

## Footwear Retailing - UK - April 2017

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“Fit remains a big issue in footwear, with people wanting more retailers to offer help to find better fitting shoes. Wearable technology has become increasingly apparent in the footwear sector and it has the potential to revolutionise the future of footwear as smart shoes look to improve fit as well as track health and wellness.”

– Tamara Sender, Senior Fashion Analyst

This report looks at the following areas:

- What demographics are driving growth in footwear?
- What are the opportunities for growth?
- Who are the winners and losers in footwear?

The footwear market in the UK is estimated to have grown in 2016 as sales of shoes grow at a faster rate than clothing sales. The sector has benefited from the continuing popularity of trainers and a trend for wearing more casual styles of shoes.

While sports stores remain the most popular place to buy footwear, particularly among young men, they are facing increased competition from more non-sportswear specialists including clothing retailers, supermarket chains and online-only retailers, which have launched sportswear ranges, as well as from fashion-led footwear specialists.

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### DID YOU KNOW?

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