

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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Table of Contents

OVERVIEW

- **Key issues covered in this Report:**
- **Definition**
- **Financial definitions**
- **Abbreviations**
- **VAT rates**

Figure 1: VAT rates around Europe, 2016-21

EXECUTIVE SUMMARY – EUROPE – THE MARKET

- **The market**
- **Consumer spending**

Figure 2: Europe (Big 5): Spending on footwear by country, 2016-20

Figure 3: Europe: Spending on footwear by country, 2016-19

Figure 4: Europe (Big 5): Estimated spending on footwear as % all consumer spending by country, 2020

Figure 5: Europe (Big 5): Estimated spending on footwear as proportion of all clothing and footwear spending by country, 2020
- **Sector size and forecast**

Figure 6: Europe (Big 5): Specialist footwear retailers, sales (excluding VAT), by country, 2016-20

Figure 7: Europe (Big 5): Specialist footwear retailers, forecast sales, by country, 2021-25
- **Specialists' sales and spending**

Figure 8: Europe (Big 5): Estimated specialist footwear retailers' sales* as % of all spending on footwear*, by country, 2020
- **Companies and brands: Leading players**
- **Deichmann Schuh the largest shoe retailer in Europe**

Figure 9: Europe: Leading footwear retailers, sales, 2018/19-2020/21
- **COVID-19 crisis accelerates store closures**

Figure 10: Europe: leading footwear retailers, outlet numbers, 2018/19-2020/21
- **COVID-19 impacted store traffic drive down store sales**

Figure 11: Europe: leading footwear retailers, estimated sales per outlet, 2018/19-2020/21
- **Companies and brands: Market shares**

Figure 12: Europe: Leading footwear retailers, sales as % all spending on footwear, 2017-19
- **Companies and brands: Innovations**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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- Footwear retailers leverage the power of technology**
 Figure 13: Trying on AZ Factory trainers using the Farfetch virtual try-on service, 2021
- Shopping experience re-imagined**
 Figure 14: Foot Locker's new Singapore store, 2020
- Race to become eco-friendly and sustainable**
- Collaborate to differentiate**
 Figure 15: Slack x Cole Haan trainers, 2020
 Figure 16: Veja and Rick Owens latest collaboration, 2020
- Make it personal**
 Figure 17: Examples of shoe sketches released by Jimmy Choo, 2020

EXECUTIVE SUMMARY – EUROPE – THE CONSUMER

- The research**
- How they shop for footwear**
 Figure 18: Europe: Purchases of footwear, January 2021 (UK: February 2021)
- Where they shop for footwear**
 Figure 19: Europe: Where people buy footwear, January 2021 (UK: February 2021)
 Figure 20: Europe: top three most used Retailers when shopping for footwear, January 2021 (UK: February 2021)
- Footwear shopping attitudes and behaviours**
 Figure 21: Europe: Attitudes to buying footwear, January 2021 (UK: February 2021)

IMPACT OF COVID-19 ON FOOTWEAR RETAILING

- Short, medium and long term impact on the sector**
 Figure 22: Short, medium and long term impact of COVID-19 on online grocery retailing, April 2021
- Opportunities and threats**
- Limiting time in-store could present new opportunities**
 Figure 23: Decathlon's 'scan & go' service, 2020
- Using technology to enhance service**
- Providing a feeling of shopping in-store from home**
- Brands experiment with new store formats**
 Figure 24: Dr Martens pop-up at German department store Breuninger, Stuttgart, 2020
- Casualisation: a threat to formal and occasion driven footwear?**
- How COVID-19 will reshape the industry**
- Sustainability will be high on the agenda**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
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Report Price: £2895.00 | \$3909.12 | €3258.03

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Figure 25: Upcycled Melissa x Rombaut collaboration, 2021

Figure 26: The Voronoi runner fully biodegradable trainer, 2020

- **Rapid delivery could be a key differentiator going forwards**
- **Brands leverage Augmented Reality to help customers see how shoes will look**
- **The physical and the digital increasingly merge**
- **Discounters could strengthen their position in footwear**
- **The impact of COVID-19 on consumer behaviour across Europe**
- **COVID-19 concerns remain steady**

Figure 27: Europe: Those extremely worried about the risk of being exposed to COVID-19, March 2020-April 2021*

- **Financial impact of crisis begins to be felt but worse still to come**

Figure 28: Europe: Financial impact of COVID-19, March 2021*

- **More than half of Italians cutting back on non-essential spending**
- **Concern about spending time in-store highest in mainland Europe**
- **Click and collect helps to boost online capacity**
- **Contactless payment demand rises**
- **Local businesses benefit from consumers wishing to stay close to home**
- **Online shopping boom**

Figure 29: Europe: Changes to shopping behaviour since the start of the COVID-19 outbreak, April 2021*

- **Clothing and footwear continues to be low spending priority**

Figure 30: Net balance* of expected spending on selected items in the next month, April 2021**

- **Italians most likely to be planning to spend less on clothing and footwear**

Figure 31: Europe: expected spending on clothing and accessories (including footwear) in the next month, April 2021*

- **How the crisis is impacting on key consumer segments**
- **Women tend to be more concerned about the virus**

Figure 32: Europe: Those extremely worried about the risk of being exposed to COVID-19, by gender and age, April 2021*

- **Growth in online shopping is across the board**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 33: Europe: consumers shopping more online, by gender and age, April 2021*

- **Women and older people trying to limit time spent in-store**

Figure 34: Europe: consumers trying to limit the time they spend in-store, by gender and age, April 2021*

- **Older people most likely to be shopping more from local businesses**

Figure 35: Europe: consumers shopping more from local businesses, by gender and age, November 2020*

- **COVID-19: Market context**

- **UK**
- **France**
- **Germany**
- **Italy**
- **Spain**

FRANCE

- **Overview**
- **Key issues covered in this Report**
- **Areas covered in this Report**
- **Executive summary**
- **The market**
- **Consumer spending**

Figure 36: France: Consumer spending on footwear (including VAT), 2016-20

- **Sector size and forecast**
- **Channels of distribution**
- **Companies and brands**
- **Key metrics**
- **Market shares**

Figure 37: France: Leading specialist Footwear retailers' sales as % of all specialist footwear retailers' sales, 2020

- **Online**
- **The consumer**
- **Who shops for footwear**

Figure 38: France: Footwear buyers by age and gender, January 2021

- **How they shop**

Figure 39: France: Footwear purchasing channels, January 2021

- **Where they shop**

Figure 40: France: Retailers shopped for footwear, January 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Footwear shopping attitudes and behaviours**
Figure 41: France: Footwear shopper behaviour, January 2021
- **Issues and insights**
- **COVID-19 will increase the importance of sports footwear and sports retailers in the French footwear market**
- **New opportunities in rental and second-hand**
- **The market – Key takeaways**
- **COVID-19 impacts economic growth**
- **Financial insecurity for many consumers**
- **Footwear spending weak**
- **Specialist footwear retailers’ sales decline by a third**
- **Sports shops dominate distribution**
- **Consumer spending**
Figure 42: France: Consumer spending on footwear (including VAT), 2016-20
- **COVID-19 impacts economic growth**
- **2021 may see recovery of over 5%**
- **Footwear market contracted by 20% over 2020**
Figure 43: France: Footwear specialists’ sales, excluding VAT, 2016-20
- **Sector size and forecast**
Figure 44: France: Footwear specialists’ sales, Forecasts, excluding VAT, 2021-25
- **Inflation**
Figure 45: France: Consumer prices, Annual % change, 2016-20
Figure 46: France: Consumer price inflation on footwear, clothing and all items annual % change, January 2020-March 2021
- **Channels of distribution**
- **Companies and brands – Key takeaways**
- **An increasingly fragmented market**
- **The sports brands are strengthening**
- **Ethics and sustainability are moving up the agenda**
- **A game of two halves in market shares**
- **Online sales growing**
- **Leading players**
- **Responses to COVID-19**
- **Courir is racing ahead**
- **Besson Chaussures**
- **Former leader Vivarte now has only one footwear brand**
- **Groupe Éram at the forefront of sustainability issues**
- **Historic brand André fights another day**

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- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
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Report Price: £2895.00 | \$3909.12 | €3258.03

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Other retailers**
Figure 47: France: Leading specialist footwear retailers, sales, 2016-20
Figure 48: France: Leading specialist footwear retailers, outlet numbers, 2016-20
- **Market shares**
Figure 49: France: Leading specialist footwear retailers, sales as % of all specialist footwear retailers' sales, 2016-20
- **Online**
- **Online activity**
- **Shopping for footwear online**
- **Online sales of footwear**
- **Leading online players**
- **The consumer – Key takeaways**
- **Younger adults and parents buy footwear most**
- **Stores still dominate but growth in online has accelerated**
- **A fragmented market**
- **Different preferences amongst the genders**
- **Flexibility can motivate more online shopping for footwear enthusiasts**
- **COVID-19 will increase popularity of casual styles**
- **Price sensitivity is likely to increase**
- **Who shops for footwear**
Figure 50: France: Footwear buyers by age and gender, January 2021
- **Parents are a core market**
Figure 51: France: Footwear buyers by parental status, January 2021
- **How they shop for footwear**
Figure 52: France: Footwear purchasing channels, January 2021
- **Where they shop for footwear**
- **No dominant retailer**
- **Sports shops the most popular channel**
- **Pureplayers are weaker than in other categories**
Figure 53: France: Retailers shopped for footwear, January 2021
Figure 54: France: Retailers shopped by gender, January 2021
Figure 55: France: Retailers shopped by Parental status, January 2021
- **Footwear shopping attitudes and behaviours**
Figure 56: France: Footwear shopper behaviour, January 2021

What's included

- Executive Summary

- Full Report PDF

- Infographic Overview

- Powerpoint Presentation

- Interactive Databook

- Previous editions

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Report Price: £2895.00 | \$3909.12 | €3258.03

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- Flexibility can motivate more online shopping for footwear enthusiasts**
 Figure 57: France: Footwear shopper behaviour, those agreeing with online behaviour statements, January 2021
- COVID-19 will heighten consumers' casual preferences**
 Figure 58: France: Footwear shopper behaviour, those agreeing with COVID-19 behaviour statements, January 2021
- Price sensitivity is likely to increase**
 Figure 59: France: Footwear shopper behaviour, those agreeing with price related behaviour statements, January 2021
- Social media can drive online sales**
 Figure 60: France: Footwear shopper behaviour, those agreeing with social media behaviour statement, January 2021
- Appendix – Data sources and abbreviations**
 - Abbreviations
 - Data sources

ITALY

- Overview
- Key issues covered in this Report
- Areas covered in this Report
- Executive summary
- The market
- Consumer spending
 Figure 61: Italy: trends in annual consumer spending on footwear, clothing and all items, 2015-20
- Sector size and forecast
- Channels of distribution
- Companies and brands
- Key metrics
- Market shares
 Figure 62: Italy: leading footwear specialists' estimated shares of total specialist footwear retailer's sales, 2020
- Online
- The consumer
- How they shop
 Figure 63: Italy: how footwear purchased by respondents or for their children in the past 12 months, January 2021
- Where they shop
 Figure 64: Italy: where footwear has been purchased in past 12 months, January 2021

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

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The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Footwear shopping attitudes and behaviours**
Figure 65: Italy: attitudes and behaviours relating to footwear, January 2021
- **Issues and insights**
- **COVID-19 shifts footwear spending patterns and moves sales online**
- **Value sales dip more than volumes due to trading down**
- **Growth in online sales**
- **An opportunity to increase focus on footcare**
- **Stores can become more experiential...**
- **...and focus on what they do best**
- **Focus on fit**
- **A wider role?**
- **What other ways can footwear specialists differentiate themselves?**
- **Customer service and flexible payment opportunities**
- **Sustainability: retailers need to look at rental, second-hand and recycling**
- **A dedicated sustainability area?**
- **Stocking local products**
- **The market – Key takeaways**
- **COVID damages an already weak economy**
- **Spending on footwear falls by nearly a quarter**
- **Specialist footwear retailers endure a difficult 2020...**
- **...and 2021 set to be little different**
- **Consumer spending**
Figure 66: Italy: Consumer spending on footwear (including VAT), 2015-20
- **Market trends**
- **A growing trend of localism**
- **Sustainability is becoming an increasing priority**
- **Sector size and forecast**
Figure 67: Italy: comparison of indexed monthly retail sales of footwear, leather goods and travel items, 2018-20
Figure 68: Italy: Footwear retailers' sales, excluding VAT, 2016-20
Figure 69: Italy: Footwear retailers' sales, Forecasts, excluding VAT, 2021-25
- **Inflation**
Figure 70: Italy: Consumer Prices, annual % change, 2016-20

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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APAC	+61 (0) 2 8284 8100

Report Price: £2895.00 | \$3909.12 | €3258.03

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 71: Italy: Consumer price inflation on footwear, clothing and all items annual % change, January 2020–February 2021

Figure 72: Italy: Consumer price inflation on footwear by detailed sector, January 2020–February 2021

- **Channels of distribution**
- **Companies and brands – Key takeaways**
- **A fragmented market**
- **Retailers adopting a variety of channels**
- **Flexible payment option could help retailers to differentiate themselves**
- **Online takes off**
- **Leading players**
- **Globo**
- **Bata**
- **Foot Locker**
- **PittaRosso**
- **Scarpe&Scarpe**
- **Other leading players**

Figure 73: Italy: Leading specialist footwear retailers, sales, 2016–20

Figure 74: Italy: Leading specialist footwear retailers, outlet numbers, 2016–20

- **Market shares**
- Figure 75: Italy: Leading specialist footwear retailers: shares of specialist footwear retailers' sales*, 2016–20
- **Online**
- **Online activity**
- **Shopping for footwear online**
- **Online sales of footwear**
- **Leading online players**

Figure 76: Italy: trends in Google searches for leading specialist footwear retailers, January 2020–April 2021

- **The consumer – Key takeaways**
- **Sizing technology could help shift more sales online**
- **Potential for D2C**
- **Specialists need to focus on what they do best**
- **An opportunity to improve levels of customer loyalty**
- **Scope for offering more flexible payment options**
- **How they shop for footwear**

Figure 77: Italy: Purchasing of any footwear in past 12 months, 2017–21

Figure 78: Italy: how footwear purchased by respondents or for their children in the past 12 months, January 2021

What's included

- Executive Summary

- Full Report PDF

- Infographic Overview

- Powerpoint Presentation

- Interactive Databook

- Previous editions

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APAC	+61 (0) 2 8284 8100

Report Price: £2895.00 | \$3909.12 | €3258.03

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 79: Italy: in-store and online shoppers, how they break down by type, January 2021

Figure 80: Italy: key footwear shopper demographics (purchasers of any footwear for themselves or their children in the past 12 months), January 2021

- **Where they shop for footwear**

Figure 81: Italy: where footwear has been purchased in past 12 months, January 2021

- **Independent shoe shops appeal most to older buyers**

Figure 82: Italy: where footwear has been purchased in past 12 months (footwear specialists), by age, January 2021

- **Affluent households most likely to buy from independents**

Figure 83: Italy: where footwear has been purchased in past 12 months (footwear specialists), by net monthly household income, January 2021

- **Multiple specialists heavily reliant on children’s footwear**

Figure 84: Italy: where footwear has been purchased in past 12 months (footwear specialists), by presence of children under 22 in the household, January 2021

- **Footwear specialists have poor penetration among online-only shoppers**

Figure 85: Italy: where footwear has been purchased in past 12 months, by how they shop for footwear, January 2021

Figure 86: Italy: where footwear has been purchased in past 12 months, by where footwear has been purchased in past 12 months (selected retailers), January 2021

- **Footwear shopping attitudes and behaviours**

- **Focus on value likely to increase**

- **COVID-19 impacts on formal footwear**

- **Shopper interest in help with online fitting/sizing technology could help retailers reduce return rates**

- **Investment required in making returns process as frictionless as possible**

- **Potential threat from direct-to-consumer channel?**

- **COVID-19 dividend for sales of sports/exercise footwear**

Figure 87: Italy: attitudes and behaviours relating to footwear, January 2021

- **Sizing advice will reinforce existing online shoppers rather than attract in-store shoppers, who are more concerned about returns**

Figure 88: Italy: agreement with statements about sizing advice and returns (% answering yes), by channel used to shop for footwear, January 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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Report Price: £2895.00 | \$3909.12 | €3258.03

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- **Younger consumers particularly interested in buying direct from social media**

Figure 89: Italy: agreement with statements about buying footwear directly from a social media page (% answering yes), by age, January 2021

- **Appendix – Data sources and abbreviations**
- **Abbreviations**
- **Data sources**

SPAIN

- **Overview**
- **Key issues covered in this report**
- **Areas covered in this Report**
- **Executive summary**
- **The market**
- **The economy**
- **Consumer spending**

Figure 90: Spain: trends in annual consumer spending on footwear, clothing and all items, 2015-20

- **Sector size and forecast**
- **Channels of distribution**
- **Companies and brands**
- **Key metrics**
- **Market shares**

Figure 91: Spain: Leading specialist footwear retailers' estimated shares of total specialist footwear retailers' sales, 2020

- **Online**
- **The consumer**
- **How they shop**
- **Where they shop**

Figure 92: Spain: Where they shop for footwear, January 2021

- **Footwear shopping attitudes and behaviours**

Figure 93: Spain: Attitudes to shopping for footwear, January 2021

- **Issues and insights**
- **COVID-19 pandemic makes digital imperative**
- **Value will be increasingly important**
- **Specialist footwear retailers need to raise their game**
- **The market – Key takeaways**
- **COVID-19 impacts economic growth and financial security**
- **Growth in footwear spending drops off a cliff**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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- **Online will not offset lost store-based sales for most specialists**
- **Footwear inflation above overall rate**
- **Specialists still losing share**
- **Consumer spending**
- **COVID-19 hits the economy hard**
- **Spending on footwear plummeting**
Figure 94: Spain: Consumer spending on footwear (including VAT), 2015-20
- **Sector size and forecast**
- **Footwear specialists look set to be among the worst hit by COVID-19**
Figure 95: Spain: Footwear retailers' sales, excluding VAT, 2016-20
Figure 96: Spain: Footwear retailers' sales, Forecasts, excluding VAT, 2021-25
- **Inflation**
Figure 97: Spain: Consumer price inflation on footwear, clothing and all items, annual % change, 2016-20
Figure 98: Spain: Consumer price inflation on footwear, clothing and all items, annual % change, January 2020-February 2021
Figure 99: Spain: Consumer price inflation on footwear, monthly % change, January 2020-February 2021
- **Channels of distribution**
- **Specialists continue losing share**
- **Clothing stores pose stiff opposition to specialists**
- **Sports stores: a key channel**
- **El Corte Inglés still a major player**
- **Online pureplays led by Amazon**
- **Companies and brands – Key takeaways**
- **A fragmented sector**
- **Merkal launches a transformation plan**
- **Marypaz announces a new re-structuring following takeover**
- **Deichmann muscles in**
- **Online sales of footwear still relatively modest in Spain**
- **Leading players**
- **Merkal launches a transformation plan**
- **Marypaz announces a new re-structuring following takeover**
- **Geox: a chain with a clear product differentiator**
- **Loewe strength comes from luxury positioning**

What's included

- Executive Summary
- Full Report PDF
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- **Deichmann muscles in**
- **Camper embarks on a new sustainability initiative**
- **Pikolinos focuses on digitization while leveraging AI to predict size**
- **Krack offers footwear sales via WhatsApp video call**
- **French Courir plans to enter Spain**
 Figure 100: Spain: Leading specialist footwear retailers, sales, 2016-20
 Figure 101: Spain: Leading specialist footwear retailers, outlet numbers, 2016-20
- **Market shares**
 Figure 102: Spain: Leading specialist Footwear retailers' sales as share of specialist footwear retailers' sales, 2016-20
- **Online**
- **Online activity**
- **Shopping for footwear online**
- **Online sales of footwear**
- **Leading online players**
- **The consumer – Key takeaways**
- **Footwear purchasing falls as pandemic means more staying at home**
- **Non-specialists are most popular place to buy footwear**
- **Amazon is the top place to buy footwear followed by Sports shops**
- **Consumer profiles of shoppers at specialists**
- **Sizing advice could boost online sales**
- **Brands are recommended to keep pricing budget-friendly**
- **Potential scope for offering more flexible payment options**
- **How they shop for footwear**
 Figure 103: Spain: Purchasing of any footwear in last 12 months, 2019-21
 Figure 104: Spain: How they shop for footwear, January 2021
- **Where they shop for footwear**
 Figure 105: Spain: Where they shop for footwear, January 2021
- **Specialists resonate more with female buyers**
 Figure 106: Spain: Where they shop for footwear, By gender, January 2021
 Figure 107: Spain: Where they shop for footwear, by age, January 2021
- **Amazon is most popular place to buy footwear followed by sports shops**

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- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
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- Figure 108: Spain: Where they shop for footwear, January 2021
- Figure 109: Spain: Where they shop for footwear by gender and age, January 2021
- **Specialists need to up their game**
Figure 110: Spain: Where they shop for footwear by net monthly household income, January 2021
- Figure 111: Spain: Where they shop for footwear by age of children under 22 in household, January 2021
- **Footwear shopping attitudes and behaviours**
- **Focus on value likely to increase**
- **COVID-19 dividend for sales of sports/exercise footwear**
- **Sizing tech would encourage purchasing online**
- **Returns must be simple and free**
Figure 112: Spain: Attitudes to shopping for footwear, January 2021
- Figure 113: Spain: Attitudes to shopping for footwear by demographics, January 2021
- Figure 114: Spain: Attitudes to shopping for footwear, by how they shop, January 2021

UK

- **Overview**
- **Key issues covered in this Report**
- **COVID-19: market context**
- **Economic and other assumptions**
- **Products covered in this Report**
- **Executive Summary**
- **Impact of COVID-19 on footwear**
Figure 115: Short, medium and long-term impact of COVID-19 on footwear, 4 March 2021
- **The market**
- **Footwear market declined by 14% in 2020**
Figure 116: Market size and forecast for footwear, 2015–25 (prepared on 31 March 2021)
- **Specialists have taken a big hit in 2020**
Figure 117: Estimated distribution of spending on footwear, by type of retailer, 2017–20
- **Footfall across stores declined due to store closures**
Figure 118: Year-on-year footfall change, by location, 2015–21
- **Companies and brands**
- **Sports specialists gain share**

What's included

- Executive Summary

- Full Report PDF

- Infographic Overview

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Figure 119: Estimated market shares for top 10 retailers of footwear, by value, 2018-20

- Opportunities in direct mail advertising**

Figure 120: Total above-the-line, online display and direct mail advertising expenditure on footwear, by media type, 2019 and 2020

- Clarks is the most trustworthy brand while the rest fail to differentiate themselves**

Figure 121: Attitudes towards and usage of selected brands, March 2021

- The consumer**

- COVID-19 has caused many to be uncomfortable trying footwear on in-store**

Figure 122: How comfortable people are doing the following activities during COVID-19, 10-19 November 2020

- Women’s seasonal and formal styles suffer**

Figure 123: Styles of women’s footwear purchased, 2019-21

- Men turn to comfortable styles**

Figure 124: Styles of men’s footwear purchased, 2019-21

- Disruption in schooling has contributed to declines in children’s footwear**

Figure 125: Styles of children’s footwear purchased, 2019-21

- More shopped for footwear online than in-store**

Figure 126: Channels used for footwear purchasing, May 2020 and February 2021

- Over two in five shoppers value familiarity**

Figure 127: Factors prioritised when shopping for footwear, February 2021

- Pain points for shopping footwear online need to be lessened**

Figure 128: Behaviours towards shopping for footwear online, February 2021

- Exclusive discounts would draw shoppers to one online retailer over another**

Figure 129: Factors that help people choose a retailer when buying footwear online, February 2021

- Issues and Insights**

- Life beyond the pandemic: what’s next for online footwear shopping?**

Figure 130: Example of the new Instagram Shop option introduced at the start of the pandemic, 2020

- What does the future hold for formal footwear?**

- The Market – Key Takeaways**

What's included

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Full Report PDF

Infographic Overview

Powerpoint Presentation

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- **COVID-19 has led to 14% decline in footwear**
- **Sports specialists have gained share**
- **Footwear retailers must adapt to the move online**
- **Market Size and Forecast**
- **Short, medium and long-term impact on the footwear industry**
 Figure 131: Short, medium and long-term impact of COVID-19 on footwear, 4 March 2021
- **COVID-19 has caused a 14% decline in footwear**
 Figure 132: Market size and forecast for footwear, 2015-25 (prepared on 31 March 2021)
 Figure 133: Market size for footwear, 2015-20
- **Store closures have heavily impacted the market**
- **Share of the market by women’s, men’s and children’s footwear**
 Figure 134: UK footwear sales, segmented by market value and percentage share, 2015-20
 Figure 135: UK footwear sales, segmented by women’s, men’s and children’s, % share, 2018-20
- **Market drivers and assumptions**
- **Learnings from the last recession**
 Figure 136: Value sales of footwear, 2007-12
 Figure 137: Consumer spending on footwear, 2007-12
- **Forecast methodology**
- **Channels to Market**
- **Specialists have taken a big hit in 2020**
- **Sports retailers gain share**
 Figure 138: Estimated distribution of spending on footwear, by type of retailer, 2017-20
- **Department store closures negatively affect specialist concessions**
 Figure 139: Estimated distribution of spending on footwear, by type of retailer, 2017-20
- **Online sales have dominated**
 Figure 140: Estimated online sales of footwear, 2017-20
- **Online distribution**
 Figure 141: Estimated distribution of online sales, 2017-20
- **Market Drivers**
- **Number of people buying fashion items has declined**
 Figure 142: Trends in items respondents have purchased for themselves, December 2019 and December 2020
- **Footwear experiences deflation**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
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Figure 143: Annual changes in CPIH for footwear (including repairs), 2008-20

Figure 144: Monthly year-on-year change in CPIH for footwear market, by category, 2020-21

- **Footfall across stores declined due to store closures**

Figure 145: Year-on-year footfall change, by location, 2015-21

- **Reliance on online retail experiences sharp jump**

Figure 146: Internet sales as a percentage of total retail sales, 2015-20

Figure 147: Internet sales as a percentage of total retail sales, monthly, 2019-21

- **Brexit deal causes confusion and delays**

Figure 148: Economic outlook towards Brexit, February 2021

- **Trainers are top purchased sportswear item...**

Figure 149: Sportswear and outdoorwear categories purchased, 2018 and 2020

- **...as more people started walking for leisure**

Figure 150: Active adults taking part in sports or physical activity at least twice over a 28-day period, millions of people, mid-March-mid-May 2019 and 2020

- **Companies and Brands – Key Takeaways**

- **Many struggling specialists have entered into CVAs**

- **Digital footwear innovations stand out**

- **Opportunities in direct mail advertising**

- **Leading Footwear Retailers**

- **Leading footwear retailers continue to see sales declines**

- **Clarks taken over by LionRock Capital**

Figure 151: Leading footwear specialists: UK revenues, 2016-20

- **Kurt Geiger puts expansion plans on hold**

- **Major retailers turn to CVAs or enter administration**

- **Dune sticks to formalwear and applies for CVA**

Figure 152: Leading footwear specialists: UK outlet numbers, 2016-20

- **LK Bennett extends administration and enters CVA**

- **Hotter enters CVA**

- **Soletrader restructures**

- **Aldo UK arm enters administration**

- **Sales per outlet**

- **Shoe Zone shakes up board and shuts stores**

Figure 153: Leading footwear specialists: estimated UK sales per outlet, 2016-20

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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- **Operating profit**
Figure 154: Leading footwear specialists: UK operating profits, 2016-20
- **Market Share**
- **Non-specialists gain share**
Figure 155: Estimated market shares for top 10 retailers of footwear, by value, 2018-20
Figure 156: Estimated market shares for top 10 footwear retailers, by value, 2016-20
- **Launch Activity and Innovation**
- **Fruit and veg footwear**
- **Tommy Hilfiger produces apple skin footwear**
- **Reebok releases shoes with vegetable soles**
- **Zèta Shoes launches footwear made of grape leather**
- **Shoes made from dog hair and mushrooms**
Figure 157: Emilie Burfeind's 'Sneature' combining trainers with nature, 2021
- **Closing the loop**
- **Melissa closes the loop with upcycled shoes**
Figure 158: Upcycled Melissa x Rombaut collaboration, 2021
- **Biodegradable trainers that are home-compostable**
Figure 159: The Voronoi runner fully biodegradable trainer, 2020
- **Salomon designs 100% recyclable shoes**
- **Bottega Veneta unveils 100% biodegradable clog**
- **Footwear collaborations**
- **Cole Haan teams up with messaging platform Slack**
Figure 160: Slack x Cole Haan trainers, 2020
- **Allbirds collaborates with streetwear artist**
- **Birkenstock teams up with CSM graduates**
- **Veja and Rick Owens team up for sustainable trainers**
Figure 161: Veja and Rick Owens' latest collaboration, 2020
- **Personalisation**
- **Draw your own Jimmy Choo's**
Figure 162: Examples of shoe sketches released by Jimmy Choo, 2020
- **Luxury footwear brand Malone Souliers launches shoe design service**
- **Nike allows users to customise trainers via smartphone**
- **FAMZON offers customers customisable heels**
- **Experiential stores**
- **Foot Locker opens Singapore store with basketball court**
Figure 163: Foot Locker's new Singapore store, 2020

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- Executive Summary

- Full Report PDF

- Infographic Overview

- Powerpoint Presentation

- Interactive Databook

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- **Adidas’ new Soho store focuses on local creativity**
- **Virtual footwear**
- **Farfetch launches tool to try footwear on virtually**
Figure 164: Trying on AZ Factory trainers using the Farfetch virtual try-on service, 2021
- **JD partners with Sony to enable customers to measure feet online**
- **Buffalo London releases shoes that can only be worn virtually**
Figure 165: Buffalo London x The Fabricant Classic BurningFor digital shoe, 2021
- **Gucci releases digital trainers**
- **Efforts towards inclusivity**
- **Zappos trials single-shoe policy**
- **Nike launches hands-free shoes**
- **Advertising and Marketing Activity**
- **Total sector advertising spend plunges 26% year-on-year in 2020**
Figure 166: Total above-the-line, online display and direct mail advertising expenditure on footwear, 2017-20
- **Stay-at-home rules drive down advertising spend on shoes and boots**
Figure 167: Total above-the-line, online display and direct mail advertising expenditure on footwear, by product category, 2017-20
- **Digital accounts for the biggest share of sector advertising spend**
Figure 168: Total above-the-line, online display and direct mail advertising expenditure on footwear, by media type, 2019 and 2020
- **adidas is the single biggest advertising spender**
Figure 169: Total recorded above-the-line, online display and direct mail total advertising expenditure on footwear, by leading advertisers, 2017-20
- **Sports footwear brands largely eschew TV advertising**
Figure 170: Leading advertisers’ total recorded above-the-line, online display and direct mail total advertising expenditure on footwear, by media type, 2020
- **Campaign highlights**
- **Skechers launches its biggest UK brand campaign to date**
- **JD Sports recruits all-star line-up for its Christmas campaign**
- **Dune focuses on its London roots with the help of X-Files star**

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- **Clarks honours its iconic Desert Boot and Black creatives in separate campaigns**
Figure 171: Clarks Originals x FANGIRL In Her Shoes campaign, 2021
- **Hotter’s bold TV relaunch campaign**
- **Nielsen Ad Intel coverage**
- **Brand Research**
- **Brand map**
Figure 172: Attitudes towards and usage of selected brands, March 2021
- **Key brand metrics**
Figure 173: Key metrics for selected brands, March 2021
- **Brand attitudes: Clarks trustworthy and great customer service**
Figure 174: Attitudes, by brand, March 2021
- **Brand personality: Schuh and Footasylum are fun brands**
Figure 175: Brand personality – Macro image, March 2021
- **Brand personality: Russell & Bromley expensive**
Figure 176: Brand personality – Micro image, March 2021
- **Brand analysis**
- **Clarks trustworthy, reliable and highly recommended by those who have used the brand**
Figure 177: User profile of Clarks, March 2021
- **Footasylum fun, stylish and an excellent customer experience**
Figure 178: User profile of Footasylum, March 2021
- **Schuh fun and inexpensive**
Figure 179: User profile of Schuh, March 2021
- **Office considered somewhat untrustworthy and not a brand not worth paying more for**
Figure 180: User profile of Office, March 2021
- **Russell & Bromley exclusive, aspirational and expensive**
Figure 181: User profile of Russell & Bromley, March 2021
- **Hotter Shoes functional, but somewhat innovative**
Figure 182: User profile of Hotter Shoes, March 2021
- **Aldo inexpensive, but untrustworthy**
Figure 183: User profile of Aldo, March 2021
- **Reading word clouds**
- **The Consumer – Key Takeaways**
- **COVID-19 has presented issues for seasonal footwear**
- **The rise in online shopping has made Amazon more of a threat**
- **Shoppers now wait for sales before purchasing**

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- Infographic Overview
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- **Impact of COVID-19 on Consumer Behaviour**
- **People are cutting back on non-essential spend...**
Figure 184: Changes in habits since the start of COVID-19, by gender, 4-12 March 2021
- **...as savings have declined**
Figure 185: Changes in levels of savings since the start of COVID-19, by gender, 4-12 March 2021
- **Fewer people are buying fashion items**
Figure 186: Changes in spending habits since the start of COVID-19, 4-12 March 2021
- **Online shopping has increased**
Figure 187: People shopping more online since COVID-19, 16 April-12 March 2021
- **People have been reluctant to try product on in-store**
Figure 188: How comfortable people are doing the following activities during COVID-19, 10-19 November 2020
- **Two in five do not expect to be taking a holiday in 2021**
Figure 189: Holiday booking intentions for 2021, 4-12 March 2021
- **Types of Footwear Bought**
- **Footwear purchasing continues to decline**
Figure 190: Number of people who purchased footwear, across categories, 2019-21
- **Women’s seasonal and formal styles suffer**
Figure 191: Styles of women’s footwear purchased, 2019-21
- **Men turn to comfortable styles**
Figure 192: Styles of men’s footwear purchased, 2019-21
- **Trends towards casual office attire will damage the formal market**
Figure 193: Men’s formal footwear purchased, by employment status, 2019-21
- **People increasingly likely to buy just one style of footwear**
Figure 194: Repertoire of styles purchased, by gender, 2019-21
- **Types of Children’s Footwear Bought**
- **Disruption in schooling has contributed to declines**
Figure 195: Styles of children’s footwear purchased, 2019-21
- **Children’s footwear purchasing spread fairly equally across genders**
Figure 196: Styles of children’s footwear purchased, by gender of purchaser, February 2021
- **Those with young children likely to purchase several styles**
Figure 197: Repertoire of children’s footwear purchased, by age of children in household, February 2021

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- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
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- **Where Footwear Is Bought**
- **More shopped for footwear online than in-store**
Figure 198: Channels used for footwear purchasing, May 2020 and February 2021
- **Fewer young people are shopping via laptops**
Figure 199: Online channels used for footwear purchasing, by age, February 2021
- **Online-only retailers show growth in customers**
Figure 200: Types of retailer footwear was purchased from, 2019-21
- **Younger shoppers tend to prefer clothing or sports specialists**
Figure 201: Types of retailer footwear was purchased from, by age, February 2021
- **Amazon is now the most popular footwear retailer...**
Figure 202: Retailers footwear has been purchased from, 2019-21
- **...and alongside ASOS picked up the most shoppers since 2020**
Figure 203: Percentage point change in retailers used for purchasing footwear between 2020 and 2021
- **Younger shoppers are less loyal to one retailer**
Figure 204: Repertoire of retailers used for footwear, by age, February 2021
- **Priorities for Footwear Shoppers**
- **Over two in five shoppers value familiarity...**
Figure 205: Factors prioritised when shopping for footwear, February 2021
- **...with older shoppers particularly susceptible**
Figure 206: Factors prioritised when shopping for footwear, by age, February 2021
- **Behaviours towards Footwear**
- **Pain points for shopping footwear online can be lessened**
Figure 207: Behaviours towards shopping for footwear online, February 2021
- **Shoppers now wait for sales before making purchases**
Figure 208: Behaviours towards discounted footwear, February 2021
- **While many put off buying footwear, others invested in practical pieces**
Figure 209: Behaviours towards footwear during COVID-19, February 2021
- **CHAID Analysis**

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Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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• **Parents and those buying shoes from clothing stores want sizing advice**

Figure 210: Footwear Retailing – CHAID – Tree output, February 2021

Figure 211: Footwear Retailing – CHAID – Table output, February 2021

• **Important Factors when Choosing an Online Retailer**

• **Exclusive discounts pique shoppers’ interests**

Figure 212: Factors that help people choose a retailer when buying footwear online, February 2021

• **One in five of those aged 16-24 want to try footwear on virtually**

Figure 213: Factors that help people choose a retailer when buying footwear online, by age, February 2021

• **Young parents more likely to rely on discounts and pay-later schemes**

Figure 214: Prioritising discounts and the ability to use pay-later schemes when shopping online, by age of children in household, February 2021

• **Appendix – Data Sources, Abbreviations and Supporting Information**

• **Abbreviations**

• **Consumer research methodology**

APPENDIX – MARKET SIZE AND FORECAST

• **Forecast methodology**

• **Footwear forecast**

Figure 215: Market size and forecast for footwear, 2015-25

Figure 216: Forecast consumer spending on footwear, 2020-25

APPENDIX – DATA SOURCES AND ABBREVIATIONS

• **Abbreviations**

• **Data sources**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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