“The footwear sector picked up in 2019 after a tough 2018. However, the outbreak of COVID-19 in 2020 will have a significant and lasting impact on the sector. The category was previously geared towards the in-store experience, but since lockdown many of the leading retailers have announced significant numbers of store closures.”

– Chana Baram, Senior Retail Analyst

This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour when shopping for footwear.
- How COVID-19 will affect the market dynamics within the footwear sector.
- Brand research on leading players within the sector and key launches and innovations.
- Consumer attitudes and shopper behaviours towards footwear.

37% of footwear shoppers still prefer to visit stores for inspiration rather than going online. This has meant that footwear has been particularly hard hit by the COVID-19 lockdown, and the sector is likely to continue suffering in the inevitable economic slowdown.

The footwear market is set to drop by a further 30% in 2020 due to COVID-19, and it is particularly susceptible to any changes in the weather so will likely bear the brunt of post-lockdown discounting, given that many shoppers will not have bothered purchasing summer footwear at full price due to a lack of holiday plans or social arrangements. Additionally, with many people worried about their finances, the category is likely to become even more polarised – which is expected to have a longer-lasting effect on sales as consumers’ trade down to lower-priced options.
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