

PRESS RELEASE | June 26, 2025

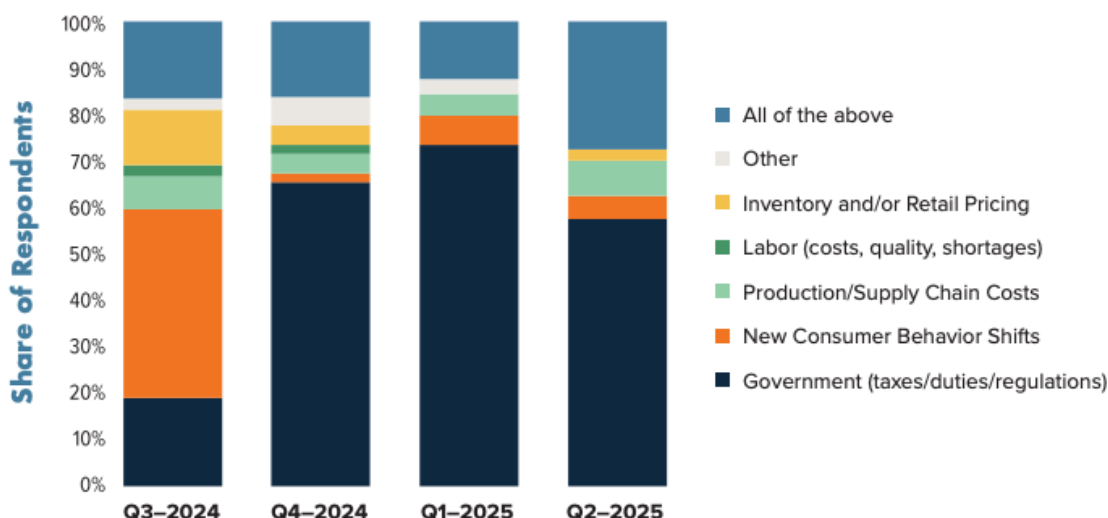
FDRA Releases Q2 2025 Shoe Executive Business Survey Results: Footwear Outlook Weakens as Tariffs and Consumer Strain Take Toll

Record Shares of Executives Report Lower Sales, Expect Continued Cost Pressures and Weaker Consumer Demand

WASHINGTON, D.C. – June 26, 2024 – The Footwear Distributors and Retailers of America (FDRA) released the results of its [Q2 2025 Shoe Executive Business Survey](#), revealing mounting concerns among footwear leaders about weakening consumer demand, rising costs, and the ongoing impact of Washington's unpredictable tariff policies.

The quarterly survey provides key insights from executives across the footwear industry on topics ranging from economic outlook and company health to pricing, hiring, and future sales expectations.

YOUR COMPANY'S BIGGEST ISSUE OVER THE NEXT 6 MONTHS

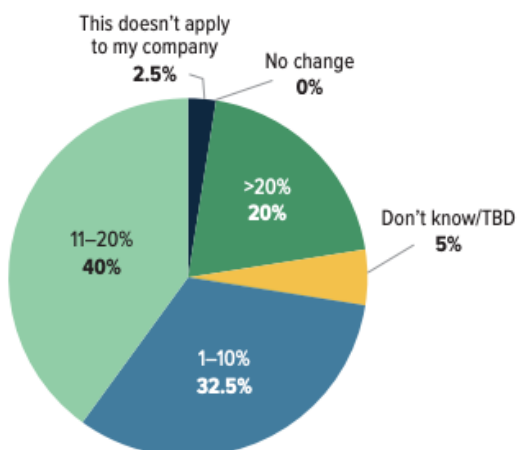


Bleak Business Sentiment Intensifies

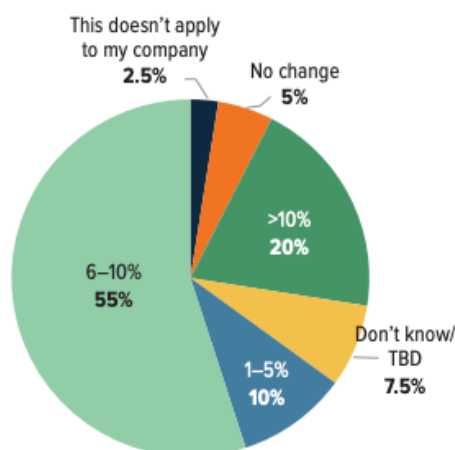
The survey shows a significant downturn in industry confidence as footwear executives navigate a turbulent retail and economic environment:

- More than **6 in 10 respondents** report lower sales compared to six months ago—a **record share** in the survey's history.
- A near-record **49% of executives** anticipate lower comparable store sales over the next six months.
- **82% of respondents** say they expect the U.S. economy to weaken or be very weak over the next six months.
- An overwhelming **88% foresee a weaker footwear shopper** in that same time frame

In anticipation of higher tariffs on footwear, how much do you expect your average landed cost will rise in 2025?



In anticipation of higher tariffs on footwear, how much do you expect your average retail price will rise in 2025?



Hiring and Investment Hit Pause

Facing economic headwinds and increased operating costs, record shares of executives report plans to curb capital expenditures, reduce hiring, and cut operating costs for the remainder of the year.

As a result, more than **3 in 5 respondents** now project their company's health will be weaker or very weak over the next six months—nearly **triple the share** seen just two quarters ago.

"This quarter's survey is a flashing red light for the industry," said **FDRA President & CEO Matt Priest**. "Footwear companies are facing a perfect storm—consumers are pulling back, costs are rising fast, and trade policy from Washington continues to inject unnecessary volatility into an already fragile marketplace. President Trump and Congress must remember tariffs are an additional tax on already burdened American families and American industry."

Cost Pressures Continue to Mount

A surge in landed costs remains a dominant concern for brands and retailers, with **94% of respondents** expecting footwear to increase over the year's second half. Notably, **60% forecast double-digit increases**—a level of cost escalation seen only three times in the past 35 years, according to FDRA Chief Economist Gary Raines.

These cost pressures are expected to trickle down to consumers, with **three-quarters of footwear executives anticipating retail prices will rise by more than 5% this year**—a rate of increase not seen in over four decades.

Visit the [FDRA website](https://www.fdra.org) for more information. To schedule an interview with Matt Priest on the state of the footwear industry, please email 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](https://www.fdra.org)