

Footwear Retailing - Spain - April 2017

Report Price: £995.00 | \$1236.29 | €1164.25

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“The specialist retailers are rapidly losing share of footwear spending, as the sports stores cement their position as a popular place for buying footwear. Tapping into rising spend on footwear online presents one avenue for growth, while focusing on catering for older shoppers, who are most driven by quality and provenance, should stand the specialists in good stead.”

– **Alice Goody, Retail Analyst**

This report looks at the following areas:

- Which retailers had been used for footwear shopping, in-store and online
- Agreement with a variety of attitude statements towards shopping for footwear

Despite rising consumer spending on footwear in Spain, the specialists are losing share as consumers opt to buy shoes from the sports stores and the online-only retailers, while the clothing specialists and El Corte Inglés retain their appeal.

To better compete with the non-specialists, there are opportunities for the specialist retailers to focus on enhancing their service offering, both in-store and online. Finding shoes that fit well is a key issue among shoppers, while personalisation services hold strong appeal among a young demographic.

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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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- Women's footwear the biggest area of spend
- Inflation boosts value sales
- Non-specialists take a growing share
- Sales through footwear retailers decline 3.1%

Market Size

- Improving Spanish economy

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Abbreviations

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C&J Clark

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Deichmann Schuh

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Company background

Company performance

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Retail offering

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