

SHOE SHOPPERS' ONLINE SEARCH REPORT

What shoe shoppers are searching for on Google

July 5 – 11, 2020



Top 10 Shoes Searched



Nike again retained 4 of the top 5 and 7 of the top 10 shoes searched via Google into the 1st full week of July.

The **Nike Jordan** remains the most-searched shoe each of the last 11 weeks. The **Nike Air Jordan I** re-entered the top 5 list for the 3rd time in 8 weeks.

Products on the Rise

3 new 'Products on the Rise' cracked this top-5 list for the first time last week. 2 women's business-casual slip-on shoes—the **Clarks May Marigold** and the **Spring Step Professional**—led the list with the highest growth in searches last week.



Outlier Products & Brands

5 new 'Outlier Products' cracked this top-5 list for the 1st time last week, with the top 4 spots occupied by youth footwear, including the **SUPRA Footwear Vaider** skater shoe at #1.

2 brands (#4 **Softspots** and #5 **TravisMathew**) cracked the top 5 'Outlier Brands' for the 1st time last week. And after 1st entering the top-5 list in late June, **Tecovas** repeated again in this latest week, the first back-to-back top-5 weekly showings for any brand since November.



Most Searched Brands

Converse replaced Birkenstock among the 'Most-Searched Brands' for 5th spot last week, again led by Nike and a distant-2nd adidas. The shares imply for every adidas search, Nike garnered nearly 5, a ratio little changed over most of this year.



Brands on the Rise

Women's flats **Butterfly Twists** was the sole first-time entrant to crack the top-5 'Brands on the Rise' list for the 1st time last week. Mountain and trail-running footwear brand **Millet** led the list with its search volume surging more than 1,000% from trend for the 2nd time in 8 weeks, only the 4th week in more than a year and a half than any brand's search volumes have surged so much.



Footwear Compared to Other Most-Searched Products

Nike Jordan (#2) and **Nike Air** (#3) were the only 2 footwear products in the top 10 most searched products 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.

