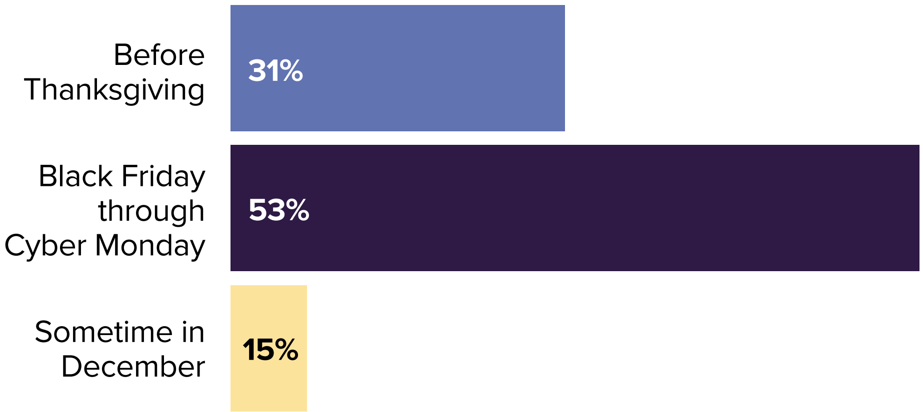
FDRA + FFANY

2023 Holiday Shoe Sales Forecast

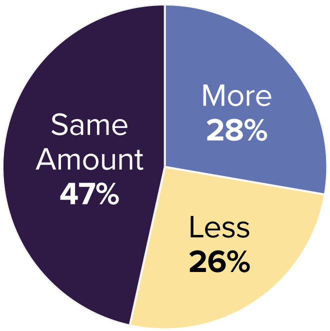
Nationwide survey of footwear consumer purchasing habits this holiday season

Survey Highlights

When do you expect to make your holiday footwear purchases?



Do you plan to spend more or less money on shoes compared to last year's holiday season?



This survey was commissioned by

FDRA + FFANY

The footwear industry's business and trade association

At over 95% of the entire industry, the Footwear Distributors and Retailers of America (FDRA) is the largest and most respected footwear trade association in the U.S. It represents and serves the entire footwear industry from small family owned footwear businesses to global footwear companies, as well as domestic manufactures, importers, and retailers. In all, it supports more than 250 companies and over 500 brands designing, producing, and selling great footwear to consumers all over the globe.

This survey was conducted by

ECP Emerson College POLLING

Emerson Polling is based in Boston, Massachusetts. Emerson Polling is a charter member of the Transparency Initiative of the American Association of Public Opinion Research (AAPOR).

Contents

Looking for more information on the footwear industry?

Visit **FDRA.org** to find a range of stats, data and analysis and subscribe to Shoe-in Show to hear industry leaders discuss business insights and trends!

METHODOLOGY

All respondents interviewed in this study were part of a sample of N=750 (sample size).

Data was weighted by U.S. general population parameters. The credibility interval, similar to a poll's margin of error, for the sample is +/- 3.5% in 19 of 20 cases. The survey was administered via an online panel. Data was collected between October 3–4, 2023.

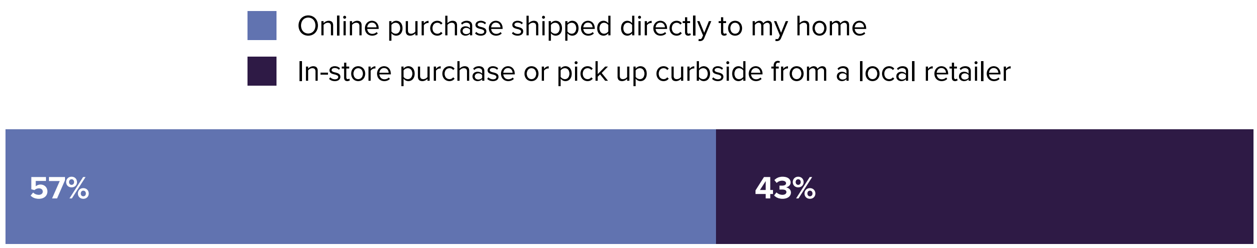
The results presented in this report include univariate and bivariate analysis of the data. Frequency distributions for each item included on the questionnaire are shown in the tables. In all cases, cross-tabulation results are also shown. This type of bivariate analysis examines differences between sub-groups of the overall population. In the cases where cross-tabulation results are presented, a chi-square test, an independent t-test for means, or a Z-test for independent percentages is shown.

A chi-square test is used in cases where comparisons are made for categorical variables. A t-test is used in cases where comparisons are made for measurement variables. A Z-test is used in cases where comparisons are made between independent population percentages.

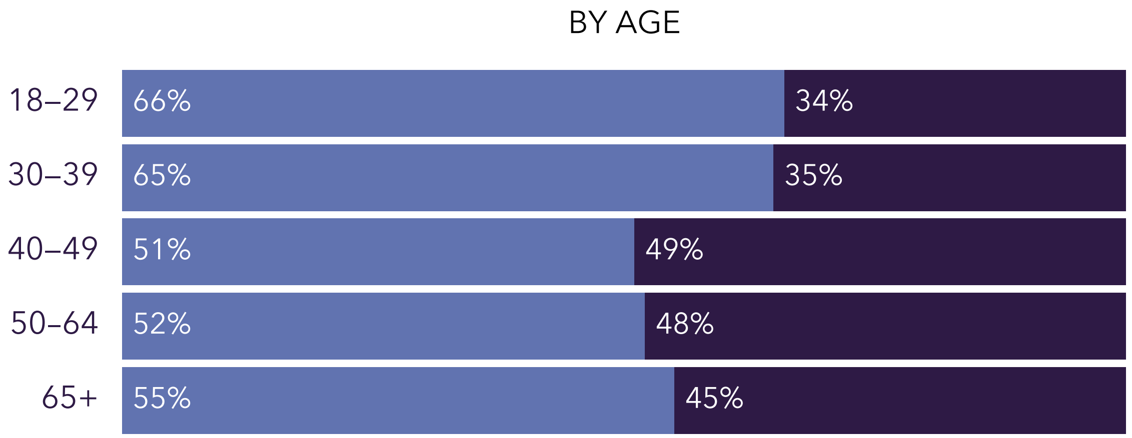
The purpose of these statistical tests is to determine whether or not the observed difference between sub-groups in the sample is due to sampling error or whether it is due to a real difference in the population. When the results are statistically significant, it strongly suggests that the observed difference between sub-groups found in the sample is due to a real difference in the population, and not due to sampling error.

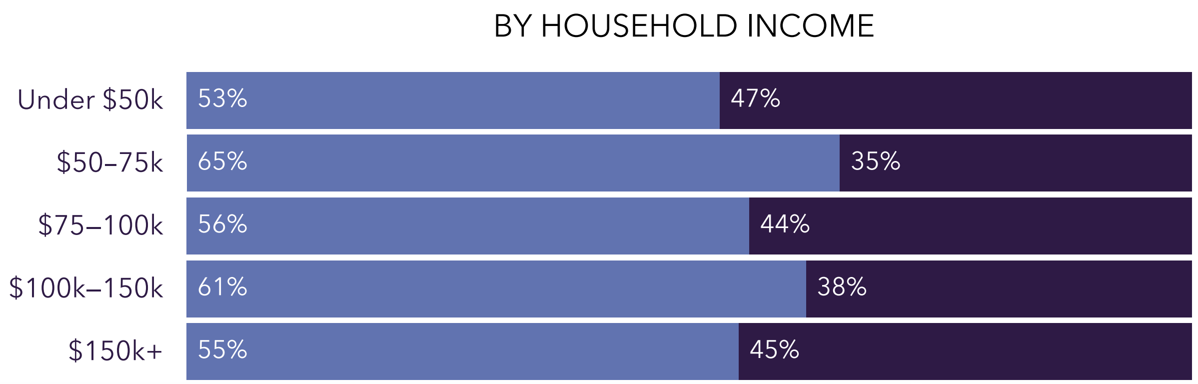
A chi-square significance level of .05 indicates significance at the 95 percent level. In other words, it is 95 percent likely that the results are due to a real difference between comparison groups. A chi-square significance level of .01 indicates significance at the 99 percent level. When a t-test or a Z-test is shown, lower- and upper-case letters indicate significance at the 90 and 95 percent levels respectively.

Do you plan on making your holiday shoe purchase online for home delivery, or do you plan on going into a local retailer store to buy shoes?

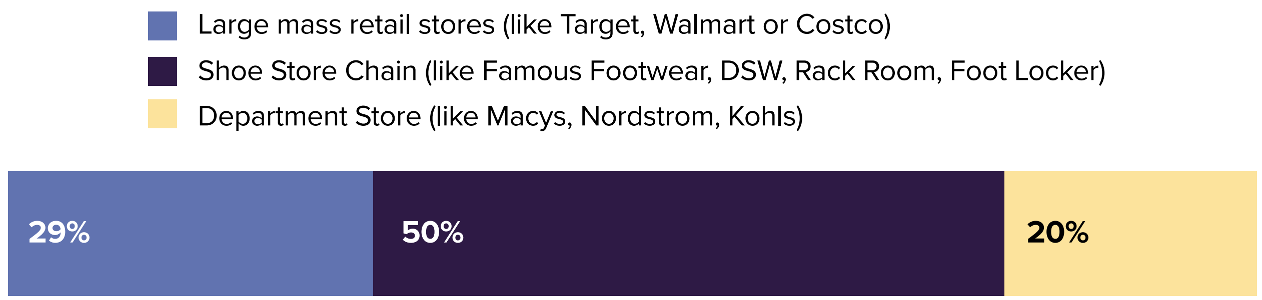


- A majority of respondents (57%) plan to make purchases online shipped directly to them, while 43% plan to make in-store purchases or pick up curbside from a local retailer.
- Since the 2022 holiday survey, those who plan to shop online decreased from 64% to 57%, and those who plan to make purchases in-store increased from 36% to 43%.
- Those between 18 and 29 are most likely to shop online this season at 66%, followed by those between 30 and 39 at 65%, those over 65 at 55%, those between 50 and 64 at 52%, and those between 40 and 49 with 51%.



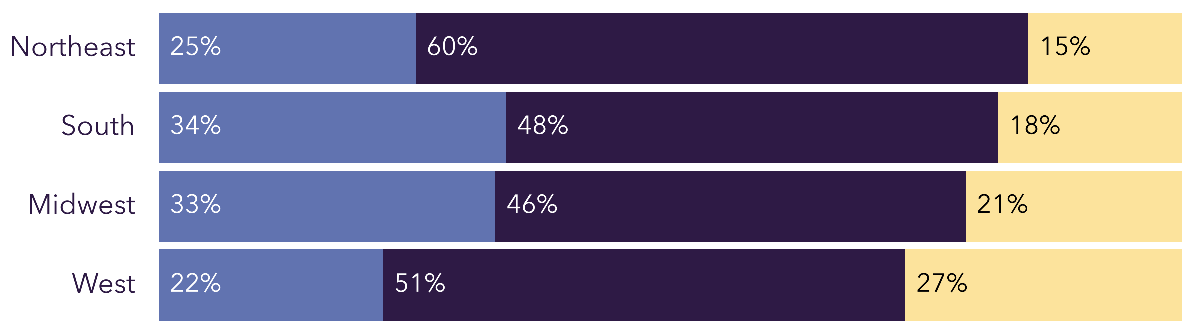


Where do you plan on shopping in-store for shoes this holiday season?

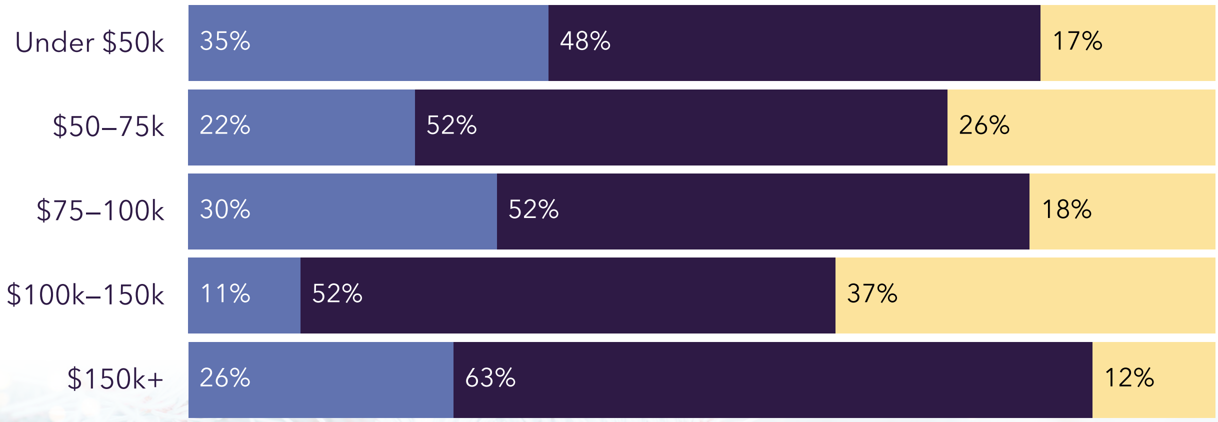


- Half of respondents plan to shop at shoe store chains this holiday season, while 29% plan to shop at large mass retail stores, and 20% plan to shop at department stores.
- Those in the Northeast are most likely to shop at shoe store chains at 60%, compared to 51% of those in the West, 48% of those in the South, and 46% of those in the Midwest.
- Since last year's survey, there has been a 7-point decrease in retail stores, a 4-point increase in shoe store chains, and a 1-point increase in those who plan to shop at department stores.

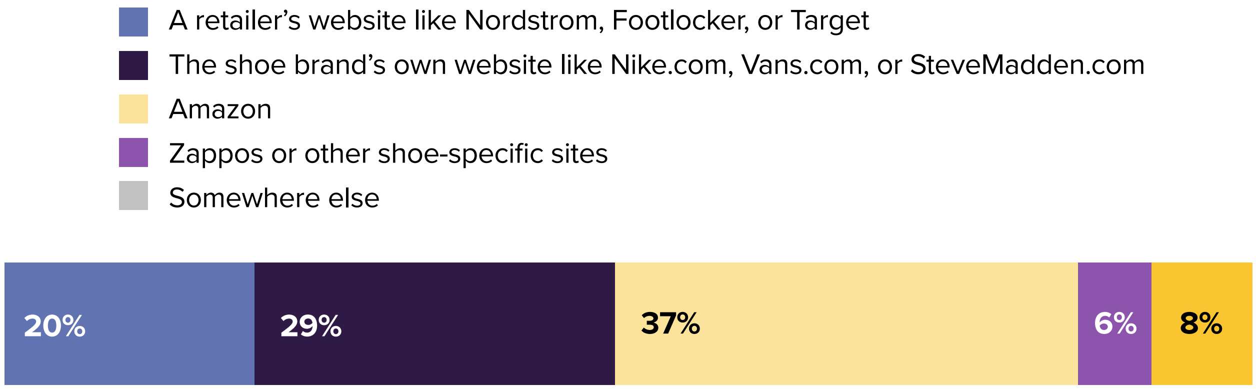
BY REGION



BY HOUSEHOLD INCOME

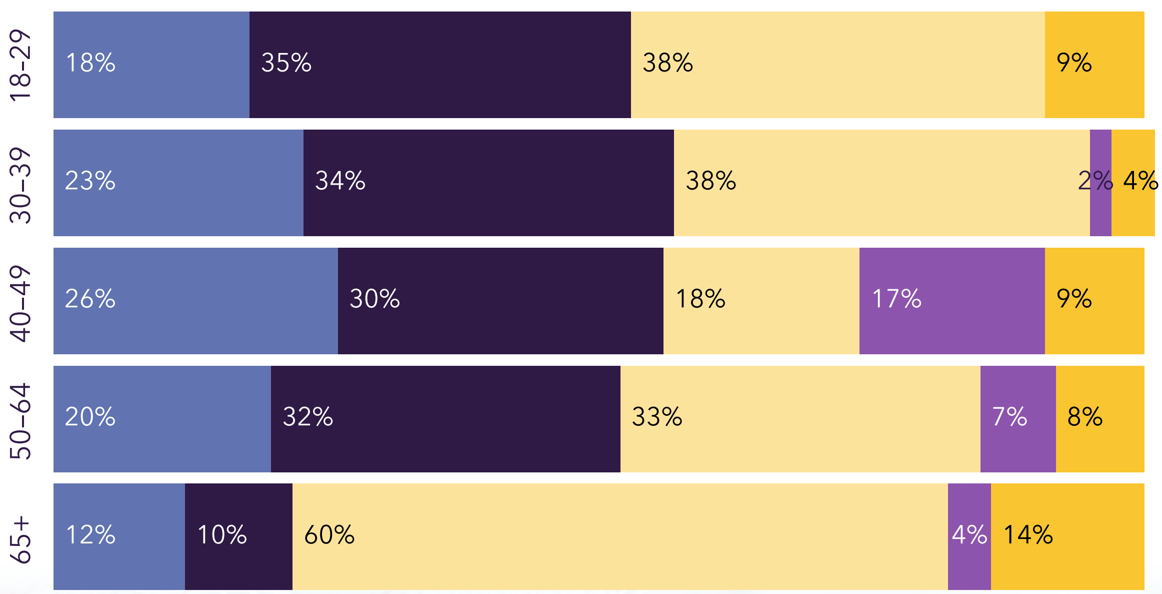


Where do you plan on shopping for shoes online this holiday season?



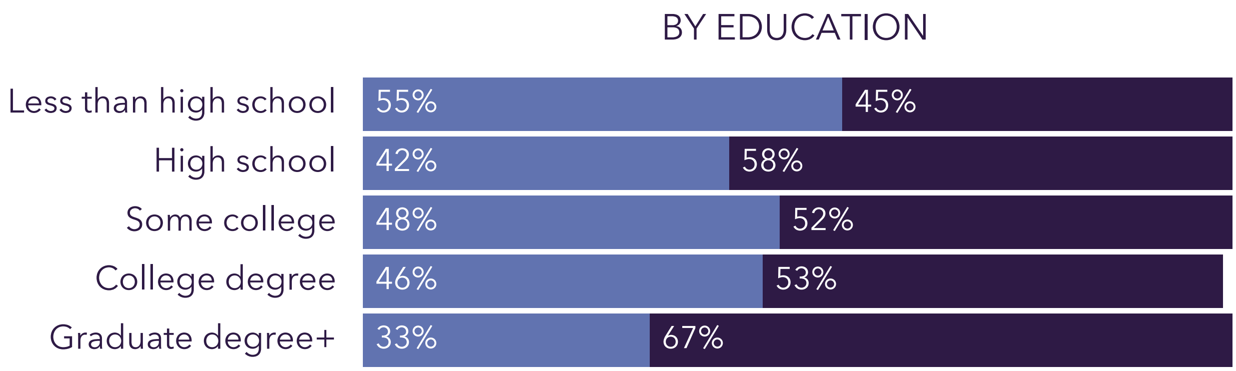
- Overall, 37% plan to shop for shoes online at Amazon, 29% plan to shop at the brand's own website, 20% plan to shop on a retailers website, 8% plan to shop somewhere else, and 6% plan to shop at Zappos, or another shoe-specific site.
- Since 2022, the share of individuals planning on shopping for shoes at Amazon has decreased from 41% to 37%, those on the shoe brand's own website has decreased from 31% to 29%, while those shopping on the retailers website has increased from 19% to 20%, Zappos increased from 5% to 6%, and those shopping somewhere else doubled from 4% to 8%.
- Those over 65 are most likely to shop for shoes online at Amazon at 60%, compared to 38% of those aged between 18 and 39, 33% of those between 50 and 64, and 18% of those between 40 and 49.

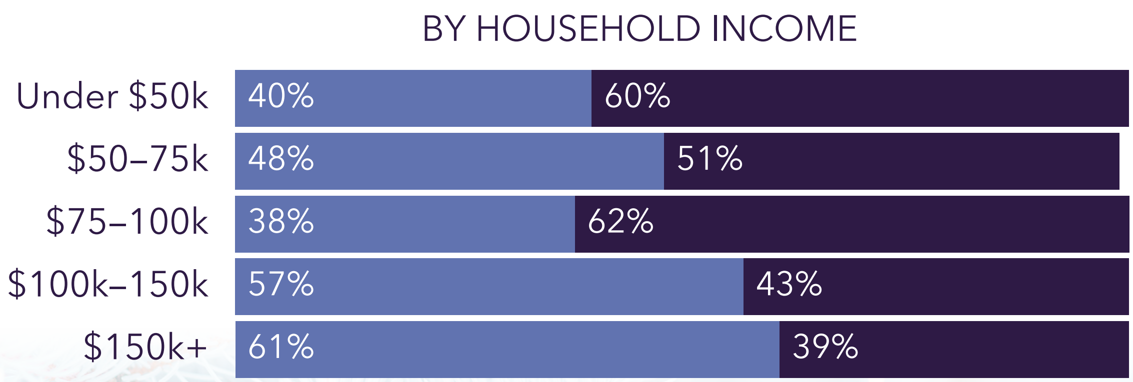
BY AGE



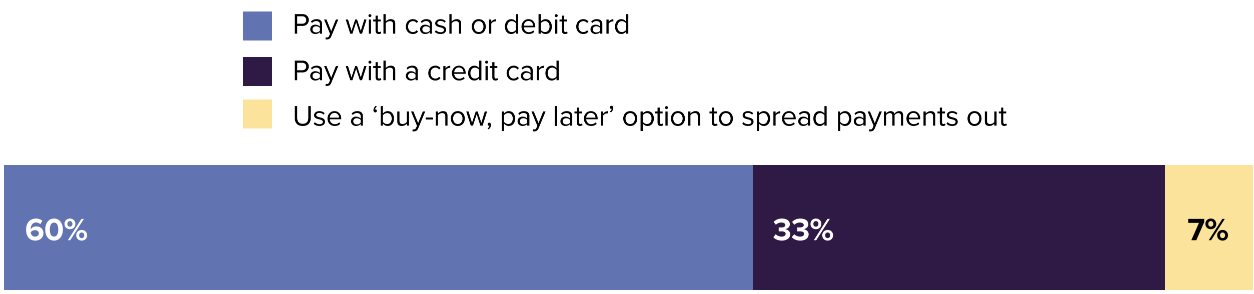
Is your budget and/or inflation changing where you are shopping for shoes?

- Overall, 56% say their budget and/or inflation is changing where they shop for shoes, while 44% say it is not changing where they shop.
- 60% of those with household incomes under $50,000 per year say budget and/or inflation is changing they way they are shopping for shoes, compared to 51% of those with household incomes between $50–75k, 62% of those with household incomes between $75–100k, 43% of those with household incomes of $100–150k, and 39% of those with household incomes over $150k.
- 55% of those whose highest level of education is a high school degree or less say they are still shopping at the same retailers but being more selective, compared to a majority of all other education groups who say they are changing where they shop for shoes.
- The share of individuals who are planning to change where they shop is similar to last year's survey, where 43% plan to shop at the same places, and 57% who plan to shop at different places to find better deals.

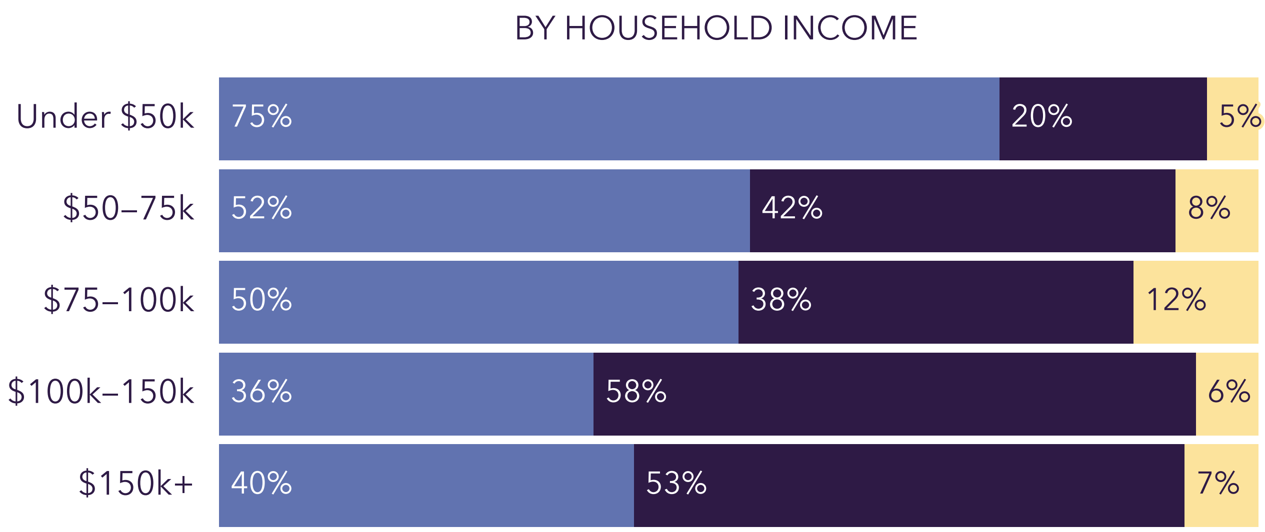




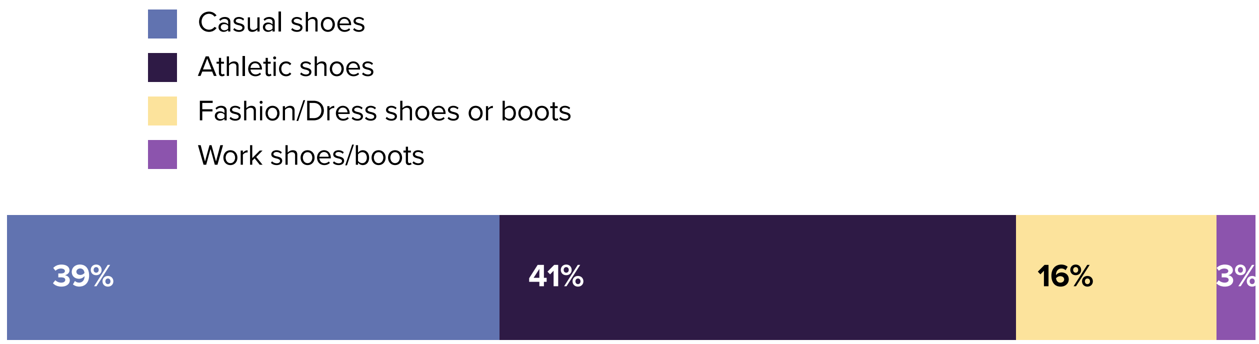
How do you plan to pay for your shoes?



- Overall, 60% of shoe shoppers plan to pay with cash or debit card for shoes this season. 33% plan to pay with credit card, and 7% plan to use a “buy now, pay later” option to spread payments out.
- How individuals pay for shoes varies by household income: 75% of those with household incomes less than $50k plan to pay with cash or card, and 52% of those with household incomes between $50 and 75k and 50% of those with $75–100k plan to do the same. A majority of those with household incomes between $100–150k (58%) and over $150k (53%) instead plan to pay with credit card.

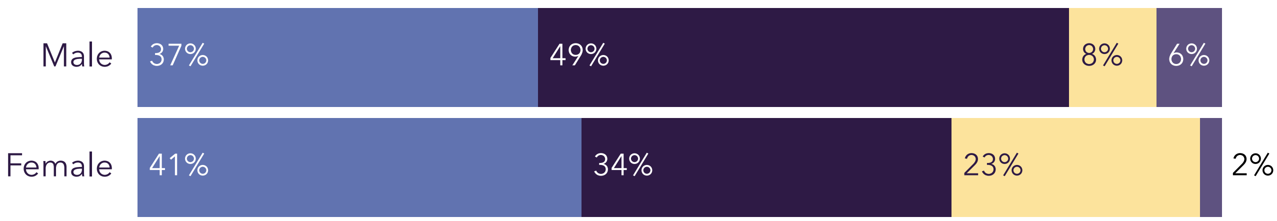


What type of shoes are you most likely to purchase this holiday season?

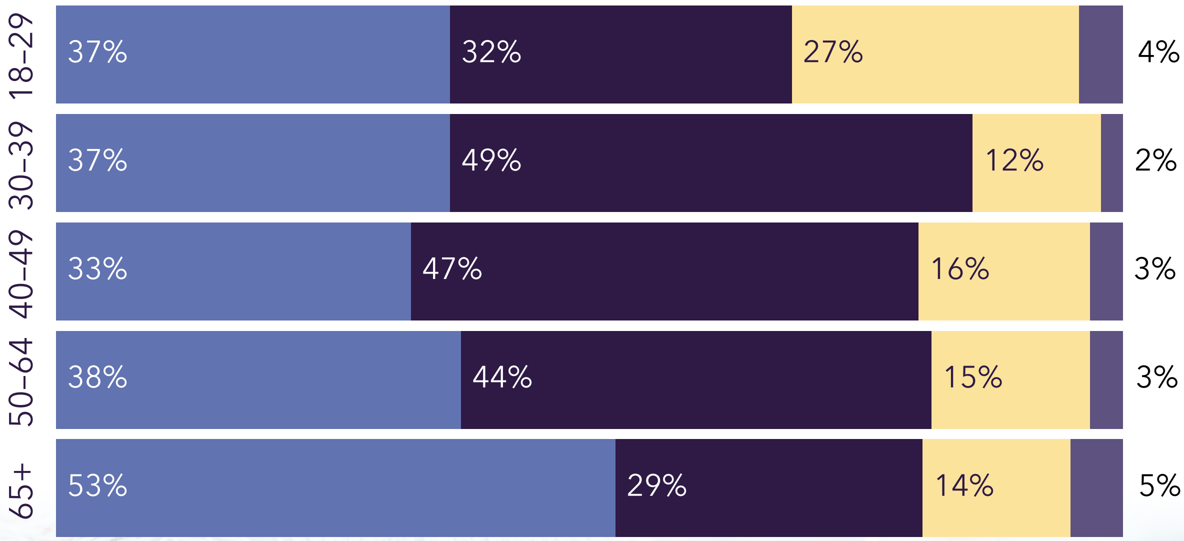


- 41% of respondents plan to purchase athletic shoes this holiday season, 39% plan to purchase casual shoes, 16% plan to purchase fashion/dress shoes or boots, and 3% plan to purchase work boots.
- Since last year, the share of individuals purchasing athletic shoes has decreased from 42% to 41%, casual shoes ha increased from 32% to 39%, and fashion and dress shoes has decreased from 26% to 16%.

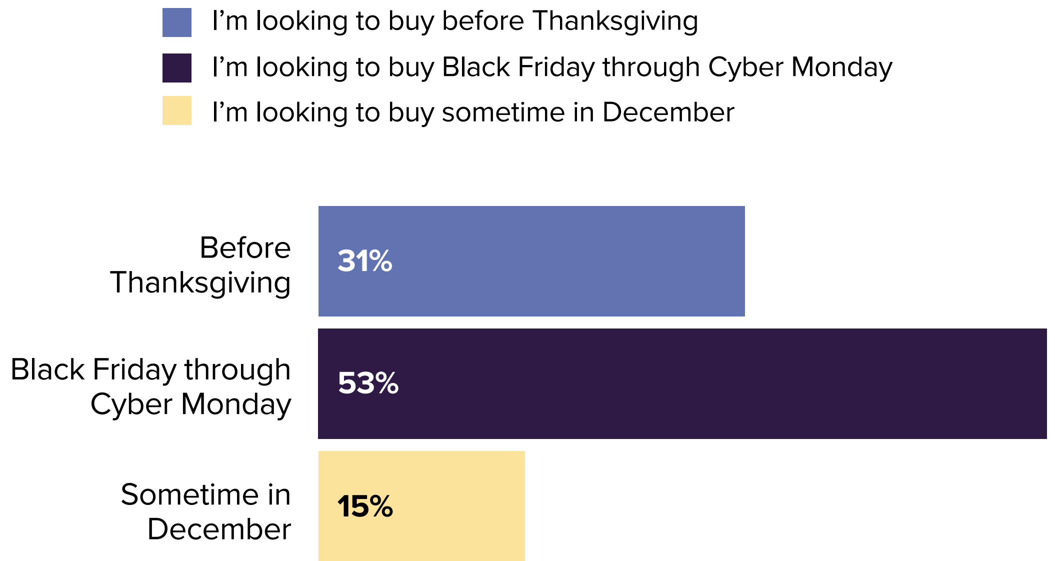
BY GENDER



BY AGE

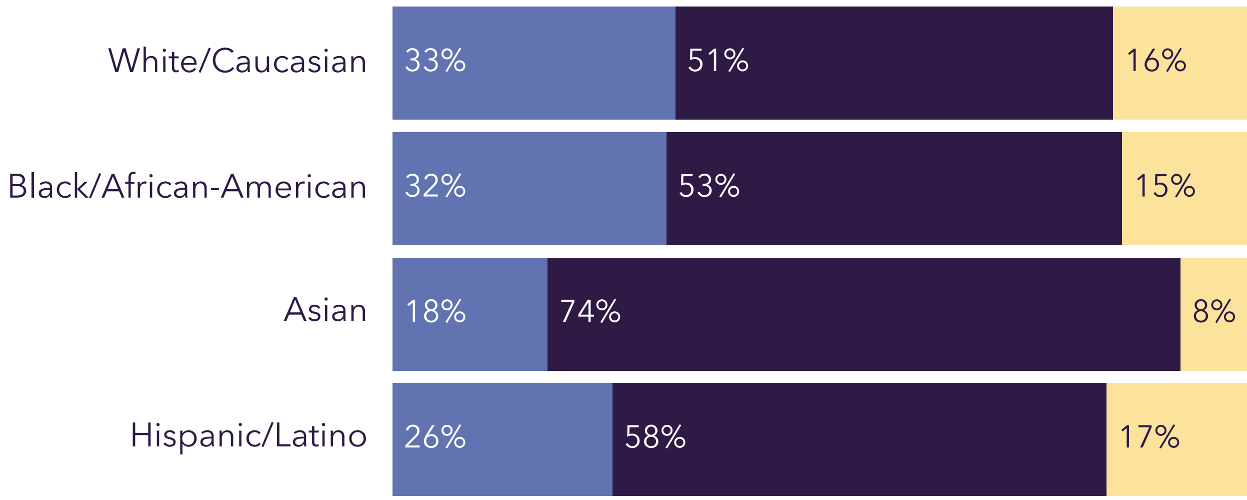


Retailers have started their holiday marketing. When do you expect to make your holiday footwear purchases?

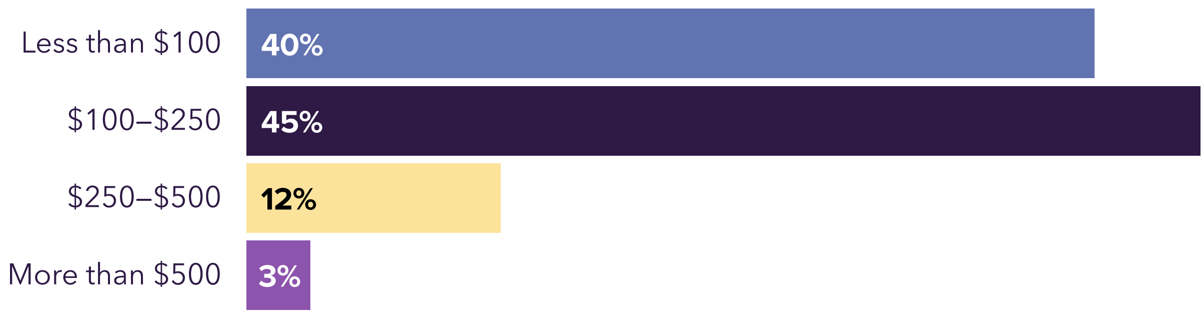


- A majority of shoppers (53%) plan to make their holiday footwear purchases between Black Friday and Cyber Monday, 31% plan to buy before Thanksgiving, and 15% are looking to buy sometime in December.
- Asians are most likely to plan to make purchases for footwear between Black Friday and Cyber Monday at 74%, compared to 58% of Hispanics, 53% of Blacks, and 51% of Whites.

BY RACE

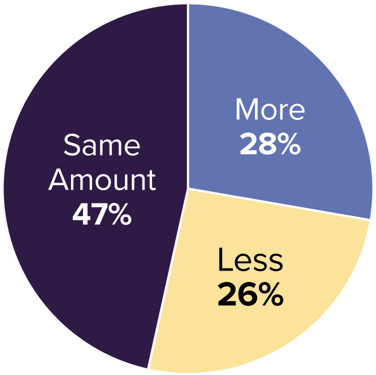


What is the total amount of money you plan on spending on all footwear this holiday season?



- A plurality of respondents (45%) plan to spend between $100 and $250 this season, while 40% plan to spend less than $100, 12% plan to spend between $250 and $500, and 3% plan to spend more than $500.
- Since the 2022 survey, those who plan to spend less than $100 increased from 30% to 40%, those who plan to spend between $100 and $250 increased from 41% to 45%, those who plan to spend between $250 and $500 decreased from 23% to 12%, and those who plan to spend more than $500 dropped form 7% to 3%.

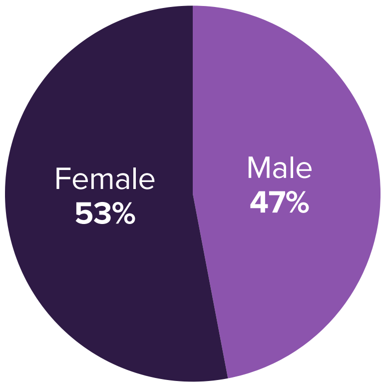
Is this more or less money than you spent on shoes compared to last year's holiday season?



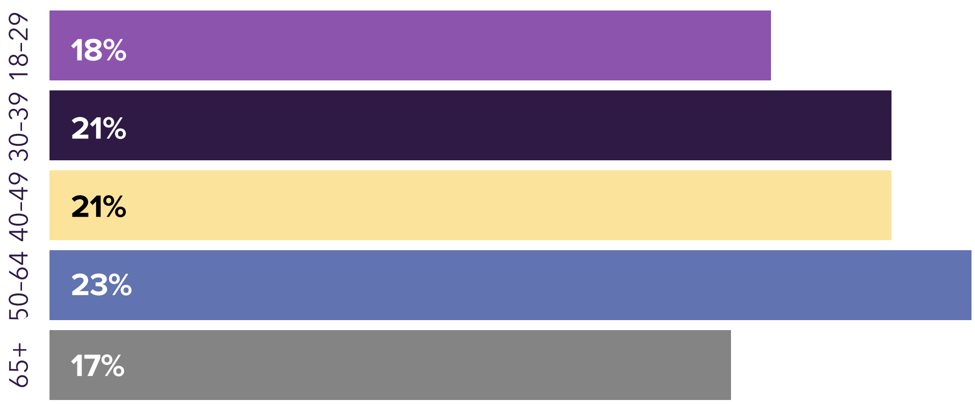
- A plurality of respondents (47%) plan to spend about the same amount as they did last year on shoes, while 28% plan to spend more, and 26% plan to spend less.
- Since 2022, respondents who plan to spend the same increased from 34% to 47%, those who plan to spend less decreased from 33% to 26%, and those who plan to spend more decreased from 34% to 28%.

DEMOGRAPHICS

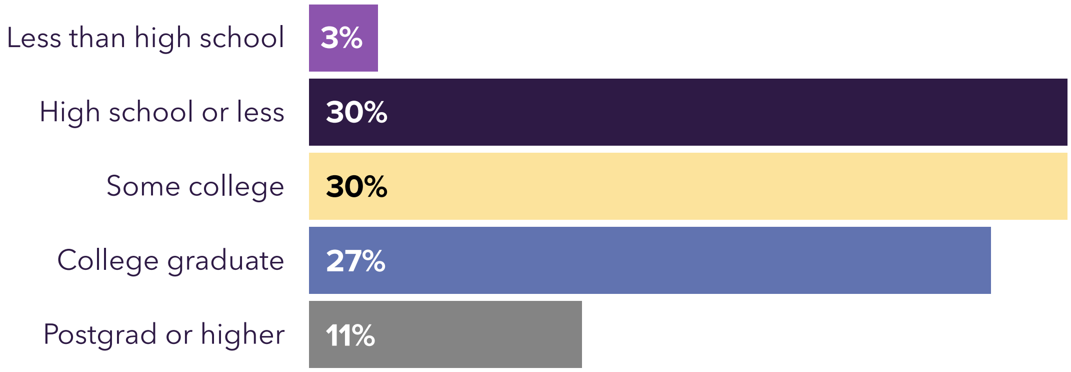
Gender



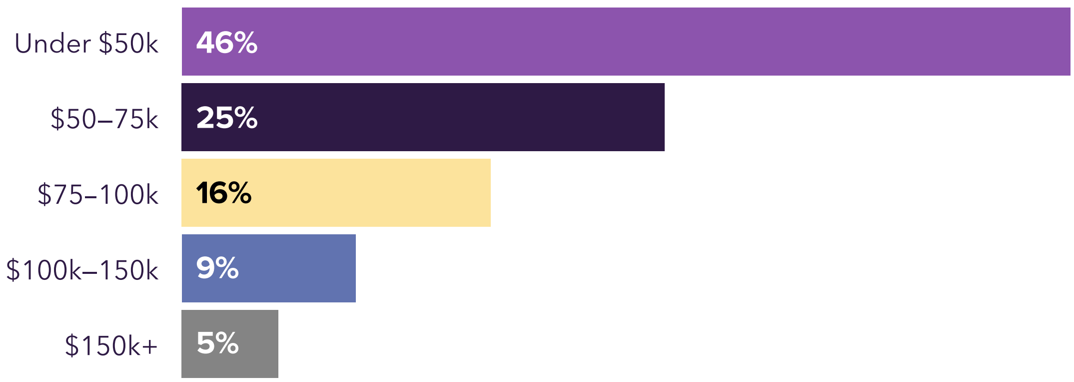
Age



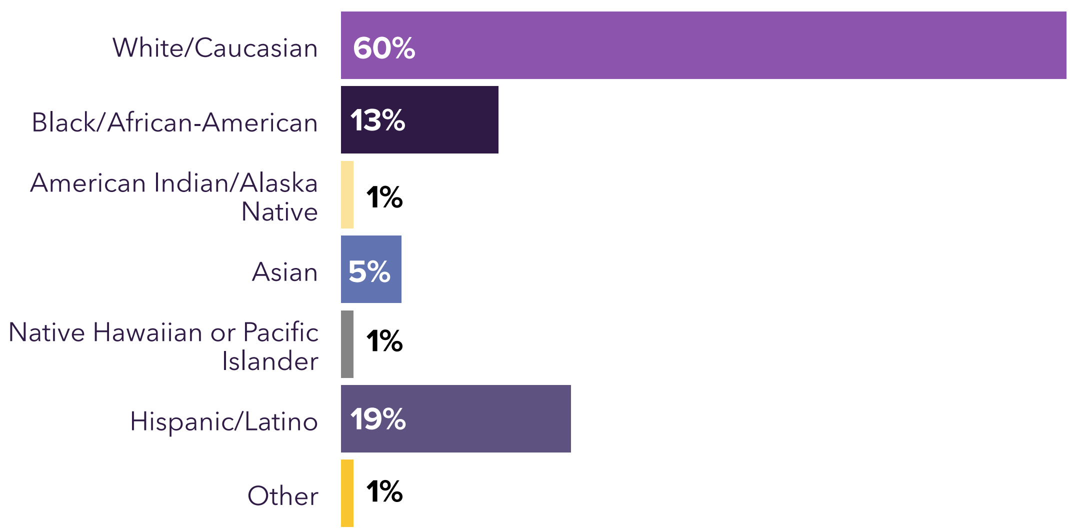
Highest Level of Educational Attainment



Household Income Level



Race/Ethnicity



Region