

PRESS RELEASE | **September 30, 2025**

New Survey Shows Nearly Half of Americans Unlikely to Buy Shoes This Holiday Season — Tariffs Blamed for Rising Prices

WASHINGTON, D.C. – A new national survey conducted by Emerson College Polling and commissioned by the **Footwear Distributors and Retailers of America (FDRA)** reveals that nearly half of U.S. consumers say they are not likely to purchase shoes this holiday season - a troubling sign for retailers as inflation and tariffs continue to impact consumer behavior.

Among those who do plan to shop for shoes, a majority say tariffs are a major reason prices have increased in recent months. The findings underscore growing concern among voters and shoppers about the hidden costs of trade policies on everyday goods.

Here's a statement from **FDRA President and CEO Matt Priest**:

"This data confirms what we've been hearing from retailers and consumers alike - tariffs are driving up prices and dampening holiday shopping enthusiasm. Nearly half of Americans say they're sitting out shoe purchases this season, and among those who are shopping, most blame tariffs for the price hikes. It's time for policymakers to take a hard look at how trade decisions are impacting families and the footwear industry."

Survey's Key Findings:

Holiday Shopping Outlook

- **48%** say they're not likely to purchase shoes at all.

Tariffs & Price Increases

- Among likely shoe shoppers:
 - **65%** agree tariffs are a major reason retail shoe prices have increased.
- Among registered voters:
 - **54%** agree tariffs are driving up shoe prices.

These findings come at a time when economic concerns remain front and center in Washington and across the country. Voters are sending a clear message: they want targeted trade policies that lower costs, not broad tariffs that drive up prices on everyday essentials.

Full Emerson College Polling upon request.

To review FDRA's 2025 Holiday Shoe Sales Forecast, click [HERE](#).

For more information about the survey or to schedule an interview with Matt Priest on the state of the footwear industry, please email fdracomms@cgagroup.com

About FDRA

FDRA is governed and directed by footwear executives and is the only trade organization focused solely on the footwear 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 97% of the total U.S. footwear industry. Learn more: fdra.org