

SHOE SHOPPERS' ONLINE SEARCH REPORT

What shoe shoppers are searching for on Google

August 16–22, 2020



Top 10 Shoes Searched



Nike again retained 4 of the top 5 and 8 of the top 10 spots for shoes searched via Google during the 3rd week of August.

The **Nike Jordan** remains the most-searched shoe each of the last 15 weeks. In fact, the Nike Jordan and Nike Air remain the 2 most-searched shoes each week for the last 14 months.

Products on the Rise

4 new 'Products on the Rise' cracked this top-5 list for the 1st time in this latest week, each primarily geared to the women's market, including 2 from **Clarks**, the **Teedale** and the **Raisie**. The lone men's shoe, the **Nike Men's Air Jordan 1 Hi FlyEase**, made the list for the 2nd straight week, the 1st time any Nike shoe has posted back-to-back weeks as a 'Product on the Rise' in at least a year and a half.



Outlier Products & Brands

4 new 'Outlier Products' cracked this top-5 list for the 1st time in this latest week, including 2 from Nike, the 2nd-place **Nike Air Jordan XVI** and the 5th-place **Nike Air Jordan XX3**. The **Tory Burch Chelsea** women's dress shoe led the list, the 1st time in 22 weeks that a Tory Burch shoe has made the list.



In 1st place, women's shoe brand **Caslon** was the lone 1st-time entrant among the top 5 'Outlier Brands' in this latest week, while 3rd-place **Inkkas** made the list for the 5th time in the last year, more often than any other brand.



Most Searched Brands

The top 5 'Most-Searched Brands' remain unchanged in the latest 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

An eclectic mix of brands of women's shoes (**Zadig & Voltaire**), children's brand **HOO**, and **Osiris** skater shoes were among the top-5 'Brands on the Rise' list for the 1st time in the latest week. 3rd-place driving shoe **Piloti** kept the eclectic theme, the brand's 3rd week among the top 5 'Brands on the Rise' in a year and a half.

ZADIG & VOLTAIRE



Footwear Compared to Other Most-Searched Products

Nike Jordan (#2) & **Nike Air** (#3) were the only 2 footwear products in the top 10 again during this latest week. iPhone retained its perennial 1st-place spot, Samsung Galaxy products took spots 4–7, Nike Jordan apparel & accessories occupied the 8th, 9th, and 10th place spots.