

## Footwear Retailing - UK - April 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“It has been a disappointing 2018 for footwear, with very little growth in value terms. The market has undoubtedly been affected by the current political uncertainty in the UK and people have been less willing to spend. Therefore, retailers offering value for money have performed better than others.”

– **Chana Baram, Retail Analyst**

This report looks at the following areas:

- Importance of getting online right
- More innovation needed in the sector
- Growing demand for sustainable footwear

2018 was a disappointing year for the UK footwear market. Compared to the 6.5% growth seen in 2017, footwear sales for 2018 remained stagnant at £10.8 billion. Whilst the sector has certainly continued to benefit from the continued popularity for casual footwear and trainers, it has suffered from the knock-on effects of continued unseasonable weather. The combination of a warmer autumn in 2017 and an extreme cold snap towards spring 2018 meant that people were not spending on more expensive items such as boots until they had already gone into the sale.

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