

SHOE SHOPPERS ONLINE SEARCH REPORT

What shoe consumers are searching for on Google

APRIL 19 – 25, 2020



Nike still dominates 4 of the top 5 and 8 of the top 10 shoes searched for last week. Nike was also the most searched footwear brand, again nearly 5-to-1 over 2nd place **adidas**



A few **sandals** fared unusually well last week:



Earlier indicators of stay-at-home nesting (**loafing footwear, hiking boots**) were not as prevalent

