

PRESS RELEASE | **September 29, 2025**

New Survey: 75% of Consumers Say Shoe Prices Are Rising — Tariffs Blamed as Holiday Shopping Season Begins

WASHINGTON, D.C. — A new national survey of likely shoe shoppers, conducted by Emerson College Polling and commissioned by **the Footwear Distributors and Retailers of America (FDRA)**, reveals that a strong majority of consumers are feeling the impact of rising footwear prices — and they overwhelmingly point to tariffs as a key driver.

The findings come just as the holiday shopping season gets underway, with many Americans already scaling back their purchases due to inflation and economic uncertainty. The data shows that lower-income households and older Americans are especially concerned about continued price hikes.

Here's a statement from **FDRA President and CEO Matt Priest**:

"This survey makes it clear: consumers are feeling the pinch, and they know tariffs are part of the problem. With the holidays approaching, families are making tough choices — and shoes are increasingly being left off the list. Policymakers need to understand that tariffs are not abstract policy tools — they're real costs passed on to hardworking Americans."

Survey's Key Findings:

Consumers Are Feeling the Price Increases

- 75% of consumers say they've noticed higher shoe prices over the past year.
- Concern is exceptionally high among those earning less than \$50,000 annually.
- Among voters who supported President Trump, 72% say they're seeing "much higher" or "generally higher" prices.

Most Expect Prices to Keep Rising

- 76% of consumers expect shoe prices to rise further in the coming months.
- Among those aged 50 and older, over 80% identify tariffs as a major contributor to inflation.

Tariffs Seen as a Primary Cause

- A combined 70% of consumers say tariffs are either the primary cause or a major contributor to rising footwear prices.
 - This includes 62% of Republicans and 61% of Trump voters.

These findings come at a time when economic concerns remain front and center in Washington and across the country. Voters are sending a clear message: they want targeted trade policies that lower costs, not broad tariffs that drive up prices on everyday essentials.

For more information about the survey or 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 97% of the total U.S. footwear industry. Learn more: fdra.org