

SHOE SHOPPERS' ONLINE SEARCH REPORT

What shoe shoppers are searching for on Google

July 19 – 25, 2020



Top 10 Shoes Searched

Nike again retained 4 of the top 5 and 7 of the top 10 shoes searched last week. The **Nike Jordan** remains the most-searched shoe each of the last 13 weeks, and by a fairly wide margin. In fact the most-searched Nike Jordan got about 3.6 searches for every search for 3rd-place adidas Originals, the 2nd-largest ratio in more than a year and a half of tracking and comparing the 2 shoes.



Products on the Rise

2 new 'Products on the Rise' cracked this top-5 list for the 1st time last week, including the **Nike Air Jordan XII**, only the 7th time any Nike Air Jordan has made this list in more than a year and a half. In fact, 2 basketball shoes—the 3rd-place Nike Air Jordan XII and the 1st-place **Nike KD II**—made the list, perhaps reflecting the recent start of the shortened NBA season. The KD II saw its search volume jump 344% from the prior 3 weeks, the 2nd-biggest surge for any shoe in 11 weeks.

Outlier Products & Brands

Also perhaps due to the recent start of the shortened NBA season, all top 5 'Outlier Products' last week were basketball shoes, interestingly with 3 **Kevin Durant** shoes in the top 5. This marks the 2nd week since April that at least 3 KDs made the list.



2 brands (**#1 Paul Smith** and **#5 Hender Scheme**) cracked the top 5 'Outlier Brands' for the 1st time last week. **Paul Smith**
Hender Scheme

Most Searched Brands

The order of the top 5 'Most-Searched Brands' remains unchanged again this latest week, again led by **Nike** and a distant-2nd **adidas**. The shares imply for every adidas search, Nike garnered more than 5, tying for the highest ratio on record and echoing our observation above.



Brands on the Rise

Women's formal pumps, boots, high heel, and sandal brand **Attico** was the sole 1st-time entrant to crack the top-5 'Brands on the Rise' list for the 1st time last week. And men's dress shoes **a.testoni** (#1) and women's flats **Butterfly Twists** (#3) both returned to the list for the 2nd times in recent weeks.



Footwear Compared to Other Most-Searched Products

Nike Jordan (#2) & **Nike Air** (#3) were the only 2 footwear products in the top 10 last week. The iPhone remained #1, and the PlayStation console occupied the 10th spot, and Nike Jordan apparel & accessories took the other 6 spots in the top 10.