

SHOE SHOPPERS' ONLINE SEARCH REPORT

What shoe shoppers are searching for on Google

June 21 – 27, 2020



Top 10 Shoes Searched

Nike again retained 4 of the top 5 and 8 of the top 10 shoes searched online into the second half of June. The **Nike Air Jordan Retro** re-entered the top 5 for the 4th time in the last 5 weeks, and only the 4th time in more than a year.



Products on the Rise

4 new 'Products on the Rise' cracked this top-5 list for the first time last week, spread across a high top (**Reebok Kamikaze**), a men's casual/dress shoe (**Clarks Raharto**), a casual sneaker (**TOMS TRVL LITE Collection**), and a trainer (**FILA Dragster**).



Outlier Products

Another **TOMS (the Majorca)** led the top-5 'Outlier Products', deviating the most from expected search trends this week. This marks only the 3rd week in more than a year and a half that any TOMS has cracked this top 5 list, let alone led it.

Most Searched Brands

Birkenstock replaced New Balance for the 5th spot among the 'Most-Searched Brands' last week, only the 2nd time in 11 months Birkenstock has made the list. Nike and a distant-second adidas again led this list.



Brands on the Rise

4 new 'Brands on the Rise' cracked this top-5 list for the first time last week, led by cheer/volleyball shoe **Kaepa**, sporting the biggest growth in searches for any brand in 8 weeks. In fact, 4 top 'Brands on the Rise' also were among the top 5 'Outlier Brands' including **Gap, Rancourt, Tecovas, and Tamara Mellon**. Gap's 1,137% surge from expected search trends this week may have been driven primarily by the apparel retailer's recently-announced partnership with Kanye West's **Yeezy** label, although the agreement is for apparel, not footwear.

Footwear Compared to Other Most-Searched Products

Nike Jordan (#2) and **Nike Air (#3)** were the only 2 footwear products in the top 10 last week. The iPhone remained #1, and the PlayStation console fell to #10, while Nike Jordan apparel and accessories took the other six spots in the top 10.