

Footwear Retailing - UK - July 2015

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“The footwear sector is exceptionally fragmented with footwear specialists losing share to non-specialists, as clothing retailers, sports stores and pureplays all grow their focus on the market. Specialists can use their expertise in the market to stand out by providing exceptional customer service and a wider range of shoes in different size options including narrow and wide fit.”
– Tamara Sender, Senior Fashion Analyst

This report looks at the following areas:

- Which retailers are emerging as the winners of 2015?
- What are the main opportunities for growth in the footwear market?
- How can retailers use technology to improve the shopping experience?

Among the leading footwear retailers, the fashion-driven specialists such as Office and Schuh are outperforming the market, showing that their compelling product offering at affordable prices resonates well with young fashion shoppers. Despite this, non-specialists continue to dominate the footwear market, led by clothing retailers, sports goods retailers and pureplays.

Finding shoes that fit is the second most important factor after comfort when purchasing footwear, particularly among women. There is scope for retailers to use the latest technology such as 3D printing to deal with issues surrounding fit and to improve the shoe shopping experience both in-store and online.

The report looks at purchases of shoes for adults and children through all retail channels – both specialist and non-specialist (eg clothing stores, department stores, sports shops, supermarkets, internet pureplayers, catalogue retailers, markets, garden centres etc).

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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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