

FDRA Unveils Holiday 2024 Footwear Shopping Trends: Shifts in Consumer Behavior and Retail Strategies

WASHINGTON, D.C. – The Footwear Distributors and Retailers of America (FDRA) has released its latest Holiday 2024 Footwear Shopping Trends Report, offering critical insights into the evolving landscape of footwear retail as the holiday season approaches. The survey collected data from industry executives on consumer behavior, online retail dynamics, and economic sentiment affecting shoe sales.

“Our Holiday 2024 Footwear Shopping Trends Report highlights the resilience and adaptability of the footwear industry,” said **Matt Priest, President and CEO of Footwear Distributors and Retailers of America**. “With online commerce changing in recent years, Black Friday seems poised for a resurgence as a critical sales period once again. Consumers are increasingly willing to explore new footwear categories, which present significant opportunities for retailers. Additionally, economic optimism will likely drive higher spending levels, which benefits the industry’s growth. FDRA is committed to supporting our members with the insights and strategies needed to capitalize on these trends and meet the evolving needs of consumers.”

Key Findings:

- **Declining Dominance of Amazon in Online Shoe Sales:** Amazon’s share of online footwear sales has significantly decreased over the past few years. In 2018, Amazon accounted for over 57% of online shoe purchases, dropping to 43% last year and further declining to 34% in 2024. This shift indicates a diversification of online footwear retail channels and growing competition from other e-commerce platforms.
- **Resurgence of Black Friday:** The importance of Black Friday has rebounded this holiday season. Despite a shorter shopping window with fewer days between Black Friday and Cyber Monday, 50% of consumers are expected to purchase during this period. Unlike the previous two years, supply chain fears have diminished, reducing the need for early shopping and concentrating consumer spending on Black Friday weekend.
- **Increased Willingness to Purchase Additional Footwear:** 84% of shoe shoppers are open to buying additional pairs in categories they typically do not purchase if the price or promotions are attractive. This willingness suggests a potential for increased sales volume driven by strategic discounting and targeted marketing campaigns.
- **Economic Optimism Driving Increased Spending:** Economic sentiment is positive across nearly all income levels, with almost 40% of shoe consumers planning to spend more this holiday season than last year. Specifically, nearly half of all consumers purchasing fashion or dress shoes anticipate spending more than they did in 2023. Additionally, the proportion of consumers intending to pay between \$250–500 for shoes has risen from 12% in 2023 to 18% in 2024, reflecting growing consumer confidence and purchasing power.



These insights provide a valuable roadmap for footwear retailers and brands as they prepare for the holiday season. They emphasize the need for strategic adaptability in marketing, inventory management, and consumer engagement to maximize sales and customer satisfaction.

Recent Coverage on Footwear Trends:

- **New York Times:** [With Trump Tariffs Looming, Businesses Try to 'Run From a Moving Target'](#)
- **Yahoo Finance:** [Trump's proposed tariffs could be a big hit to discount retailers, footwear companies](#)
- **CNBC:** [Trump's proposed tariffs could raise prices for consumers and slow spending](#)

For more information on the Holiday 2024 Footwear Shopping Trends Report or to schedule an interview with Matt Priest or Andy Polk, please contact FDRA at fdracomms@cgagroup.com.

About: FDRA is governed and directed by footwear executives and is the only trade organization focused solely on the industry. Serving the full footwear supply chain, it boosts its members’ bottom lines through innovative products, training, consulting on footwear design and development, sourcing and compliance, trade and customs, advocacy, and consumer and sales trend analysis for shoe retailers around the world. FDRA supports 500 companies and brands worldwide, representing 95% of the total U.S. footwear industry.