

# SHOE SHOPPERS ONLINE SEARCH REPORT

## What shoe shoppers are searching for on Google

May 3–9, 2020



### Top Shoes Searched

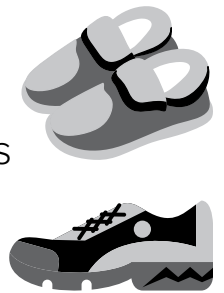
Capitalizing on the interest generated by ESPN's "The Last Dance", Nike dominated **4 of the top 5** and **8 of the top 10** shoes searched for last week.

This week also marks **the first time in years that a Nike Air Jordan I** has made the list.



### Indicators of Stay-at-Home Nesting

Aside from a few searches for **Acorn, Oka B,** and **Bjorndal**, the earlier footwear indicators of stay-at-home nesting (loafing footwear, hiking boots, aquatic footwear) were not as prevalent.



### Products on the Rise



Nike **Air Zoom Pegasus 36 N7 x Pendleton**

Nike **Mens Air Jordan 13 Retro**

### Footwear Compared to Other Most-Searched Products



The iPhone remained #1 and the PlayStation #9, while **Nike Jordan apparel and accessories took 7 spots.**

### Top-5 Outlier Products



Nike **LeBron 13**

Nike **Air Jordan Zoom**