

# Footwear Retailing - Europe - April 2021

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## This report looks at the following areas:

- The impact of COVID-19 on the footwear retailing sector
- Channels used for buying footwear
- Which retailers and outlet types people buy footwear from
- The strategies of the major specialist footwear retailers and their online presence
- Opportunities for growth for specialist footwear retailers.

This report series covers the footwear market in the four large Western European countries – the UK, France, Italy and Spain. The focus of the reports is on the footwear specialists. The store based non-specialists, such as department stores, are not covered in detail although they are looked at briefly in the Channels of Distribution sections and also in our consumer research. But the country reports do look more closely at the impact of online in the sector and the major online players.



“Footwear retailing is among the sectors being hit the hardest by the ongoing COVID-19 pandemic across Europe, and we expect the leading five economies to have experienced drops in retail specialists’ sales of between substantial 21% and 32% in 2020.”

– Utku Tansel, European Retail Analyst

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