

Shoe Sales Rocket to New Record of \$100 Billion

FDRA has analyzed new sales data that shows the footwear industry has blown past previous annual records and sits above \$100 billion in total consumer spending.

Key Shoe Sales Highlights:

- Consumer spending on shoes jumped 20.5% year over year in December 2021.
- December's sales jump pushed up full-year footwear spending to an unprecedented 29.8% gain in 2021.
- Total consumer demand for shoes now stands at a record \$100.7 billion.

FDRA President and CEO Matt Priest commented on the unbelievable increase:

“The resiliency of the American footwear industry cannot be overstated. Despite major supply chain disruptions, higher tariffs and Covid, our companies blew past previous record sales and surpassed \$100 billion in consumer demand for the first time ever. That is nearly \$17 billion more than the previous record in 2019. It is an unbelievable triumph that speaks to how innovative, dynamic, hardworking and creative footwear professionals are across the U.S. Congratulations to our amazing members for literally the best year in history. We look forward to helping companies continue to boost their business, and we hope 2022 brings sustained lasting growth.”

About FDRA: FDRA is the footwear industry's voice in Washington. It represents and advocates for nearly 500 companies and brands worldwide, or 95% of total U.S. footwear sales, making it America's largest and most respected footwear trade association.