

FDRA Statement on September Consumer Price Index Report

New inflation data underscores continued pressure on consumers as voters say tariffs are raising everyday costs

WASHINGTON, D.C. – The Footwear Distributors and Retailers of America (FDRA) today responded to the latest Consumer Price Index (CPI) report, which showed inflation accelerating in September as American families continue to face higher costs for everyday goods.

Overall inflation accelerated from 3.4% in August to 3.7% in September, the third-sharpest increase in more than three years. Footwear prices rose a comparable 3.4% year over year. Men's footwear prices rose 4.5%, women's prices increased 3.9%, and children's footwear prices rose 0.4%.

"Today's report is another reminder that the affordability challenges facing American families have not gone away," said **Matt Priest, President and CEO of FDRA**. "Consumers are already navigating higher costs across their household budgets, and tariffs add another layer of expense to products people buy every day. Footwear companies are working hard to keep shoes affordable, but there is a limit to how much additional cost businesses can absorb before those pressures reach consumers."

Looking ahead, FDRA expects broader inflation, footwear import costs and oil prices to continue influencing retail footwear prices. While import costs are declining year over year and are expected to continue to do so, persistent oil prices and geopolitical uncertainty could keep pressure on the industry. As a result, retail footwear prices may continue to rise heading into 2027, though at a more moderate pace.

The latest inflation data comes just weeks after new national polling conducted by Emerson College Polling for FDRA found that 71% of voters believe tariffs have raised the price of basic goods they purchased over the past year. That sentiment cuts across party lines, including 91% of Democrats, 73% of independents and 51% of Republicans.

The Emerson polling also found growing concern about the broader economic impact of U.S. trade and tariff policy. Sixty-four percent of voters said President Trump's trade and tariff policies have hurt the U.S. economy, compared with 28% who said they have helped and 8% who said they have had no impact. In November 2024, voters were nearly evenly divided, with 46% saying President Trump's tariff policy would hurt the economy and 44% saying it would help.

The concern extends directly to footwear. Sixty percent of voters oppose additional tariffs on children's shoes, compared with 16% who support them and 24% who are neutral.

Emerson College Polling Highlights

Recent national polling conducted by Emerson College Polling for FDRA found:

- 71% of voters say tariffs have raised the price of basic goods they purchased over the past year.
- 64% say President Trump's trade and tariff policies have hurt the U.S. economy, compared with 28% who say they have helped.
- 73% of independent voters say tariffs have raised the prices they pay, while 71% say President Trump's trade policies have hurt the economy.
- 60% oppose additional tariffs on children's shoes, while only 16% support additional tariffs.
- 81% of voters under 50 say tariffs have increased prices, compared with 63% of voters age 50 and older.

For more information about [FDRA](https://fdra.org) 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