnecessary burdens and provide real relief to consumers and businesses alike.”

Recent Coverage on Footwear and Inflation Trends:

1. **Footwear News – FDRA's Matt Priest Says Trump's Additional 10% Tariff on China Would Be 'Catastrophic' for Some Shoe Companies**
2. **Sourcing Journal – Shoe Sales Plunge as Inflation Fears Over Trump Tariffs Rise, FDRA Says**
3. **Yahoo Finance – Footwear industry expecting blow from tariffs on China imports**

For more information or to schedule an interview with **Matt Priest**, please contact FDRA at fdracomms@cgagroup.com.

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