

## Footwear Retailing - UK - June 2011

Report Price: £1500 / \$2310 / €1793



### What is this report about?

Will fashion footwear continue to drive the market in 2011? The signs have been promising so far as fashion trends remain strong reinforcing footwear's status as a fashion essential.

### What have we found out?

- The footwear market is quite fragmented – just five named retailers attract 10% or more of the adult population compared to 14 named retailers in the clothing market. Of the top five most popular providers only one, Clarks, is a footwear specialist. It attracts above average numbers of over 35s and ABs.
- Non-specialists have become increasingly important and in the last year supermarkets gained the most new customers perhaps because of the economic climate and their budget offer. Some 9% of the adult population shop for shoes in Asda (compared to 21% doing their main food shop there).
- Almost half of all adults (some 23 million people) mostly buy new shoes to replace worn out ones. Older people look after their shoes more partly because they tend to buy into quality and also perhaps because young people are more likely to buy disposable fashion shoes.
- Almost a third of consumers are quite fickle and shop around for special offers and in the Sales. Women and the pre/no family lifestage are more likely to be bargain hunters, probably because they buy more frequently.
- But almost 16 million adults (31%) are loyal and shop from a few retailers they know and trust. The ABC1 third age and retired groups are certainly more likely to be loyal customers as are those with problem feet.
- Of those adults that buy goods online, 54% of them have bought shoes in this way. These online shoe shoppers are skewed to the under 35s and the ABC1 socio-economic groups. They have an especially strong representation among the ABC1 pre/no family special group (70%). Convenience is the key driver (19%) and especially so for the key cohort of the ABC1 pre/no family lifestage.

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