

# SHOE SHOPPERS' ONLINE SEARCH REPORT

## What shoe shoppers are searching for on Google

August 23–29, 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 4<sup>th</sup> week of August. The **Nike Jordan** remains the most-searched shoe each of the last 16 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

All 5 top 'Products on the Rise' were 1<sup>st</sup>-time entrants this week, including 2 women's dress shoes, the 2<sup>nd</sup>-place **Tamara Mellon** Frontline and the 3<sup>rd</sup>-place **Clarks** Linvale, marking the 3<sup>rd</sup> Clarks shoe to make the list in the last 2 weeks. Leading the list is the Men's **Nike Kobe V Protro Chaos**, coinciding with the September 4<sup>th</sup> release of the **NBA 2K21 Mamba Forever Edition**. Search volume during the week for the Protro Chaos jumped 494% from the prior 3 weeks, the most for any shoe since April.

TAMARA MELLON

Clarks



### Outlier Products & Brands

**Nike** also took 3 of the top 5 and 6 of the top 10 spots for 'Outlier Products' this week, led by (#1) Nike Little Posite and the (#3) Nike Kobe, both 1<sup>st</sup>-time entrants. The **Under Armour Project Rock Collection** made the top 5 for the 2<sup>nd</sup> straight week and for the 8<sup>th</sup> time in a year and a half, more often than any other shoe.



Womenswear brands (#1) **Ivanka Trump** and (#3) **Bottega Veneta** are 1<sup>st</sup>-time entrants among the top 5 'Outlier Brands' this week, with daily search volume for Ivanka Trump footwear surging 449% from expected search trends, the most for any brand in 4 weeks.



IVANKA TRUMP

BOTTEGA VENETA

### Most Searched Brands

**New Balance** replaced Converse for 5<sup>th</sup> spot among the top 5 'Most-Searched Brands' this week, a list again led by Nike and a distant-second 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

4 1<sup>st</sup>-time entrants were among the top-5 'Brands on the Rise' list this week, dominated by womenswear: (#1) **Ivanka Trump**, (#3) **Jenni Kayne**, (#4) **Tamara Mellon**, and (#5) **Socofy**.

JENNI KAYNE



### 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. The iPhone retained its perennial 1<sup>st</sup>-place spot, Samsung Galaxy products took spots 4–7, Sony's PlayStation took #8, and Nike Jordan apparel occupied the 9<sup>th</sup> and 10<sup>th</sup> place spots.