

PRESS RELEASE | **September 15, 2026**

FDRA: Tariff Pressures Haven't Gone Away – They're Hitting American Families Right Now

Footwear industry warns that elevated supply chain costs are now landing directly on store shelves

WASHINGTON, D.C. – Public attention on tariffs may have cooled over the summer, but the financial squeeze on shoe companies and American households has only intensified.

Footwear brands continue to battle high tariffs, trade policy uncertainty, and rising supply chain expenses. After months of absorbing these hits, companies are running out of room – and those costs are now surfacing at checkout, evident throughout the back-to-school shopping season.

“While tariffs may not dominate headlines every day, their impact is still showing up in family budgets,” said **Matt Priest, President & CEO of FDRA**. “The situation hasn't quieted down. Expenses keep mounting, prices keep climbing, and ongoing uncertainty makes basic business planning almost impossible.”

Footwear already shoulders some of the steepest tariff rates of any consumer good. Unlike sectors with heavy domestic manufacturing, virtually no shoes sold in the U.S. can be made domestically at the scale or price point working families require.

“Our companies spent months shielding consumers from price spikes, but there's a limit to what any business can absorb,” Priest added. “Families can't skip buying shoes for work, school, and daily life. Policymakers need to focus on cutting costs on everyday essentials – not stacking on new tariffs and unpredictable trade policies.”

FDRA is urging lawmakers to step up:

- **Congress:** Strengthen tariff oversight and deliver targeted relief for consumer goods where there are no domestic production alternatives.
- **The Administration:** **Provide** clear policy predictability, avoid new import duties on essential family goods, and prevent tariff stacking.

Matt Priest is available for interviews on footwear pricing trends, trade policy, family affordability, and the industry outlook.

For more information about [FDRA](#) or to schedule an interview with Matt Priest, 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 98% of the total U.S. footwear industry. Learn more: fdra.org