

SHOE SHOPPERS' ONLINE SEARCH REPORT

What shoe shoppers are searching for on Google

August 9–15, 2020



Top 10 Shoes Searched

Nike (#1, 2, 3, & 4) and **adidas** (#5) continue to occupy the 5 top spots for *most-searched footwear* in the latest week. This report marks the 1st week since late May that Nike occupied all top 4 spots. In fact, Nike took 8 of the top 10 spots and adidas took the other 2.



Products on the Rise



2 new *Products on the Rise* cracked the top 5 for the 1st time this week, notably (#2) the Nike Men's **Air Jordan 1 Hi FlyEase** and (#3) the **Giuseppe Zanotti Design Cruel Collection**. This week

marks the 3rd time in recent weeks that both brands posted shoes in this category.

GIUSEPPE ZANOTTI

Outlier Products & Brands

4 new *Outlier Products* also cracked the top 5 for the 1st time this week, led by 2 from **Gucci**, the Sylvie (#3) and the Jordaan (#5). Reflecting the stay-at-home trend, the **UGG** Men's Ascot Suede Slipper led the list, the 2nd UGG to crack the top 5 in a month. But there's no overlap among any top-5 *Outlier Product* with *Products on the Rise*.



4 new entrants—including 3 more sneakers—cracked the top-5 *Outlier Brands* in this latest week, led by **Novesta**, with search volume up 443% on the week from what was expected.

NOVESTA®

Most Searched Brands

The order of the top 5 *most-searched brands* remains unchanged on the week. Note also the concentration... the numbers imply for every (2nd place) **adidas** search, **Nike** got nearly 5 searches.

Brands on the Rise

STRAYE
prince

One new entrant cracked the top-5 *Brands on the Rise*, 3rd-place **STRAYE**. We also note 3 sneaker brands in the list, including 4th-place tennis shoe **Prince**, reflecting increased interest in socially-distanced sports.

Footwear Compared to Other Most-Searched Products

Nike Jordan (69) & **Nike Air (57)** were the 2nd- and 3rd-most searched items, with mobile phones and accessories (#1, 4, & 5) and other Nike apparel and accessories accounting for the other 5 spots. The number 100 represents peak popularity, meaning the Nike Jordan was 69% as popular as the iPhone (100).

