

Men's and Women's Footwear - US - September 2016

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"The men's and women's footwear market has shown relatively stable growth from 2011-16. The need for regular replacement paired with discretionary purchases driven by fashion, style, sports, and impulse buys have been positive factors. However, challenges include consumers' quests for high-value propositions and a competitive landscape."

Ali Lipson, Director – Retail & Apparel,
Technology and Automotive

This report looks at the following areas:

- Aging boomers, especially men, purchase less footwear
- Replacement drives most purchases, and shoppers rarely pay full price
- Evermore online shopping and omnichannel retailing opportunities

Definition

For the purposes of this Report, Mintel has used the following definitions:

This Report builds on the analysis presented in Mintel's Shopping for Men's and Women's Footwear – US, September 2014 and June 2012.

The purpose of this Report is to review the market for men's and women's footwear, and to identify the shopping behaviors and preferences among consumers when shopping for footwear. Included in this Report is footwear for men and women. Children's footwear is excluded.

The types of footwear covered in this Report include the following:

- dress
- casual
- sneaker/athletic
- hiking/sports

Excluded from this Report are footwear accessories such as laces, shoe cleaners, shoe horns, etc.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Diverse market embraces 10 leading suppliers, many smaller ones

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Caleres posts modest growth, keeps Famous Footwear profitable

Skechers builds share as its comfortable casual shoes perform well

Vans sees solid growth with classic styles, 50th anniversary collections

Deckers core brands and DTC sales propel strong performance

Steve Madden rebounds from weak 2014 with solid growth in 2015

Despite online sales growth, Crocs' sales tumble

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Classic looks from adidas and retro, anniversary offerings from Vans and Keds

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