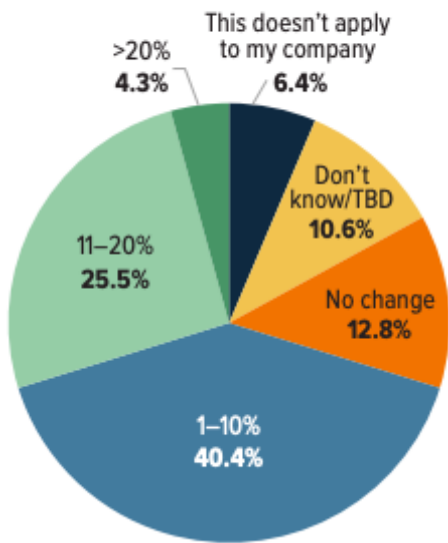


FDRA Unveils Q4 2025 Shoe Executive Business Survey Results: Rising Import Costs and 2026 Uncertainty Drive Concern

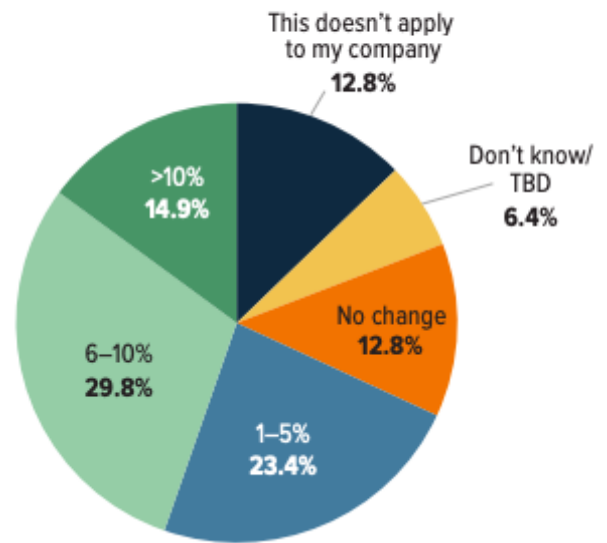
Footwear executives warn the full impact of tariffs has yet to hit—expect higher landed costs and continued inflation pressures in 2026

WASHINGTON, D.C. – The Footwear Distributors and Retailers of America (FDRA) released the results of its [Q4 2025 Shoe Executive Business Survey](#), offering a detailed look at how footwear leaders are assessing the economic landscape heading into 2026. The new data reveals mounting unease around import costs, tariff-related pressures, and shifting consumer dynamics as companies prepare for a potentially turbulent year.

In anticipation of higher tariffs on footwear, how much do you expect your average landed cost will rise over the next year?



In anticipation of higher tariffs on footwear, how much do you expect your average retail price will rise over the next year?



The survey shows a clear trend: executives expect the cost of imported footwear to rise materially in 2026, and many say they are only now beginning to feel the early stages of tariff-related cost increases. While companies have continued to manage pricing and inventories strategically, concerns are growing about what the next 12 months may bring.

FDRA President and CEO Matt Priest noted, "Our 2025 Q4 survey reinforces what we've been hearing privately for months. The full cost of the tariff increases has not yet hit the industry, and executives are beginning to model significantly higher landed costs for 2026. With front-loading opportunities over and inflation continuing to influence consumer behavior, footwear companies are bracing for a challenging first quarter."

Rising Import Costs and Tariffs Create New Headwinds

Executives reported a growing expectation that import and landed costs will climb in 2026, driven by:

- Tariff increases that have not yet fully worked through supply chains
- Higher logistics and sourcing costs
- Increased uncertainty around trade policy and global freight fluctuations

End of Front-Loading and Inflation Shape Business Planning

With inflation still influencing consumer purchasing patterns, many footwear companies front-loaded product to hedge against rising costs and potential supply chain disruptions. That opportunity is over. Executives reported that this strategy, while helpful in the short term, reinforces concerns about the sustainability of pricing strategies in Q1 and Q2 of next year.

Executive Insights: "A Shaky 2026"

And as the new year begins, footwear executives say they are still bracing for continued uncertainty across costs, demand, and consumer behavior:

- "Consumers pulling back, limiting purchases to must-have items. Market will contract, we'll all be playing a market share game."
- "Shaky"
- "The strong manufacturers will get stronger, the weaker will get weaker. The gap between the two will get wider."
- "Economic uncertainty is having major impact on consumers, particularly the 'family channel' representing the bulk of our business."
- "We anticipate a tough first half as consumers reconcile higher expenses with fewer opportunities to increase their income (less overtime, fewer part-time jobs)."

For more information about [FDRA](#) 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 98% of the total U.S. footwear industry. Learn more: fdra.org