

SHOE SHOPPERS' ONLINE SEARCH REPORT

What shoe shoppers are searching for on Google

September 6–12, 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 week ending September 12. The **Nike Jordan** remains the most-searched shoe each of the last 17 weeks. In fact, the Nike Jordan and **Nike Air** remain the 2 most-searched shoes each week since June 2019.



Products on the Rise

With autumn in the air and winter around the corner, 3 shoes cracked the top-5 *'Products on the rise'* for the 1st time last week, including the football/soccer cleat **PUMA King** and **The North Face Alpenglow**, a snow boot, while kids' snow boot **Kamik SnowBug** led the list, its 1st time among the top 5 in a year.



Outlier Products & Brands

The PUMA King also led the list of *'Outlier products'*, the first **PUMA** product to make the top 5 since November. 3 sneakers made the top 5 in this latest week, including first-timers **Raf Simons x adidas** and **New Balance Cypher**.



RAF SIMONS



3 sneakers rose into the top 5 *'Outlier brands'* in this latest week, while women's high-end **Bottega Veneta** footwear made the list for the 2nd straight week and only the 2nd time on record.



Most Searched Brands

UGG and **Converse** replaced New Balance and Crocs for 4th and 5th spots among the top 5 *'Most-searched brands'* this latest week, a list 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

Aside from 1st-place and 7-time entrant **a.testoni**, the other 4 were 1st-time entrants among the top 5 *'Brands on the rise'* in this latest week.



Footwear Compared to Other Most-Searched Products



Nike Jordan (#2) & **Nike Air** (#3) were the only 2 footwear products in the top 10

this latest week. The iPhone remained #1, and PlayStation components occupied 3 spots, and Nike Jordan apparel & accessories took 4 other spots in the top 10.